

# Red Apple Young Creators

НОЧЛЕЖКА

# About Nochlezka

Nochlezka was established in 1990 in St. Petersburg. We provide food, warmth, and support with documentation, employment, disability benefits, placement in boarding houses, searching for relatives, and returning home. We also challenge illegal real estate transactions and protect the rights of homeless individuals who lack registration. Since 2018, Nochlezka has been operating in Moscow as well.

A crucial part of our work is raising awareness about homelessness and encouraging people to change their attitudes toward homeless individuals. We are tackling a complex and often unpopular issue, so we choose to speak about it loudly and boldly.



# Task

Many still believe that homelessness is a sentence, and that homeless people have chosen to live on the streets.

The task is to develop creative concepts based on the slogan "Homelessness is Temporary." This slogan has several meanings:

- Homelessness is a temporary condition or period in a person's life, and the term "homeless" does not define a person.
- People in hardship can be helped to return to a normal life, including support from the specialists at Nochlezka.

# Target audience

Big city residents, aged 18-35

Regularly see homeless individuals on the streets

Generally tend to avoid them. If they do offer help, it is usually a one-time case, often directed towards those they feel more sympathy for, such as children or animals. For them, charity is more likely to be emergency collections for a specific person (whom they may know) rather than ongoing support for adults in need

They are deeply engaged in their work and understand the value of their time



## Dos and don'ts

It's important to create a concept, making it a newsworthy event. Even if there is only one banner placed in the city, we can promote the campaign on social media, newsletters, and other platforms. We should consider the specific location of the banner (city, holder, context) and think about how it will look in photos.

In our communications, we will:

- not pressure our audience through pity or guilt, nor will we use stereotypical visual or verbal images of homeless individuals, such as terms like “bum,” “social group,” or “difficult life situation”. Also we avoid specialized terminology and refrain from using words like “goodness” or “compassion”
- embrace humor and friendly encouragement, offering hope and communicating on equal terms without being didactic
- appreciate cultural references and context that go beyond the issue

Examples of our campaigns can be found at the following link: <https://homeless.ru/about/akcii/>

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