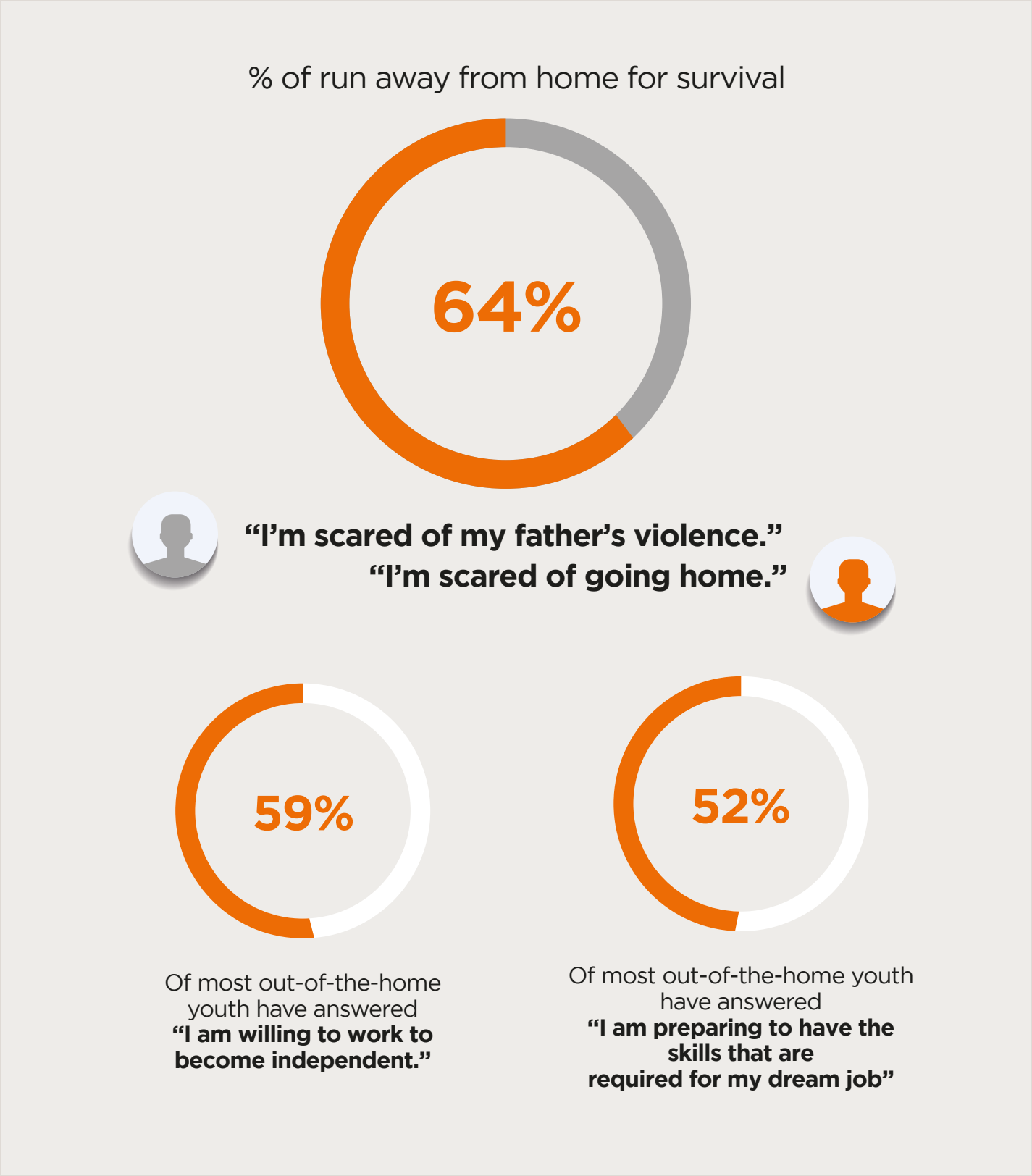


Background

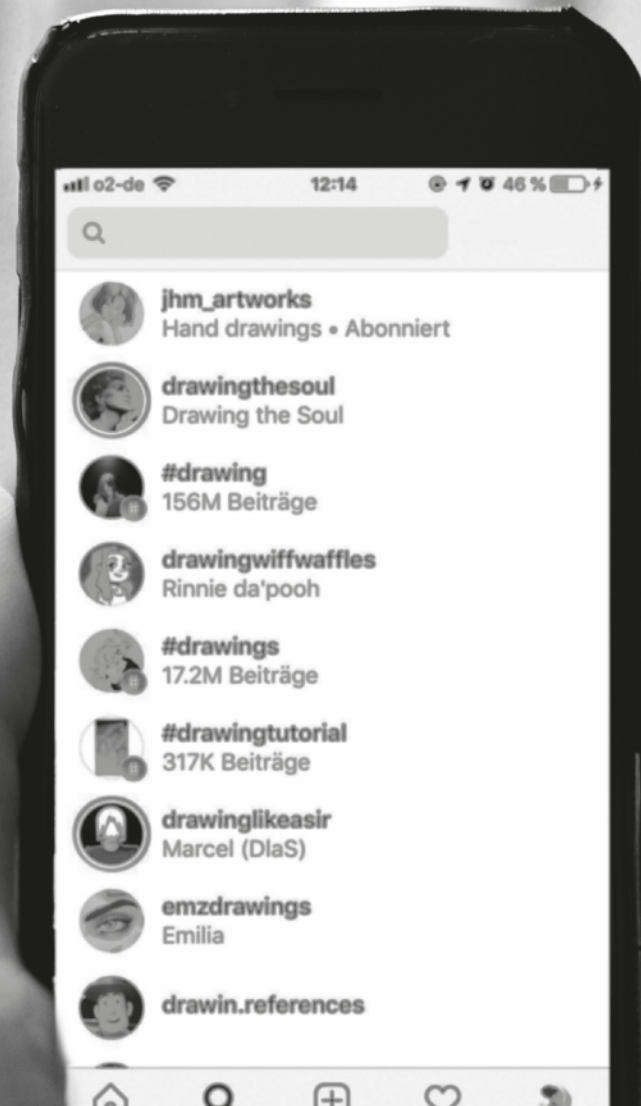
The public considers out-of-the-home youth as “runaway teenagers”, “trouble maker” and “delinquent” even though these frames are social prejudice.

These perception leads people to judge the out-of-the-home youths as teenagers without hope and dream.

However, most out-of-the-home youth did not just run away, but rather ‘escaped from’ danger, and have a high will to move toward their dreams and future.



Target Analysis



Our target audience, the 20s and the 30s, use Instagram as a tool to share **who they are** and to **find someone who they are interested in**.

Insight

People judge out-of-home youth by their first impressions and had no chance to hear their stories.

At the same time, individual youth out-of-the-home never had a chance, and was afraid to be judged by people, to tell their personal and sincere stories regarding the real reasons of running away from home.

However, out-of-home youth are just ordinary teenagers who have a dream and wishes for a bright future.

If we connect and open their stories to the public, we believe that people will start changing their perceptions.

Strategy

So we decided to use “Instagram” as a window of communication :

- 01 We installed Instagram-post-like installations in public places as a media that can be naturally exposed to people walking by.
- 02 People who are interested in the posters scan QR code on it, and an Instagram account of out-of-home youth shows up.
- 03 Through its account, an out-of-home youth tells their personal stories on Instagram feeds; their dreams that couldn't be expressed freely, and their unspoken stories about why they had to leave their home...

The idea

To create **a bridge** between
the public and the out-of-home youth

To **right** the people's prejudice,

To give these teenagers **a chance** to tell
their side of the stories

To let people **understand** their situation,
the way they feel, and think


and **to sympathize, to support,** and **to care**




World Vision  presents


DreamWhisperer

#Listen to Their Whispers








DreamWhisperer


 streets



I was here last night.





 Liked by **DreamWhisperer** and others

DreamWhisperer #Listen to Their Whispers

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3:00 AM

Media Planning

Attention



Making public places to OOH
as a communication tool
between **the public** and
individual youth out of the home

Interest



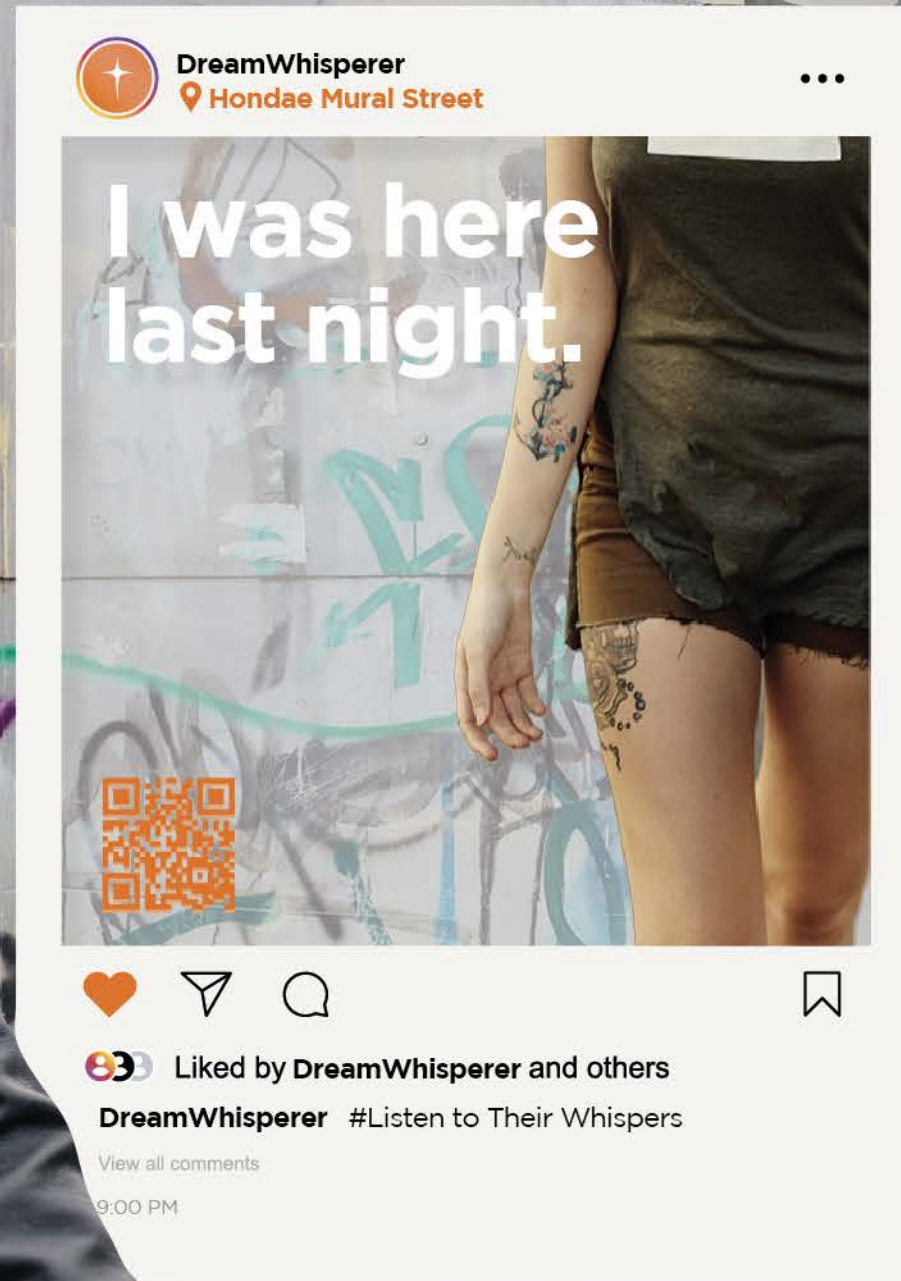
Telling our target audience
their personal stories
through personal
Instagram Account

Action



Introduce our target audience
to the World Vision website
as a campaign landing page
to support individual youth
out of the home

Execution



Step 1

Make an unnamed Instagram account for individual youth out of the home.

Step 2

Generate attention about out-of-the-home youth from the public with installation ads in public places, using the youth's Instagram Post.

The phrase "I was here last night" will bring the audience's focus.

Step 3

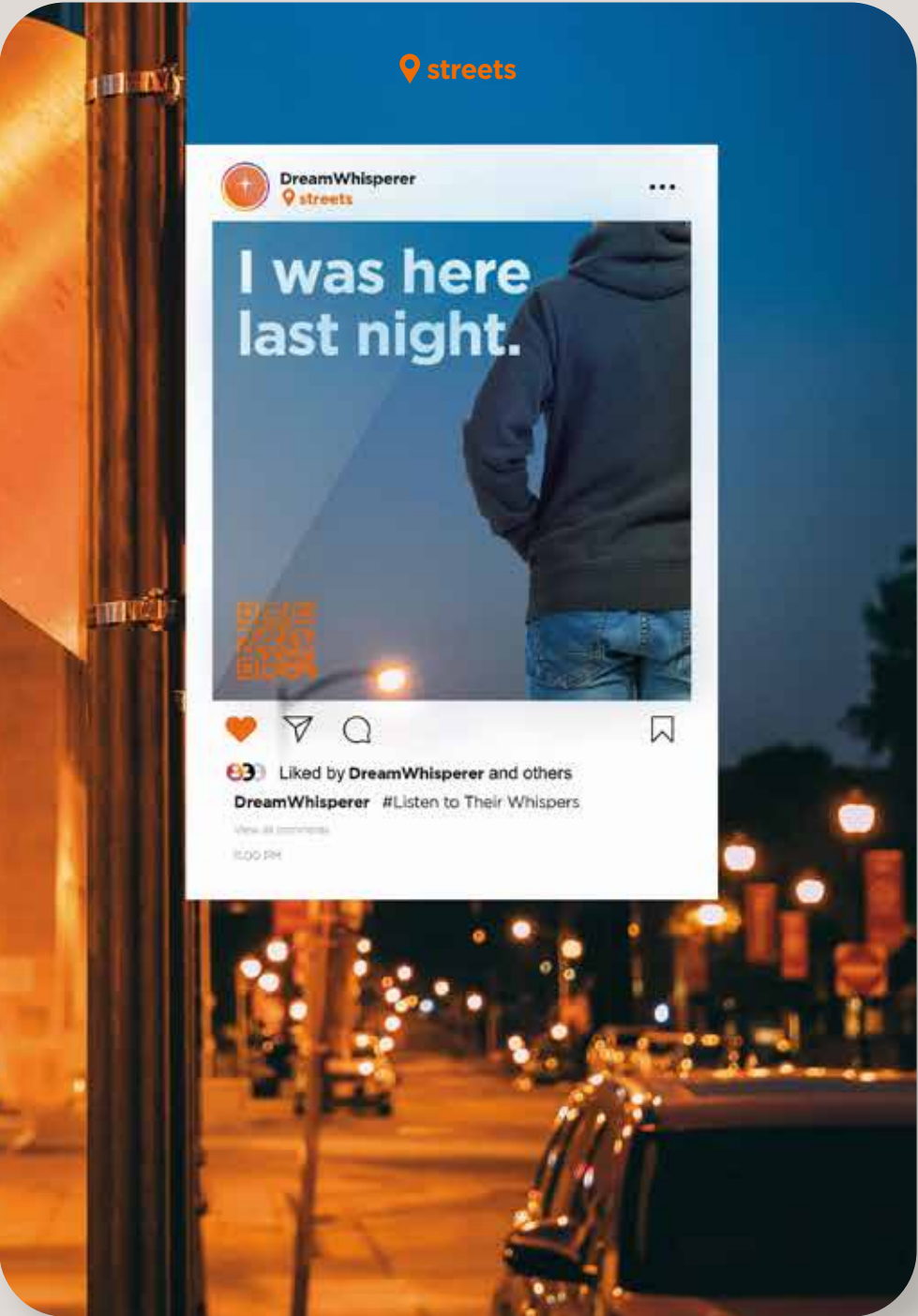
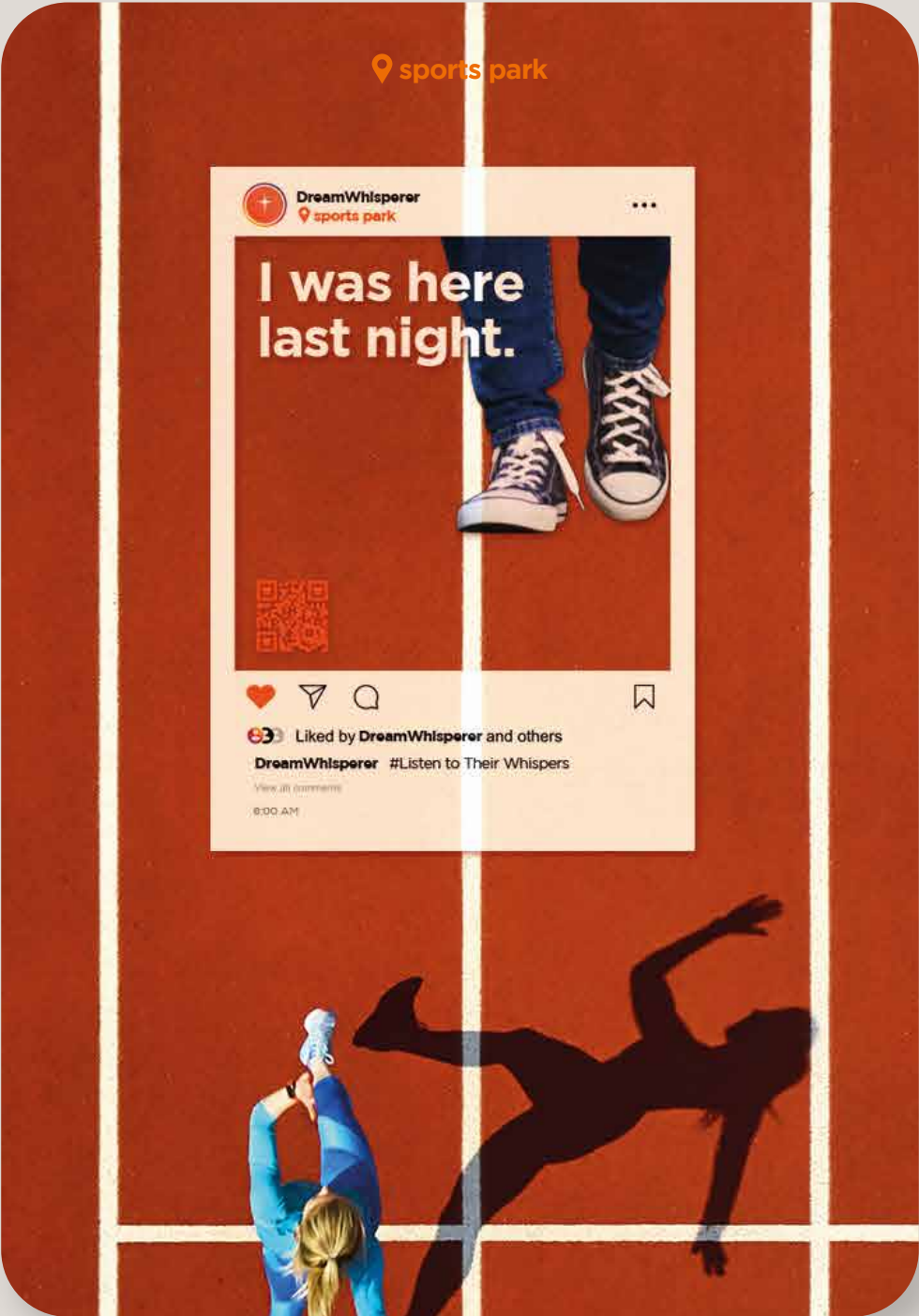
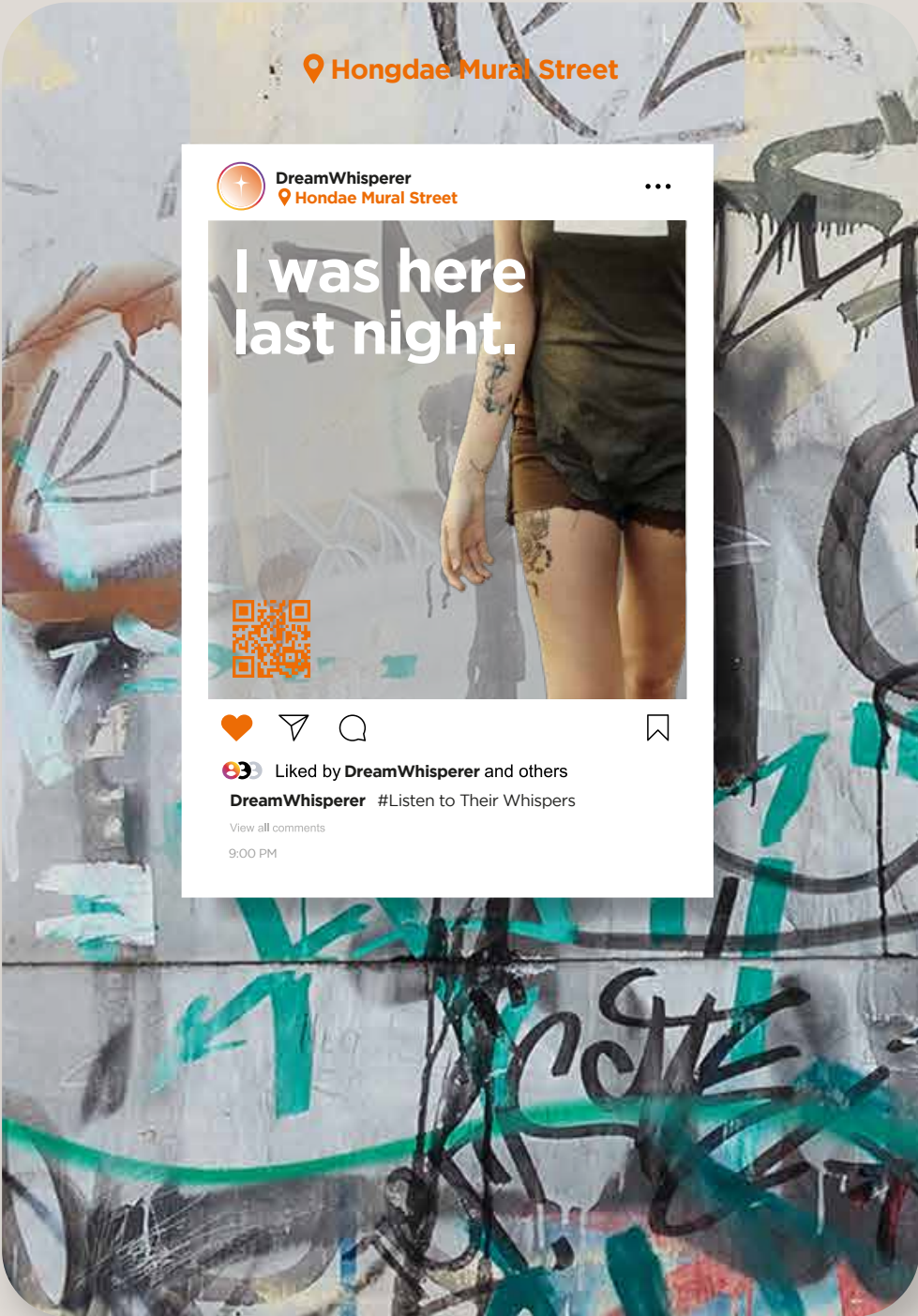
Incorporate an ad's surroundings into the ad itself and match the installation site that is related to dreams of an individual youth out of the home. (ex. Using graffiti wall on Hongdae Mural Street as a place for a youth who dreams to become an artist.)

Step 4

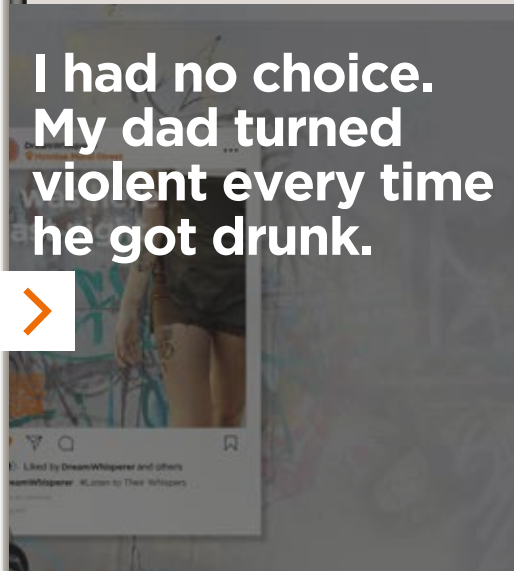
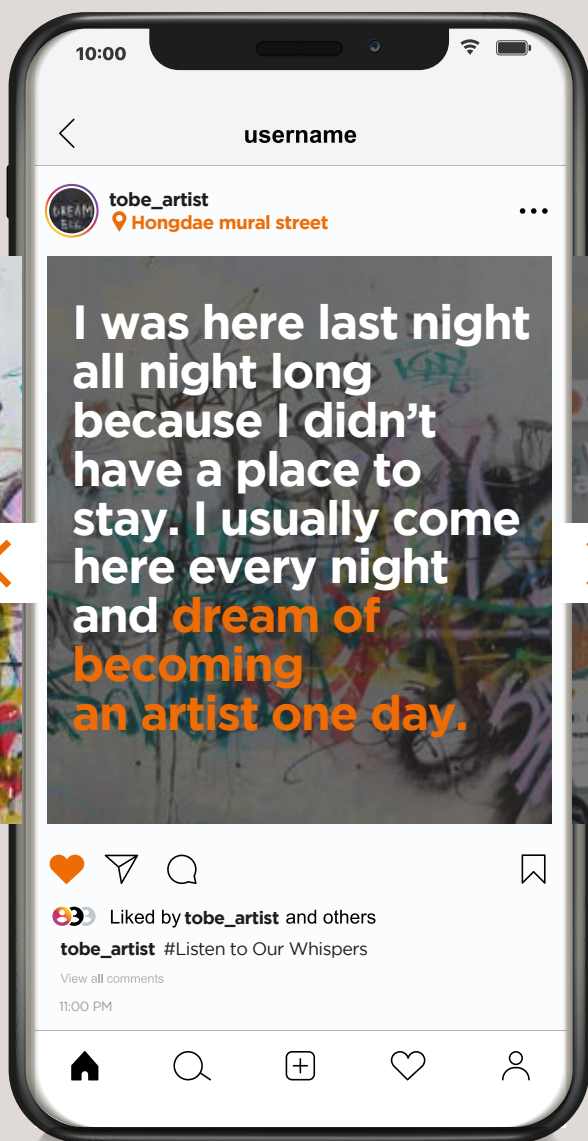
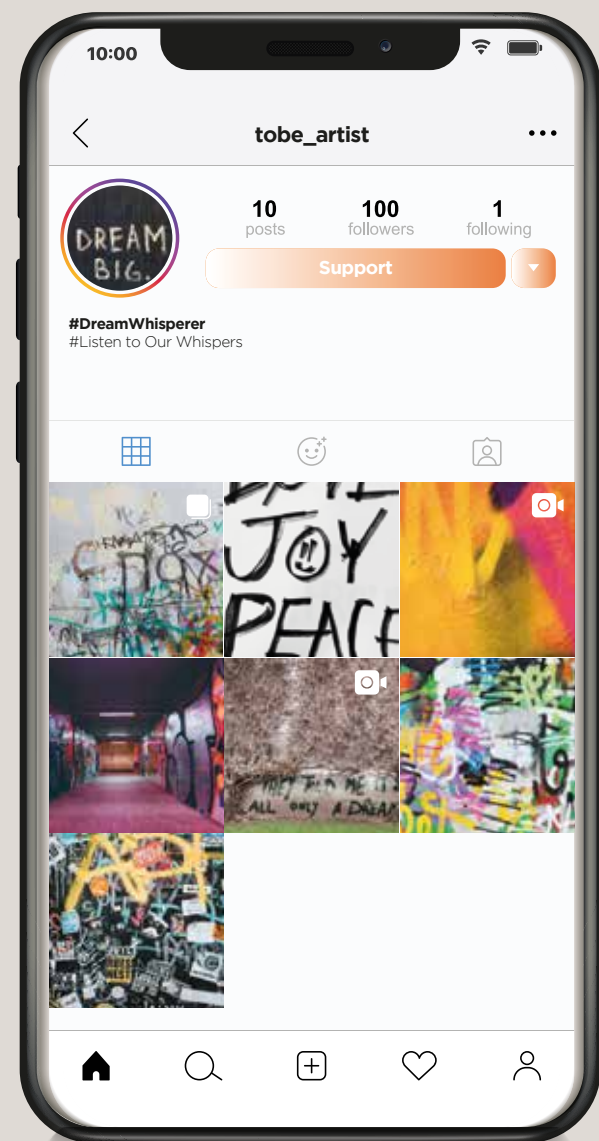
A passerby who stops to stare and is willing to take photos can scan the QR code on the ads and reach the youth's personal but unnamed Instagram account.

Execution

We turned public places into its own medium, such as using graffiti wall on Hongdae Mural Street, an athletic track tile as a canvas at Sports Park and a pole flag in the streets.



Execution



Step 1
Once the target audience scan QR code, the audience can see the personal stories of an individual youth out-of-the-home through their **personal but unnamed Instagram Account.**

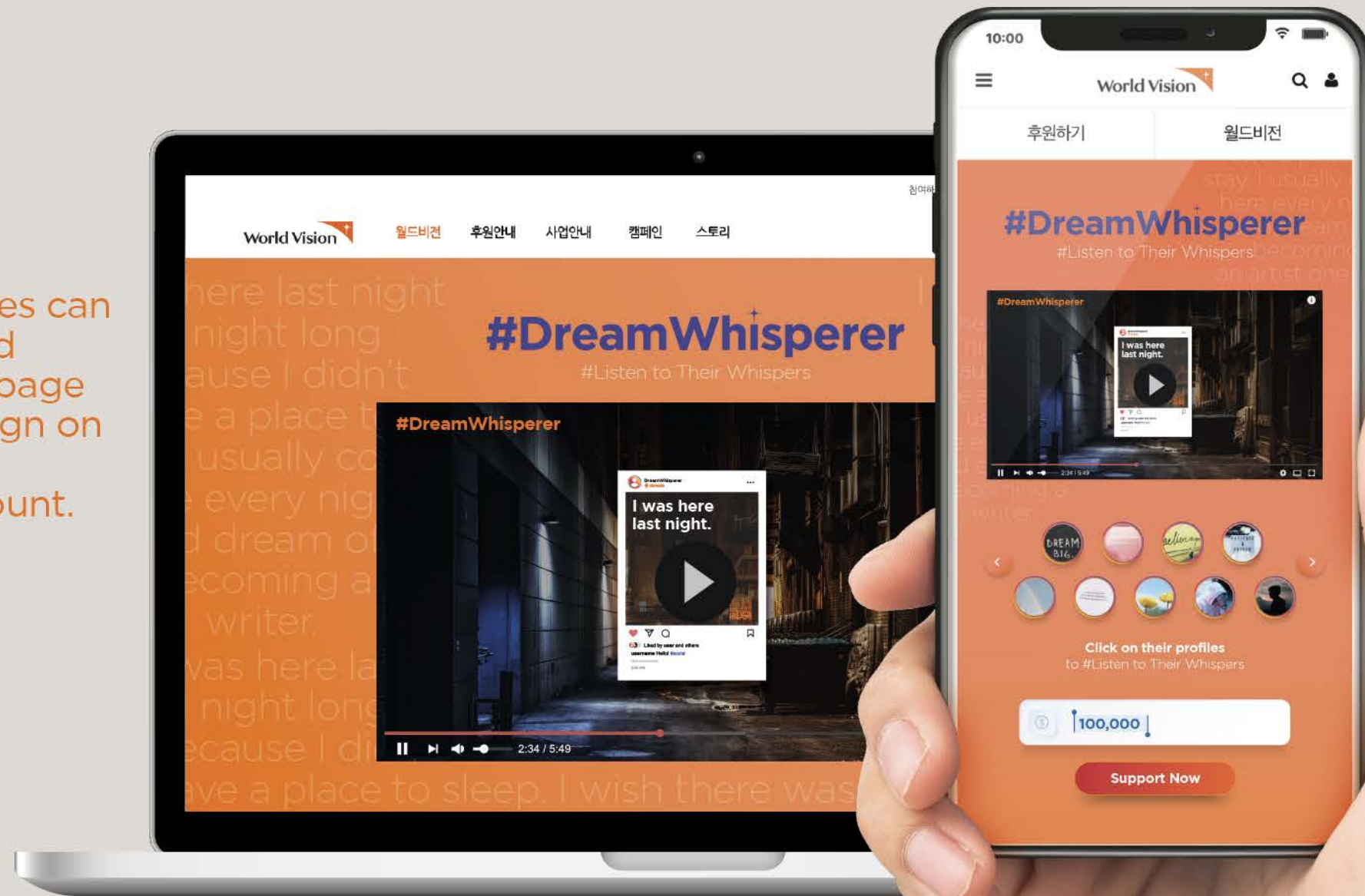
Step 2
Show the target audience unexpected reason why the youth out-of-the-home was here last night by **showing the full sentence.**

Step 3
Through its post, personal and sincere stories of an individual youth out-of-the-home are shown, regarding the real reasons for running away from home and what they are dreaming to become.

Execution

Step 1

Target audiences can go to the World Vision landing page through CTA sign on the personal Instagram account.



Step 2

The audience can watch the campaign clips on the website.

Step 3

The audience are also encouraged to engage in the cheering event for the out-of-home youth.