

INVESTMENT OPPORTUNITY

ROI? A saved life.

BRIEF SUMMARY

SMH is dedicated to saving migrants at sea. However, political barriers, especially in Italy, hinder their efforts. SMH needs to increase member support to fund their operations and raise awareness about the human cost of migration policies.

INSIGHT

What does it say about us when lives are left to drift between hope and indifference? If every life holds equal worth, how can we stand by while borders decide who's saved and who's forsaken.

IDEA

We'll take an unexpected approach by presenting SMH's mission as a unique investment opportunity.

[NON] PROFIT

This concept revolutionizes giving by applying a corporate model to nonprofit causes, framing donations as investments with real returns.

Fresh and engaging, it turns giving into a **positive**, action-driven movement.

STRATEGY

**[OOH
AWARENESS]**

**[INSTAGRAM
AWARENESS]**

**[YOUTUBE
AWARENESS]**

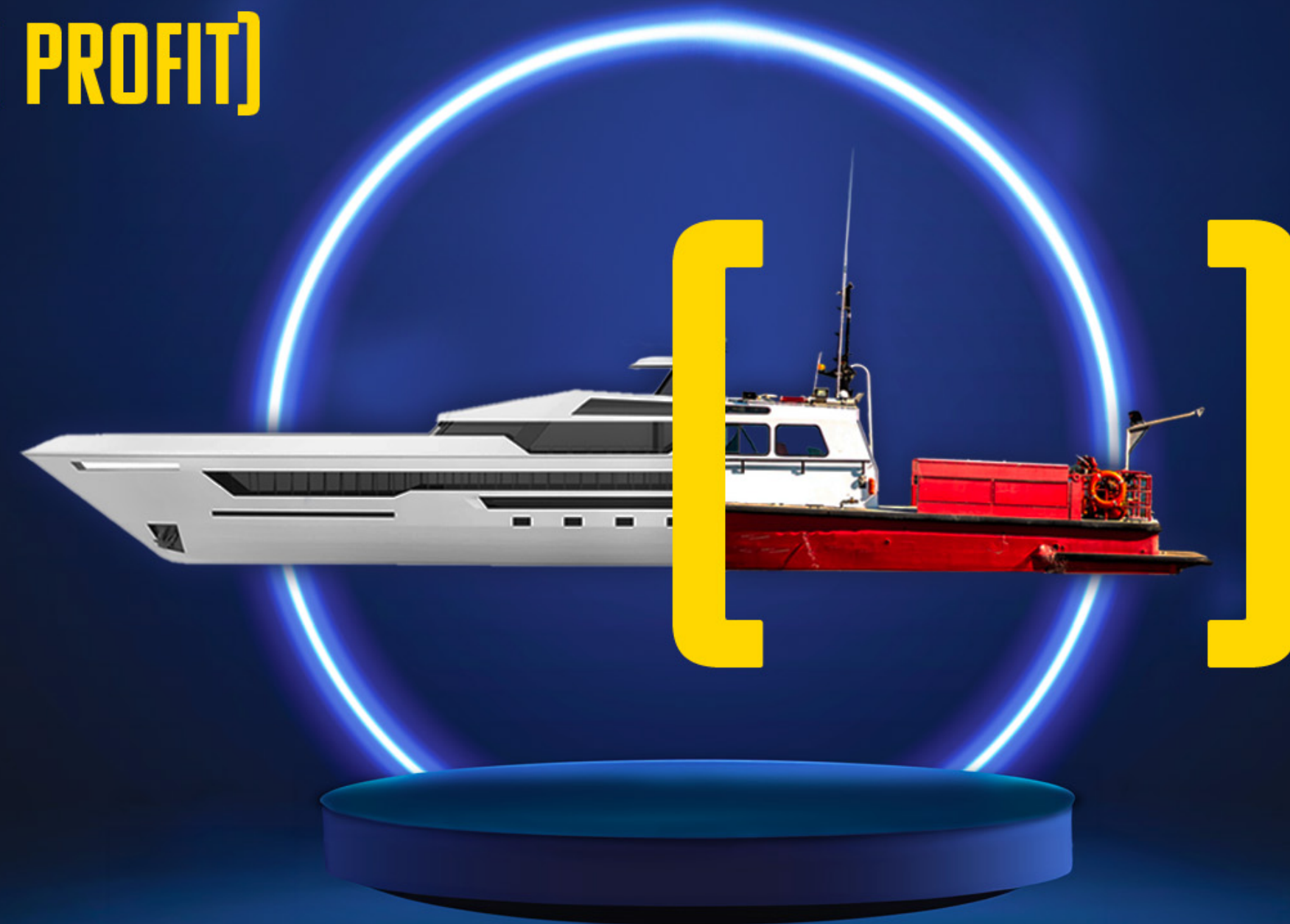
[WEBSITE]



KEY VISUAL

**BECOME AN INVESTOR [A MEMBER]
IN OUR COMPANY [NON PROFIT]**

INVESTMENT WITH THE BIGGEST ROI



WEBSITE

We will develop a **microsite** where users can easily donate and become members (investors) in the rescue mission. Every **CTA** will lead there.

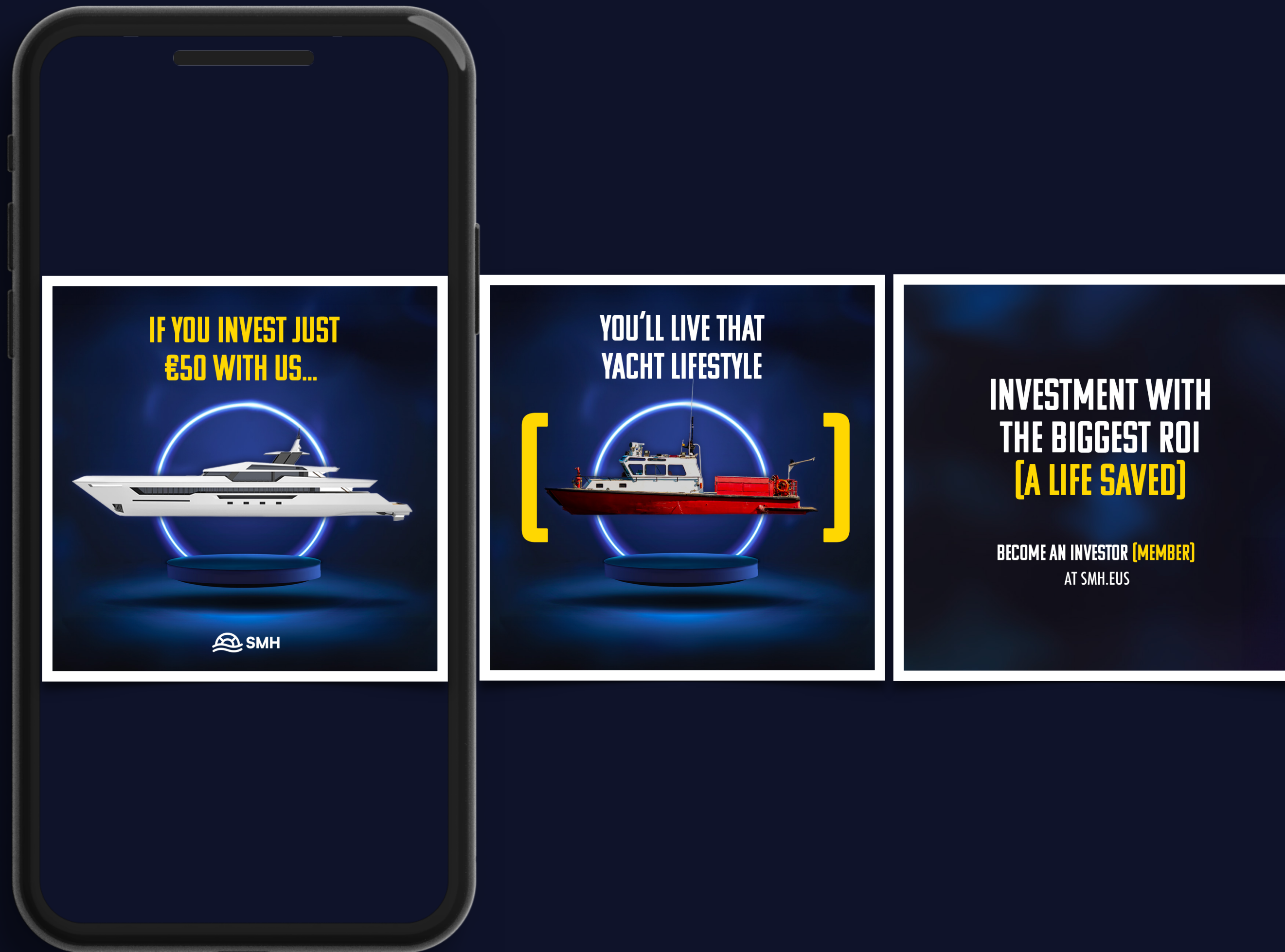
The corporate/stock approach makes the concept accessible and familiar to middle and upper-class individuals, especially those 30 and older, who are used to thinking in terms of investments and returns.



IF YOU INVEST JUST €50 WITH US...
YOU'LL LIVE THAT YACHT LIFESTYLE

WWW.SMH.EUS





WE WILL USE INSTAGRAM TO DRIVE AWARENESS. THE CAROUSEL FORMAT WILL DO A GREAT JOB OF SYMBOLIZING THE CONTRAST OF OUR MESSAGES.

"If you invest just €50 with us... you'll live that yacht lifestyle."

(Photo of the rescue ship with a cheeky caption: "Meet your luxury vessel, the Aita Mari.")

"If you invest just €50 with us... you'll chill on the beach."

(Photo of an immigration port: "Our kind of beachside property.")

"If you invest just €50 with us... you'll get voting rights and steer the company."

(Photo of a members' meeting: "Every stakeholder has a say in the mission.")

"If you invest just €50 with us... you'll receive a jet ski as your dividend."

(Photo of the smaller rescue boat: "We deliver more than profits—we deliver hope.")

YOUTUBE AND INFLUENCERS

We'll collaborate with **one influencer per EU country**, each creating a video on "investing in human lives" with local relevance. Influencers will be grouped into 3 sets of 9, posting on the same day for synchronized impact.

The larger the influencer pool, the higher the chance of securing additional influencers who may join **pro bono**, expanding our reach at minimal cost and maximizing the campaign's success **across Europe**.

BECOME AN INVESTOR [A MEMBER] IN OUR COMPANY [NON PROFIT]

INVESTMENT WITH THE BIGGEST ROI

BRIEF SUMMARY

SMH IS DEDICATED TO SAVING MIGRANTS AT SEA. HOWEVER, POLITICAL BARRIERS, ESPECIALLY IN ITALY, HINDER THEIR EFFORTS. SMH NEEDS TO INCREASE MEMBER SUPPORT TO FUND THEIR OPERATIONS AND RAISE AWARENESS ABOUT THE HUMAN COST OF MIGRATION POLICIES.

INSIGHT

WHAT DOES IT SAY ABOUT US WHEN LIVES ARE LEFT TO DRIFT BETWEEN HOPE AND INDIFFERENCE? IF EVERY LIFE HOLDS EQUAL WORTH, HOW CAN WE STAND BY WHILE BORDERS DECIDE WHO'S SAVED AND WHO'S FORSAKEN.

IDEA

WE'LL TAKE AN UNEXPECTED APPROACH BY PRESENTING SMH'S MISSION AS A UNIQUE INVESTMENT OPPORTUNITY.

(NON PROFIT)

THIS CONCEPT REVOLUTIONIZES GIVING BY APPLYING A CORPORATE MODEL TO NONPROFIT CAUSES, FRAMING DONATIONS AS INVESTMENTS WITH REAL RETURNS. FRESH AND ENGAGING, IT TURNS GIVING INTO A POSITIVE, ACTION-DRIVEN MOVEMENT.

WE ARE FLIPPING THE NARRATIVE OF TRADITIONAL NONPROFITS BY PRESENTING SMH AS A "CORPORATION" WHERE EVERY €50 INVESTMENT IN HUMAN LIVES IS TREATED LIKE A STOCK PURCHASE.

THROUGH HUMOR AND CONTRAST, WE POSITION THE RESCUE MISSION AS A LUXURY VENTURE WHILE HIGHLIGHTING THE SERIOUSNESS OF THE CAUSE.

THIS CREATIVE FRAMING ENGAGES AUDIENCES IN A PLAYFUL WAY, MAKING THEM FEEL LIKE THEY'RE NOT JUST DONATING, BUT INVESTING IN A MOVEMENT THAT SAVES LIVES.

