

04.

CONCEPT

CAMPAIGN METADRASI - STEP2SCHOOL

TARGETING

>35 Y.O. Sensitive,
progressive, active,
financially independent

INSIGHT

People that care about a
cause prefer to contribute in
a specific direction rather
than donate in a generic
sense.

OBJECTIVES

Raise awareness and
motivate people to take
action and donate

KEY MESSAGE

Give refugee children the
chance to be integrated in
their new homeplace by
supporting METADRASI
educational program.
Learning the language will
open new horizons for them.

The concept focuses on a **positive aspect** related with **solidarity, respect, equality and giving**. We want to concentrate on "good" things locals can offer to refugee children, rather than cause guilt to the audience by describing once again the harsh conditions they are obliged to live in. **Donating** is a positive action and needs to be motivated through a positive campaign.

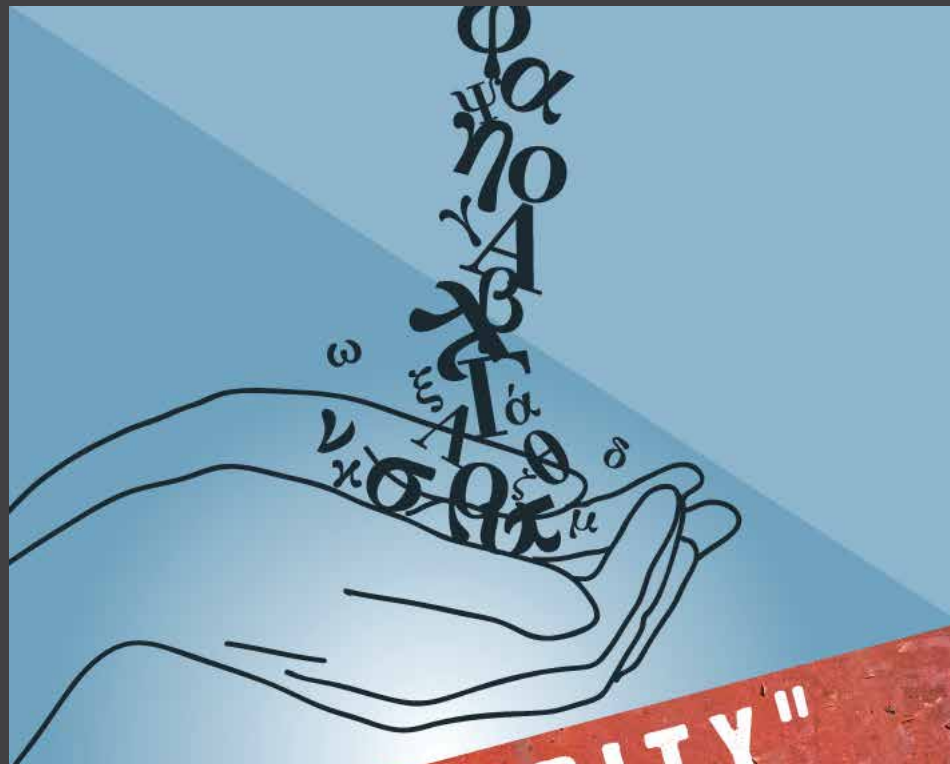
Immigrants Education is primarily about teaching them the local language, for them to **be able to communicate** with society for their everyday needs, but also to **help them be integrated**.

We ask people not to donate in a generic sense, but **actively participate** by giving a sum for children's education. It seems like they are directly contributing **knowledge**, like they are giving an actual small, yet important piece of the whole effort needed, just a word of our language they need to learn. **Giving and sharing** at the same time something vital as water.

Background and typeface are suggestive

of life raft boats, corroded materials that form temporary immigrant residences, military tents, camps.

The light blue gradients convey a sunny morning feeling, synonymous to hope.



"PROSPERITY"
IF YOU CAN SPELL IT,
YOU CAN SHARE IT.

STEP2SCHOOL
EDUCATION PROGRAM

Let's support refugee students' education.
Let's encourage their integration.
Let's give them a chance to a new life.
metadrasi.org/supportus

METAdrasi
ACTION FOR MIGRATION & DEVELOPMENT



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METAdrasi
ACTION FOR MIGRATION & DEVELOPMENT



SOCIAL MEDIA

**Metadrasi**

Today at 19:33 · 🌐

Step2School Education Program. Let's support refugee students' education.
<https://metadrasi.gr/step2school>

[See translation](#)

**METAdrasi**
ACTION FOR MIGRATION & DEVELOPMENT



STEP2SCHOOL
EDUCATION PROGRAM

"SOLIDARITY"
IF YOU CAN SPELL IT,
YOU CAN SHARE IT.

 Like

 Comment

 Share



1.035



Write something...





Metadrasi

Today at 19:33 · 🌐

Step2School Education Program. Let's support refugee students' education.
<https://metadrasi.gr/step2school>

[See translation](#)



Like



Comment



Share

👍❤️👹 1.035



Write something...



Client: METADRASI

Product: STEP2SCHOOL

Subject: IF YOU CAN SPELL IT, YOU CAN SHARE IT

Date: 04/11/2021

Duration: 40 sec

VIDEO

AUDIO

(EXT) Primary school yard

MEDIUM CLOSE UP: Local girl plays volley in a schoolyard with an immigrant boy. She throws him the ball. The boy looks at it.

"Ball" she shouts at him, explaining the word in Greek.

MEDIUM CLOSE UP: They drink together water from the schoolyard's tap; they look at each other while they hold the water into their hands.

"Water" explains in Greek the girl.

MEDIUM CLOSE UP: They now share a piece of chocolate;

"Chocolate" the girl explains in Greek, while she hands him the piece.

The immigrant boy smiles with gratitude.

COPY ON SCREEN FOLLOWING NARRATOR.

Emotional music

SFX: according to images

NARRATOR:

IF YOU CAN SPELL IT, YOU CAN SHARE IT

Support refugee students' education.

Encourage their integration.

Give them a chance to a new life.

Donate today

DISSOLVE TO LOGOS - URLs.

Client: METADRASI

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Duration: 40sec

INSTRUCTIONS

AUDIO

SFX: Kids playing (Schoolyard)

NARRATOR

EMOTIONAL MUSIC

The ball, the water, the chocolate may not be goods taken for granted amongst refugee children; even the actual words we use to describe them, may not sound familiar to them. Education for a refugee student is important like all essential needs.

IF YOU CAN SPELL IT, YOU CAN SHARE IT

Support refugee students' education.

Encourage their integration.

Give them a chance to a new life.

Donate today – url

STEP2SCHOOL EDUCATION PROGRAM BY METADRASI
