

The Intelligence Gap*

*Järkikuoppa

THE CHALLENGE

How can we support parents whose kids are about to start smoking? The Cancer Society of Finland found that eighth graders hit an "intelligence gap", when they are likely to fall for stupidities such as smoking.

THE SOLUTION

Parents read newspapers, so we asked columnists to donate their columns to the cause and write about the "intelligence gap" with potential victims – 14-year-olds. The columns were collected to järkikuoppa.fi where we presented the gang of writers and the phenomenon to parents.

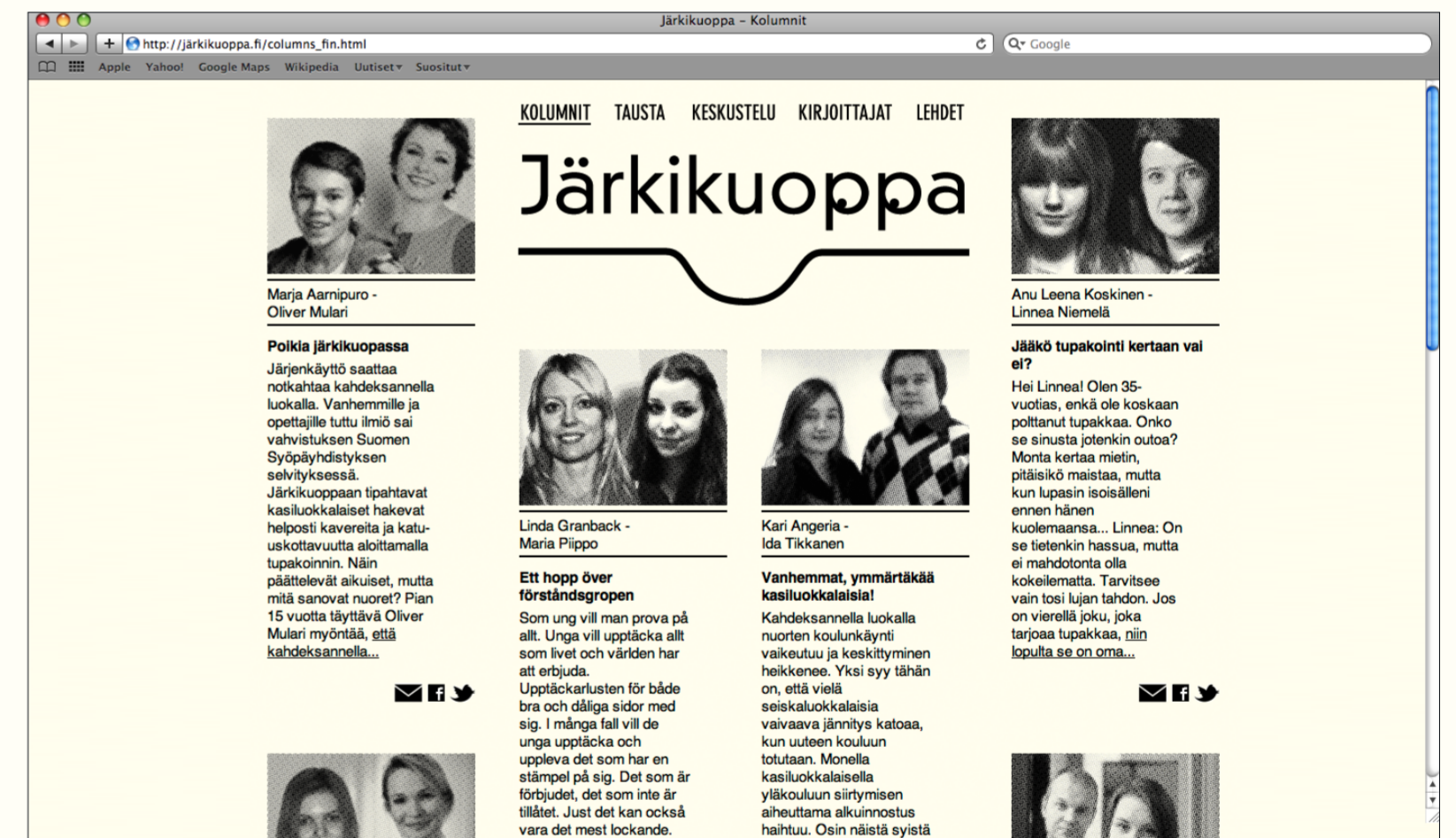
THE RESULTS

The majority of the columnists said yes to our idea. After two months of recruiting we had 19 columnists committed and more are coming in all the time. The campaign stirred up a discussion and led to dozens of articles on the topic. The readership now reaches a total of 4.5 million. Quite a lot in a country of 5 million people.

THE INTELLIGENCE GAP COLUMNS



THE INTELLIGENCE GAP WEBSITE



ARTICLES ON THE TOPIC



BUDGET 40,600 EUROS ➔ 4,5 MILLION READERS ➔ 0,009 EUROS PER CONTACT