Campaign

Wien kümmert‘s (Vienna cares)
Vienna is a city where no one is left alone. The City of Vienna takes care of everyone.

This key message is based on three pillars:

- Living together in general
- Well-functioning city
- Social city network
Living together in general

Featured by the Viennese citizens:

- comprehensive childcare
- relaxed way home in the evening
- clean parks and green areas
Well-functioning city

Featured by the professional helpers and the public safety organisations:

• Fire Brigade
• Ambulance Service
• Head of Operations
Network of social security

Featured by the voluntary helpers:

- Leisure time coordinator
- Learning facilitator
- Therapy dog handler
Whom we aim to address:

Target groups

- Women
- Families
- Senior citizens
- Young people
- Persons with a low household income
One key visual supports our key message
Advertising materials in the print media ...
... at the city entrance

Billboards at the city entrance + rolling boards (three-part-combination)
... on the streets

City Light + Digital Media
... when surfing the Internet

Online display ads
... in public space by means of ambient media

Freecards

Geht mi nix an!

Ois leiwand?

Mich kümmert's!

Wien kümmert's?!
... and

- on television (TV spot)
- on the radio (3 radio spots)
- on social media
  - Facebook and Instagram stories
  - YouTube display ad
  - GIF stickers for Instagram
  - Profile picture banners for Facebook
- on the landing page wienkuemmerts.wien.gv.at
  - 9 interview stories, including transcript
  - Photographic material
... as well as

- on personalised T-shirts
Thank you for listening.

Vielen Dank für Ihre Aufmerksamkeit!