



**Youth led digital  
campaign**

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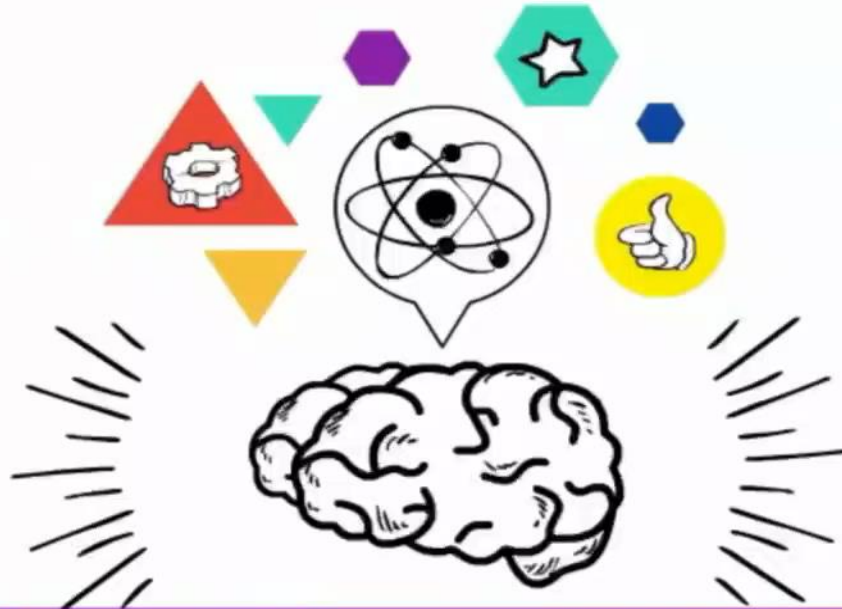
# Our Objectives



- **Generate** youth engagement
- **Increase** fan base and interactions
- **Heighten** general awareness and exposure
- **Gain** market place insights



# Strategy Overview



LIFE CHOICES  
DIGITAL CAMPAIGN

CREATED USING  
**POWTOON**

# Our strategic solution

## Aim

Competition based

## Theme: Burst the bubble

## Interactive billboards

- Role model
- Statistics

## Facebook Interaction

## Process

- Bubble analytics tool

## Outcome

- Interaction (comments/shares/likes)
- Winner - Prize - Possibly donations
- Increased awareness - Increased volunteers - The Human solution



A photograph of Nelson Mandela and a young girl with a raised fist, symbolizing education and social justice. The background is a crowd of people, some in suits and some in more casual attire, all appearing to be in a celebratory or protest-like atmosphere. The lighting is bright, suggesting an outdoor setting.

Education is the most powerful weapon which  
you can use to change the world – Nelson  
Mandela

You could  
win

Yet only 55.1%  
Of SA Students  
complete High  
School

Share your pic on the [Salesian Life Choices](#) Facebook page.  
Join the conversation,. Join the organisation.

[#Lifechoices](#) [#Burstthebubble](#)

 *lifechoices*  
INSPIRED BY FAITH. BY SOCIAL JUSTICE.

Inclusive, good-quality education is a foundation for dynamic and equitable societies – Desmond Tutu



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Salesian Life  
Choices

@salesianlifechoices

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Reviews

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We deeply believe that the solution for  
the problems faced by society can be  
found within human beings

Want to join the conversation?

Join the organisation.

Liked Following Share

Donate

Are you here for the competition ?

Upload your pic saying what education means to you  
accompanied by #LifeChoices #Burstthebubble

The more likes, comments and shares you receive, the  
greater your chance of winning

Signing up for a Life Choice volunteer gets you  
BONUS points

Good Luck



Salesian Life Choices

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## Why we need volunteers for the education epidemic

With only 55.1% of South African students finishing Matric



**Youth Unemployment** is at all time high, as 50% SA youth remain unemployed



**Lack of identity**

Unemployed youth often become disheartened about their future due to being unable to overcome a cycle of poverty

**Alcohol and drug misuse**

With few opportunities available, the youth often fall into a trap of drug and alcohol abuse



**Gang Culture**

often becomes appealing to unemployed youth, however it perpetuates a cycle of violence and crime



Register to be a volunteer at : <http://www.lifechoices.co.za/register-volunteer>



# Thought behind our strategy...

## 1. Billboards

Strategic location

## 2. Social Media: Facebook

Research based

## 3. Facebook Traffic Simulation

Competition

## 4. Audience Retention

Greater Purpose



# Our digital campaign target market

## Demographics

Ages 16 - 25

- Frequent Facebook users

LSM 6 - 10

- Access to electricity, paid TV, attend gatherings and go to gym

- Access to finances

• Race unspecific

## Geographics

Capetonian youths



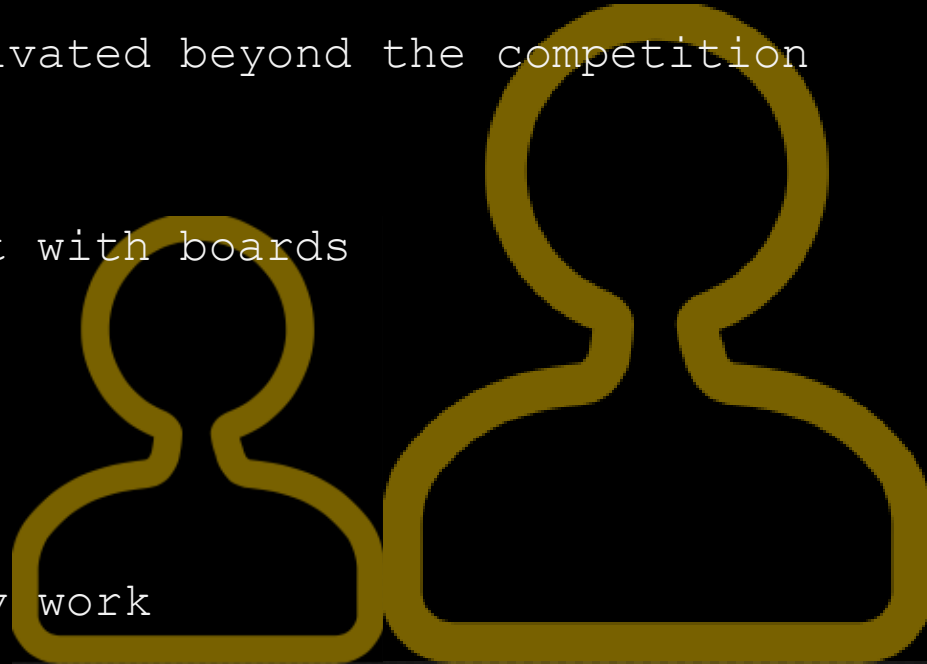
# Our digital campaign target market

## Psychographics

- Sufficient lifestyle
- Active and social lifestyle
- “Go-getting” attitude - motivated beyond the competition

## Behaviourgraphics

- Confident enough to interact with boards
- Active & social online
- Helpful and caring nature
- Charity interested
- Seek to benefit from charity work



# Long term plan for the campaign

Education as part 1 of a 4 part campaign

Every month for 5 months we hold a similar campaign focusing on the initial programmes offered by life choices

- 1 - Education
- 2 - Leadership (Leader's Quest)
- 3 - Health (Health4Life)
- 4 - Social (Family Affairs)



The **youth** are 36.2%  
of the population..  
But **100% the future**

