

**Don't wait for
RED
to seek**

HELP



Be strong, ask for **HELP**



Why are we afraid of asking for help?

The fear of being vulnerable

The need to be independent

The fear of losing control

The fear of rejection

Overempathizing with others

Reputational barriers - ASHAMED



How to approach breaking this **STIGMA?**



Pedestrian lights as a symbol of asking for **HELP**



Feeling in need?



**Make the first step.
Ask for help!**



Asking for help should be as simple as pushing the button to cross the street

Support, Encouragement, Empathy





Spreading the message

Phase 1

Guerrilla Marketing v.1

Putting pedestrian light, crosswalk and big cinema screen in point of interest in cities around Czechia
Using whisperers to lure big TV channels + using social media

➔ Execution to create a BUZZ - Prime time (TV Nova, etc., international scale)

Phase 2

Guerrilla Marketing v.2

Using pedestrian lights across Czechia and volunteers for helping people to cross the crosswalk and demonstrate how easy it is to be given a **HELP** and it's OK to ask for **HELP**

Using influencers ➔ curiosity, people sharing participation ➔ eWOM



Spreading the message



Phase 3

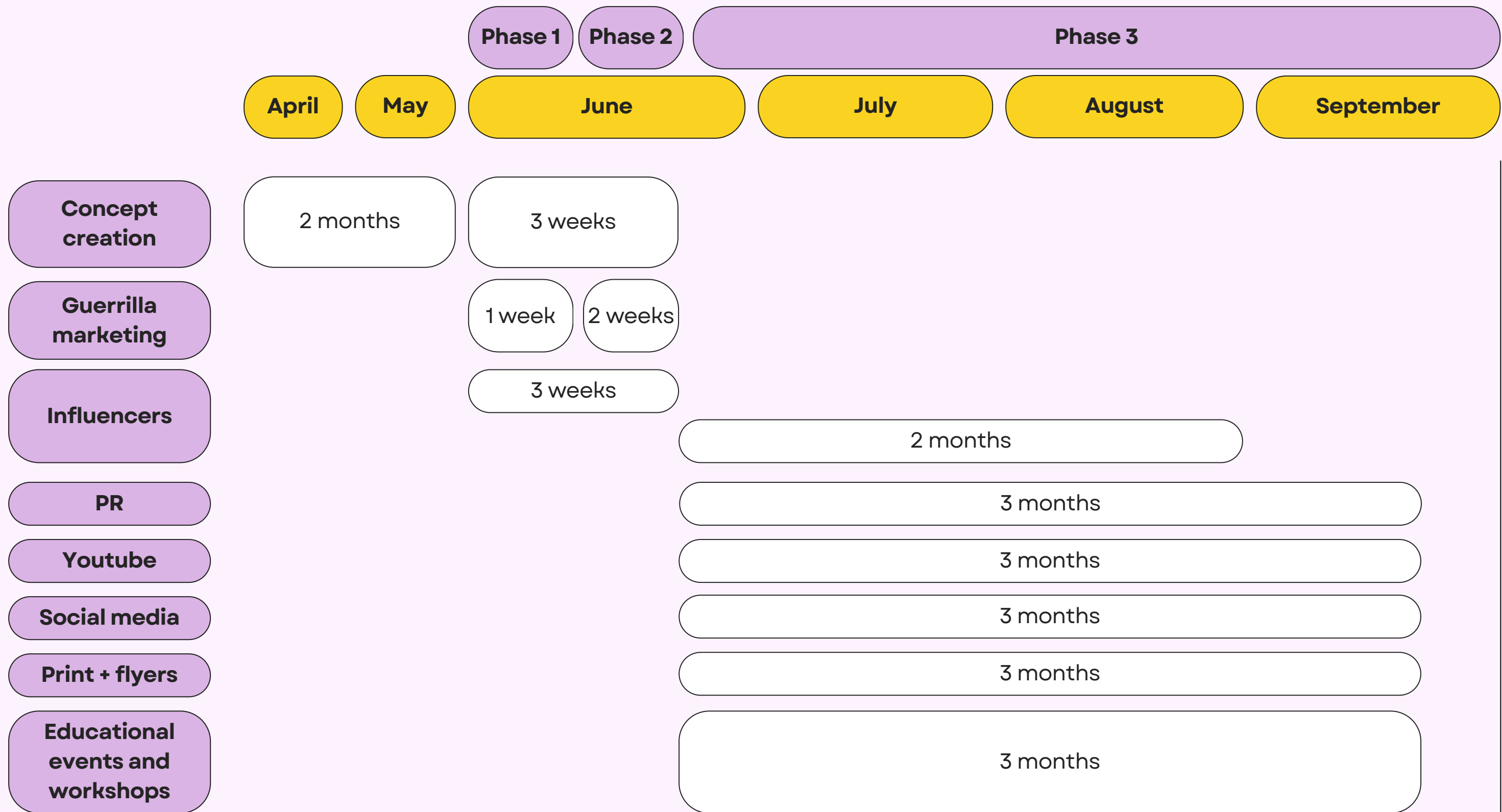
Reveal of guerrilla marketing creator - PR, Youtube & Social Media campainings

Educational events and workshops - benefits of asking for help, open discussions with founders and clients, how to start fundraising

Flyers and posters



Timeline



Budget

Offline - posters and flyers - production distribution + application	800,000 CZK
Cinema screens	partnership
Equipment - pedestrian lights, crosswalks	partnership
Graphics	150,000 CZK
Media cost - video (ytb) and social	400,000 CZK
Media cost - interviews and NOVA	partnership
Influencers	1,000,000 CZK
TOTAL:	2,350,000 CZK



Summary

INSIGHT

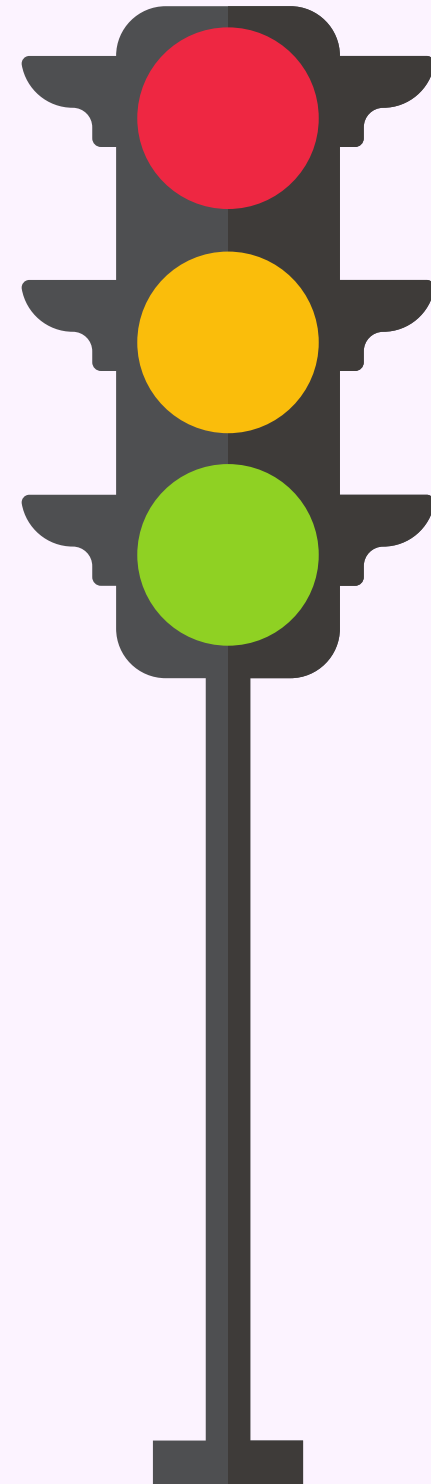
People have reasons not to ask for help, even though they would like to

TARGET

Caregivers and individuals in need
(Everyone)



znesnáze



STRATEGY

Use of pedestrian lights with help of online and offline channels

WHY IT WORKS?

Pedestrian lights are everywhere, spreading the message is easy

#AskingForHelpIsTheNewNormal

**Thank you for your time
and**



Don't be afraid to push buttons ;)