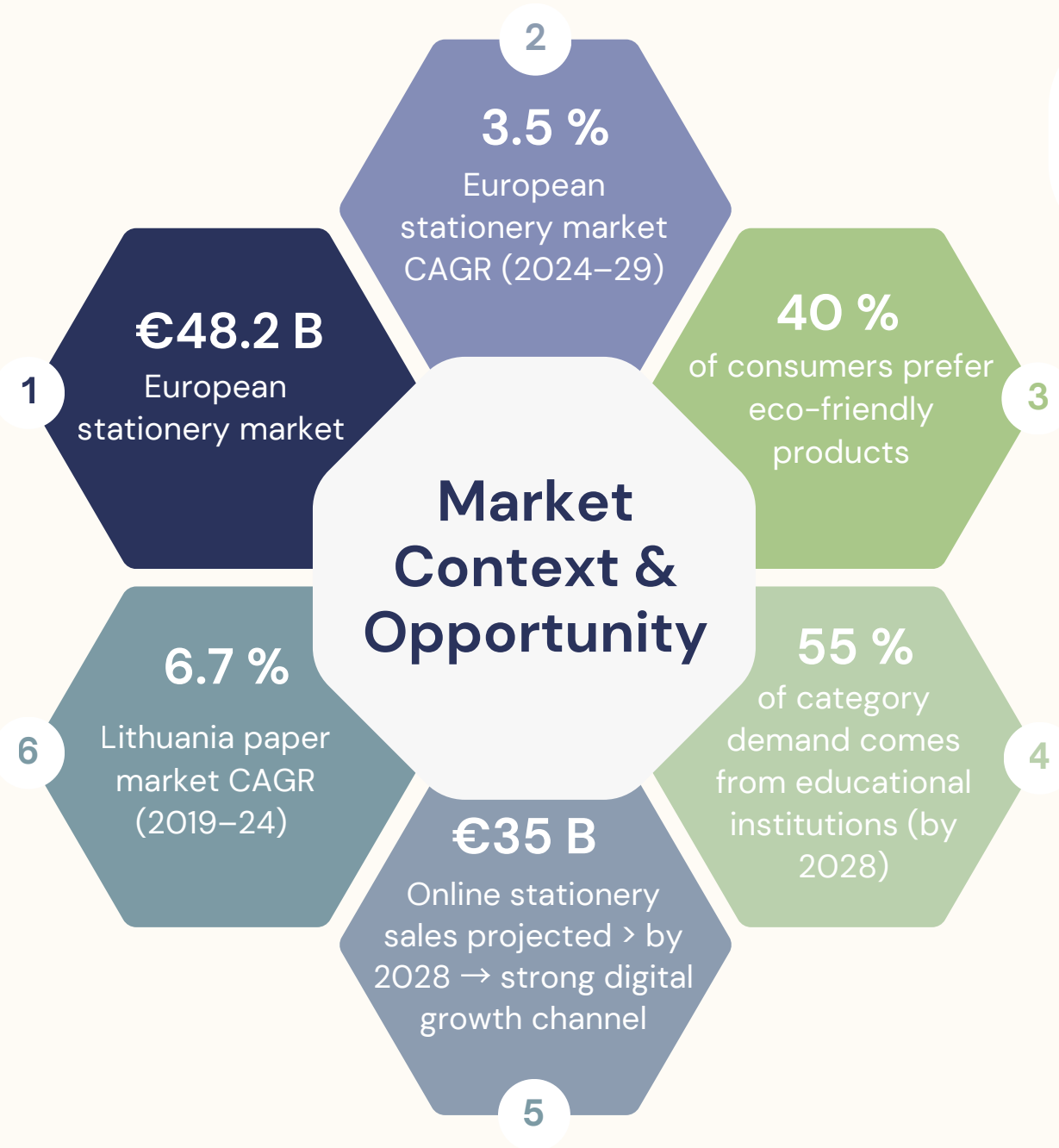


CREATIVE CHALLENGE 2025 ?

Team name: CHESSECAKE



THE PROBLEM



Key Insights from Research

Strong B2B success among Waldorf schools, but low B2C visibility creates a trust and awareness gap.

52% believe CSR-oriented brands can offer quality at a fair price (KTU Ecoman study).

Receptive segments: ages 18–34 and 65+, especially women with higher education who are most eco-conscious.

Benchmark validation: Sedulus (Germany) shows regional success with a similar model.

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71% of Lithuanians are willing to change habits for sustainability (AUGA study).

Main barrier to adoption is lack of information, not price.

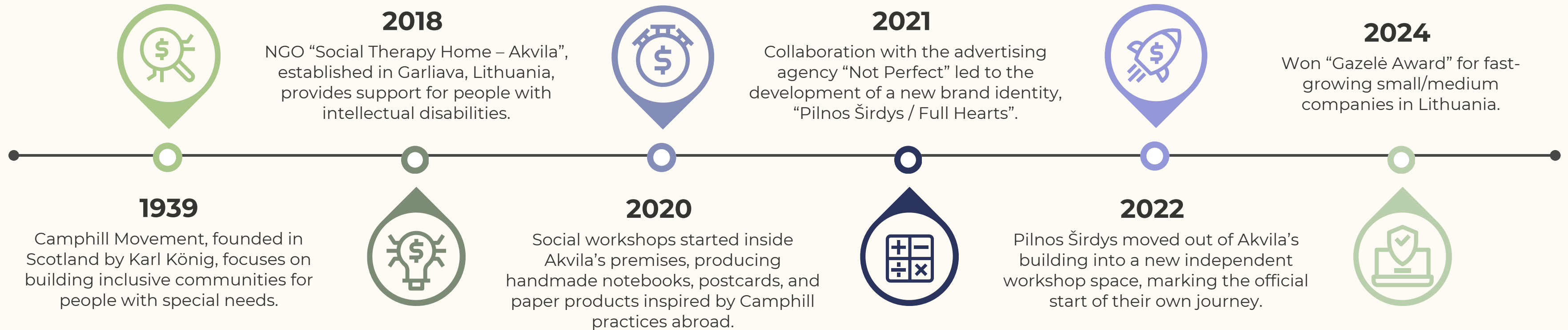
Digital presence very low — around 715 followers on Facebook and 100 on Instagram.

Employment gap: 27% in Lithuania; 95% employer reluctance reported in Poland.

Strategic Outcomes / Implications

- **Core problem:** awareness & perception gap, not product quality
- **Positioning:** lead with craftsmanship & precision; social impact as differentiator
- **Core narrative:** “Expert Craftsmanship Meets Meaningful Employment.”
- **Immediate focus areas:**
 - Teacher testimonials → build consumer trust
 - Behind-the-scenes craft content → prove quality
 - E-shop & SEO upgrade → fix conversion gap
 - CSR & corporate gifting → expand reach

THE BRAND



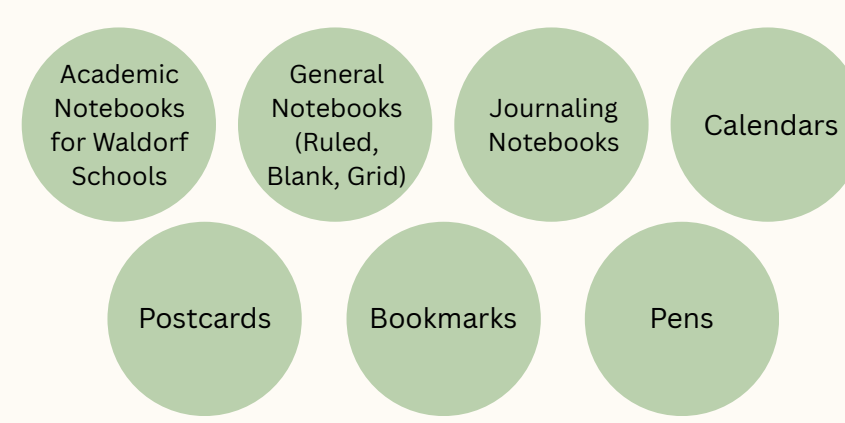
MISSION

To prepare individuals with intellectual disabilities for employment by developing their skills through meaningful work activities.

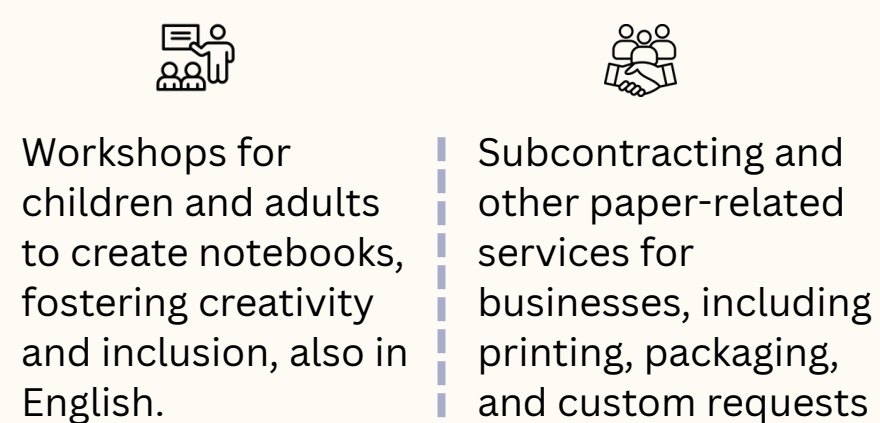
VISION

To bridge individuals with intellectual disabilities and the job market, promoting inclusion and equal opportunities.

PRODUCTS



SERVICES



PARTNERSHIPS

“Pilnos Širdys” collaborates with companies such as:

- Emideira Ltd.
- Limo Trading Company Ltd. (brand Royal Denta)
- Flutera Ltd.

THE IDEA

HERO CAMPAIGN : “Stories Written Together”

Turning Public Spaces into Storytelling Canvases of Inclusion

Primary: Build awareness of Pilnos Širdys as a social enterprise championing disability inclusion and craftsmanship.

OBJECTIVE
Secondary: Drive engagement through storytelling, stunts, and challenges.

Tertiary: Support conversion by linking every story, stunt, or post back to the act of buying/using a Full Hearts notebook.

TARGET AUDIENCE



Young Adults (18–30): University students, eco-living supporters.



Families & Educators: Waldorf/anthroposophy communities



Conscious Consumers Abroad: Lithuanian diaspora & ethical buyers



Media & Micro-Influencers: Disability advocates, stationery lovers, bloggers

ASSETS NEEDED

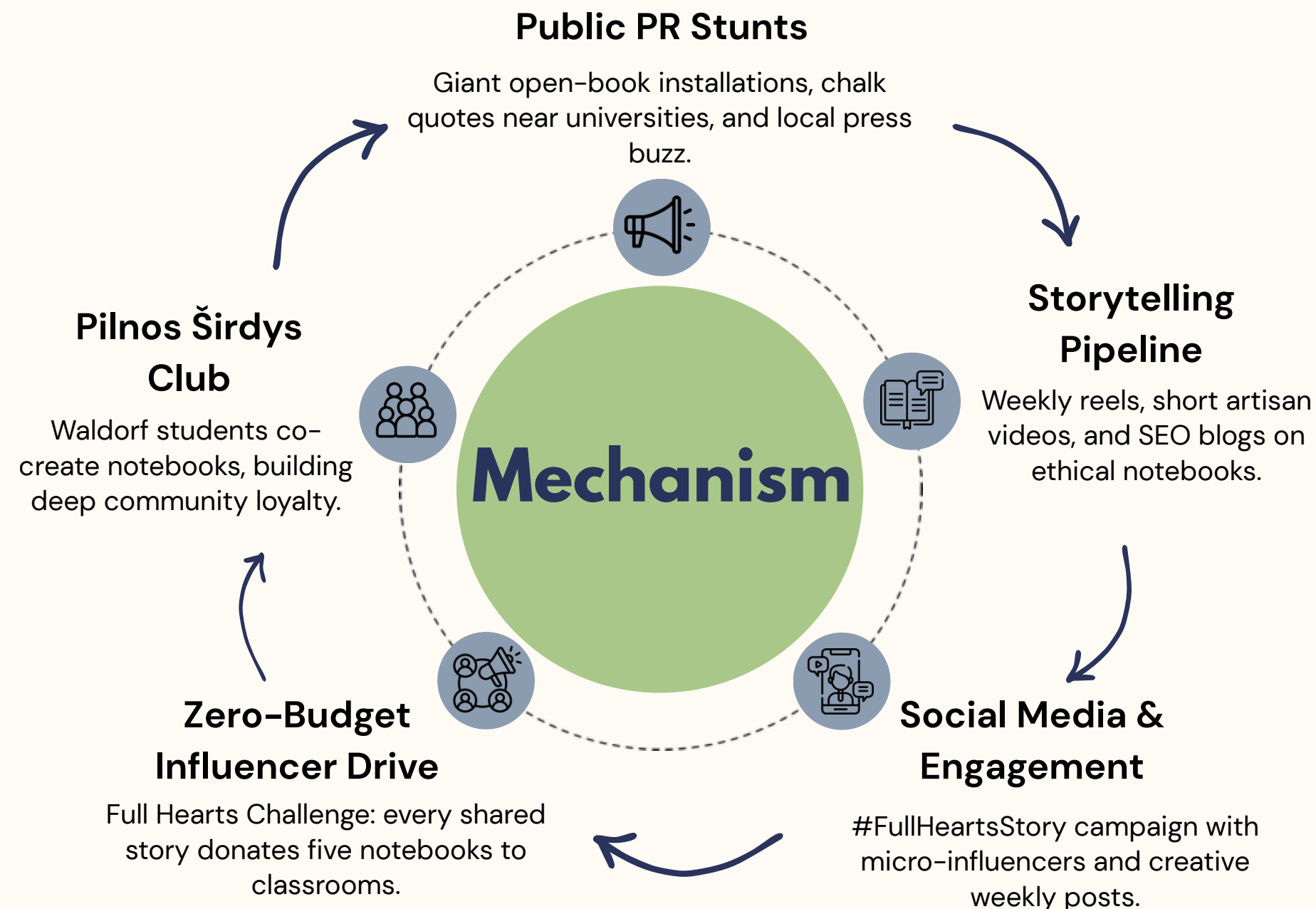
- **Visuals:** Artisan photos/videos, Waldorf classrooms, street art, open-book public installations
- **Print & Physical:** QR posters, chalk stencils, notebook gift cards for challenges/giveaways
- **Digital & Social:** Campaign landing page/blog, social media reels/stories (#FullHeartsStory), short artisan videos
- **Ambassador Kits:** Ready-to-use content packs, instructions for challenges/installations

LOW COST LEVERS

- Volunteer effort for chalk art, filming, editing.
- School & Waldorf networks for club expansion.
- Printables (stickers, QR cards) instead of expensive ads.
- PR coverage instead of paid ads (local press outreach).
- Micro-influencers gifted products instead of sponsorships.

KPIs

Reach Media mentions, stunt attendance, social impressions.	Engagement UGC entries, shares, challenge participation.
Conversion Online notebook sales, QR code clicks	Impact Employment hours funded, student engagement in Club.



THE IDEA

SUPPORTING CAMPAIGN : “Threads of Full Hearts”

Connecting communities through books, stories, and dignity.

OBJECTIVE

Awareness: Position Pilnos Širdys as a compassion-driven movement, not just a product.

Engagement: Create emotional ties by involving families, schools, and local businesses.

Conversion: Boost sales, donations, and partnerships to fund jobs for supported people.

TARGET AUDIENCE



Waldorf parents & teachers – community driven, trust-based



Students – adoption and word-of-mouth growth



Local businesses – cafés, stationery shops, CSR teams



Lithuanian partners abroad & diaspora networks in Central Europe

ASSETS NEEDED

- **Visuals:** Posters, shelf branding, bookmarks, product packaging.
- **Stories:** Real employee stories (who made the book, what hours were funded).
- **Partnerships:** Stationary shops, cafés, Lithuanian businesses abroad, Waldorf schools.
- **Printables:** Info cards, volunteer kits, localized edition designs.
- **Digital Assets:** Social media visuals, campaign hashtag #FullHeartsSharedStories.

LOW COST LEVERS

- Volunteer ambassador networks.
- Parent-driven distribution of info cards.
- Free printables and posters for partners.
- Leveraging existing school and café networks.
- Storytelling through bookmarks (cost-effective, highly emotional).

KPIs

Awareness Shops/cafés; ambassadors onboarded	Engagement Social shares; teacher/student uptake; parent handovers
Conversion Sales; café revenue %; CSR orders	Impact Jobs funded; editions launched

Retail & Community Touchpoints

Shops & cafés showcase Full Hearts items; % of proceeds and free bookmarks share real human stories.

Corporate Partnerships

Use Lithuanian companies abroad to distribute books as CSR gifts via supply chains.

Localized & Cultural Editions

Country-specific notebooks with folk motifs; school and community launches boost local adoption.

Education Ecosystem Chain

Parents → teachers → students build trust; teacher discounts boost adoption and word-of-mouth.

Ambassador Program

Volunteers act as Full Hearts Ambassadors with promo packs to spread awareness at schools, workplaces, and events.

Mechanism

COSTS BREAKDOWN

Visuals & Content Creation	€400 - €600	Volunteer photographers and students capture footage and edit short reels using mobile tools. One professionally edited hero video.
Printables & Materials	€500 - €700	Printing of QR-linked posters, story bookmarks, and info cards (eco-print, small batches).
Micro-Influencer Gifting	€300 - €400	20 notebooks sent to eco-living and stationery micro-influencers within Lithuania.
Ambassador Kits	€200 - €300	10–15 simple volunteer kits (sample notebook, flyers, posters).
Public Art & Installations	€150 - €250	Giant open-book props made from recycled cardboard, chalk art supplies, and volunteer setup.
Website & Digital Updates	€200 - €300	Add a campaign landing page, story gallery, and blog updates for SEO.
Workshops & Waldorf Events	€150 - €250	Art supplies, transportation, light refreshments, permission fees.
Total (3-4 months)	€1900 - €2800	Competitive Benchmarking (3-4 months) €3000- €6000

RISKS & MITIGATION

HERO CAMPAIGN

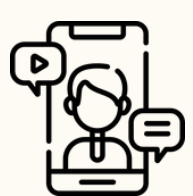
RISKS

Public Misunderstanding: Installations or stunts may be misinterpreted, reducing impact or causing backlash.

Event/Installation Damage: Street art or open-book installations could get damaged or go unnoticed.

Low Participation / Virality: Students, young adults, or micro-influencers may not share content or join challenges.

Content Production Limits: Producing enough storytelling content (videos, reels, blogs) may strain resources.



MITIGATIONS

Test messaging locally; clearly frame all stunts as inclusion + creativity

Use temporary, low-cost materials; supervise with volunteers; choose safe, high-visibility locations.

Run simple, fun challenges with visible rewards; engage school clubs and micro-influencers early.

Focus on small weekly content bursts; repurpose existing workshop footage; leverage volunteers for filming/editing.

RISKS & MITIGATION

SUPPORTING CAMPAIGN

RISKS

Brand Misrepresentation: People may be seen as “charity cases.”

Operational Bottlenecks: Supply/logistics strain across shops, cafés, and ambassadors.

Low Partner & Community Engagement: Shops, cafés, teachers, or parents may not participate actively.

Financial Shortfall: Revenue may not cover employment funding.



MITIGATIONS

Focus on skills and contribution in storytelling (“Made by Who”); train partners/ambassadors on dignity messaging.

Start with a pilot and provide clear step-by-step guidelines for smooth operations.

Co-create offerings; offer low-effort participation; use visual, easy-to-share info cards; small engagement incentives.

Track revenue per channel; set minimum partner commitments; scale based on pilot performance.

THANK
YOU