

BEST BEFORE
11. 21. 2025.

SHORT-DATED

FCO X TEAM BAKACSINFEKETE

Challenge

The desire for adoption drastically declines after the age of 10.

Meanwhile, over half of the adoptable children are over 10 years old.

Goal

To raise attention to the problem, generate buzz around the topic, and positively shape public opinion, helping potential parents become more open to considering adopting older children.

Target audience

General public & potential adopting parents

To raise people's attention to their attitude towards adopting 10+ year-old children FCO is

introducing the short-dated children



Insight_

Just like groceries, children waiting to be adopted also **have an “expiry date” around the age of 10.**

Idea_

We are curious about how people would react **when confronted with their own misconceptions regarding child adoption.**

So we organise a social experiment to see how they would react if they saw the children up for adoption the way researches indicate society sees them: **short-dated.**



The social experiment

With the help of child actors, we represent nearly 10-year-old children waiting to be adopted among the short-dated, “save me” products of some busy grocery stores, topping their outfits off with an expiry stamp.

Then we observe their reactions: do they report it to the manager? Do they call the police? Do they go to the press? Or do they just walk right past them?



After the first phase, we wait for people's reactions about children being treated as products...

...hopefully they disagree, and it begins a country-wide discussion, on several platforms.

What we expect:

- reports to the manager
- phone calls to the press
- calls to OGYSZ
- social media shares & interactions
- visits to the FCO website



index BAJNOKOK LIGÁJA
BELFÖLD KÜLFÖLD GAZDASÁG KULT VÉLEMÉNY

Nagy Laca
10 éve ide járok. ENNYI. FELHÁBORÍTÓÓÓÓÓ!

SHORT-DATE

Több, mint 30-an értesítették tegnap az Országos Gyermekvédelmi Szakszolgálatot
Az FCO civil kampánya miatt.

Rögzítette a kamera a Ráckeresztúrnál lezuaran repülőgép utolsó perceit
A gép „vezetetlen repülési jelleget” mutatott a becspodásig, a pilóta rosszul lett.

Újabb fontos politikus áll be a Magyar Kétfarkú Kutya Párt mögé
El sem indult az előválasztáson, de elfogadják az eredményt.

MUTATJUK AZ ORSZÁG LEGKEGYETLENEBB BŰNÖZŐIT, FIATAL FELNŐTTEK IS VANNAK KÖZTÜK

...so we start extending_

Konyhafőnök is one of the most watched TV shows, with each episode having its own thematic focus.

In collaboration with them, we present a new theme: short-dated products.

Zé announces at the beginning of the episode: "today we will be cooking with short-dated products".

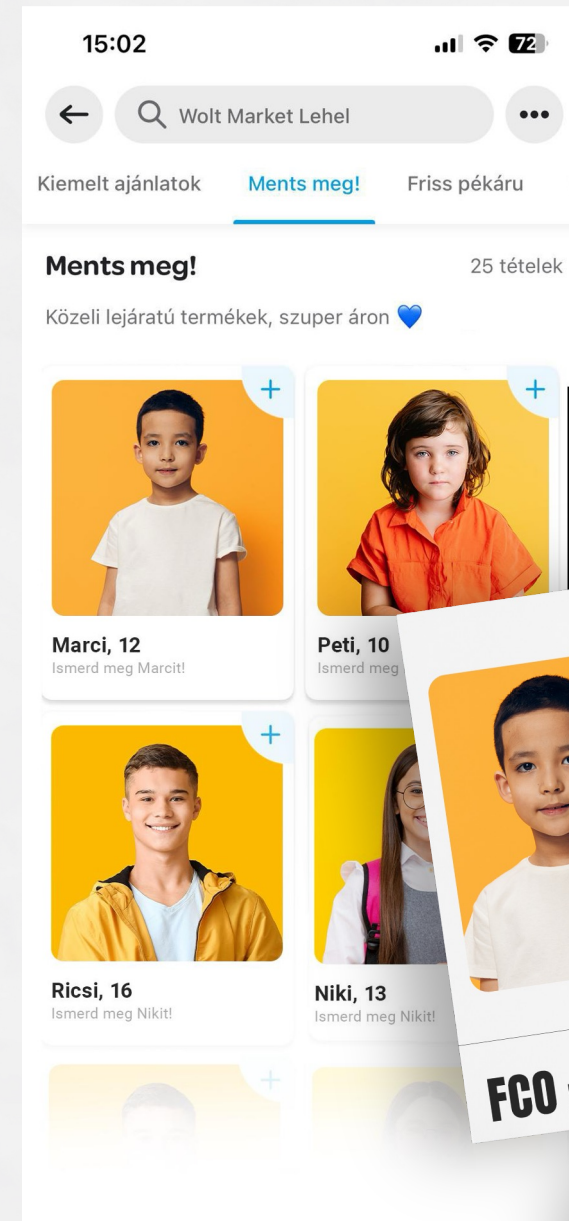
The show takes an exciting turn when everyone is surprised to see the older children waiting to be adopted.

During the show, the children help the contestants and share their stories with them, bringing themselves closer to the audience.



Most online shopping platforms e.g. kifli.hu, Wolt Market **have a "Save me" menu, so we also make children's profiles available there.**

When people add a profile to their "shopping cart", along with their purchase on the Wolt "thank you card" **they will receive a code to the FCO website where they can read about the child's profile and the work of the organisation.**



But of course, we won't forget about the initial experiment, the comments and calls either:

we answer them via our social channels and throughout the city.



PR ECOSYSTEM

OWNED

- FCO website
- FCO social channels

PAID

- Media cooperation (Konyhafőnök)
- Store cooperation (e.g. Spar, Tesco etc.)
- OOH

EARNED

- Social media buzz (TikTok, Instagram, Facebook)
- People's reports to the press, online & print press releases
- News broadcasts
- Radio broadcasts (e.g. Balázsék)