Phase #1: Launching the campaign

Channel: Online news portal



Creative strategy:

The only way to make people and political parties realise why 14 is not ok is to actually show a 14-year-old child in a dangerous situation because of the current law.

So we disguised an ad as a frightening tabloid news story and published it on one of Estonia's leading news portals on 17th march, 2021.

"14 on liiga noor. Kui oled nõus, jaga seda artiklit, kasutades teemaviidet #14poleokei" Strategy to turn the tabloid article into a fierce social media campaign

The article ended with a strong call to action to share the article using the hashtag #14poleokei



Thumbnail strategy to make the campaign go viral

We designed the article in a way that if any one would share the article on social media, this is how the share thumbnail would appear

A thumbnail image like this combined with the article headline was bound to catch the attention of people on a news feed.

Article read 200,000+ times (100% organic) Article's image gallery clicked 147,550 times

Organic traffic from social media to the tabloid story: 125,000+

Comments and reactions 25.000+

Phase #2: Disrupting Instagram newsfeeds with the help of Influencers

Channel: Instagram

Liisa Pärnpuu 24100 followers



Mariliiskaer 13000 followers Liisa Leetma 56500 followers



suvimariliis
11500 followers

Genka 39700 followers



Kristel Aaslaid 63600 followers ML Tauts
22500 followers



Hanna Martinson 19500 followers Daniel Levi 27000 followers



Elina Born 56300 followers

The goal:

As instagram is a photo platform, we wanted to disrupt the feeds of people with the most frightening visuals that depicted the frightening reality of Estonia's legal age of sexual consent.

Creative strategy:

Even before the campaign launched, we sent Estonia'a leading Instagram influencers campaign photos and our hashtag message #14poleokei

Results:

More than 25 top influencers shared the photos along with their personalised messages to convey why 14 is not ok. They also created their own videos to promote the campaign in their own personal way.

Right after the influencer activity, the images exploded on Instagram, as the public began resharing the photos along with the hashtag to raise the legal age of sexual consent.

Phase #3: Spreading the campaign and hashtag across digital channels

Channels: Blogs, podcasts, online content portals and news portals

https://estonianwithabackpack.com > ... ▼ Translate this page

#14poleokei - Estonianwithabackpack

18-Mar-2021 — Tegelikult on õõvastav, et sellel teemal peab üldse sõna võtma, sest ilma ühegi lijalduseta oli mul rove vaadata selle SL Õhtulehe artikli fotosid.





Eesti Seksuaaltervise Liit: murdeealise ülesanne ongi piire katsetada ja riske võtta











Spetsialistid soovitavad: seksuaalsuhte vanuse alampiiri tuleks tõsta

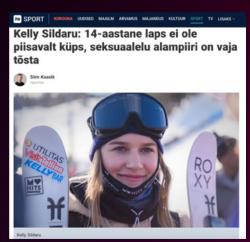


Content creation

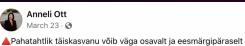
We also tied up with child specialists to create online content that would provide the scientific rationale to why 14 is too young.

Celebrities and decision makers become campaign ambassadors

Estonia's biggest names from across different fields like music, sports, blogging, podcasts and even politics joined the #14poleokei movement to educate the public on why the age of consent must be raised.



Eesti kultuuriminister



lapseeas noort mõjutada ning kahjuks ei pruugi ta seda ise ära tunda. Sõbralik käitumine võib juba järgmisel hetkel kulmineeruda õudusunenäoks koos paljude küsimustega, millele noor inimene püüab sageli endasse sulgunult vastuseid leida. Süüdistades paraku ülekohtuselt iseennast ning võttes selle trauma endaga kaasa aastakümneteks.



Loe seda artiklit, et näha oma silmaga, milline näeb välja 14-aastase tüdruku suhe 54-aastase mehega. Näed ise, kui lihtne on täiskasvanul last manipuleerida ning panna ta uskuma, et nendevaheline suhe põhineb vastastikusel nõusolekul, kuigi ta tegelikult last seksuaalselt ära kasutab. 14-aastane laps ei ole psühholoogiliselt veel piisavalt arenenud, et mõista seksuaalse enesemääramisega seotud ohte.

Seksuaalse enesemääramise vanusepiir Eestis on ainult 14 ja seda tuleb viivitamatult tõsta. Kui sa nõustud, et 14 on liiga noor, jaga seda artiklit, kasutades teemaviidet #14poleokei



Phase #4: Encouraging 14-year-old victims to speak up

Channels: Campaign website, news portals, e-mail, social media

Private messages & social media

As a result of the campaign, Eesti Seksuaaltervise Liit started to receive stories of sexual abuse from 14-year-old children.

With their permission, we reshared the stories anonymously on social media, to further encourage more 14-year-old victims to speak up.



News portals

Using the hashtag, influencers also started to organically share their own stories of sexual harassment at 14, as well as stories from other victims, to encourage children to speak up against such abuse.









Phase #5:

Directly influencing decision makers

Online petition to the government

Eesti Seksuaaltervise Liit sent an online petition to the government to further influence decision makers and to help them understand all the reasons why the age of sexual consent must be raised.

In the petition, we also submitted our own suggestions on drafting a new bill to change the law.



17 March 22 March 30 April January 1, 2022

#14poleokei was launched

Campaign reach:

1Million+ impressions

Campaign engagements:

300,000+

Total campaign budget:

5009€

There was complete consensus among Political parties and they decided to immediately draft a new bill to raise the age of sexual consent. The Ministry of Justice completed the draft for the new bill and asked for Eesti Seksuaaltervise Liit's advice to finalise the draft.

The bill is scheduled to become the law.

14 will no longer be okey in Estonia.

