

1/9 **Das CAMP! 2014: Mauerfall (Camp - Theme: Berlin Wall)**

The fall of the wall is an issue that concerns us all , but not everyone can remember correctly .

STEP4



Solution

background:

The fall of the wall is an issue that concerns us all , but not everyone can remember correctly . With the 25th " anniversary" the time has come for our Youth and children to remember this time and help you understand your own story somewhat different in detail. For all who have witnessed this time begins also a highly emotional journey . Everyone has to tell a story

Step1 - Our story is your story :

- On a purpose-built website stories of the Berlin Wall will be collected , which are in connection to the historic places
- People can write anything and provided with photos and memories
- Would also be conceivable to show every story on a Google Map so that you can see on the map the most

emotional places Fall of the Wall

Step2 - Our wall:

2/9

Das CAMP! 2014: Mauerfall (Camp - Theme: Berlin Wall)

The fall of the wall is an issue that concerns us all , but not everyone can remember correctly .

Please describe your idea in one sentence.

Powerful Berlin stories with children and young people represented.

3/9

Das CAMP! 2014: Mauerfall (Camp - Theme: Berlin Wall)

The fall of the wall is an issue that concerns us all , but not everyone can remember correctly .

Who will benefit from your idea, hence whom is your idea directed towards?

All Berliner Children and youth get a camp of a special kind

4/9

Das CAMP! 2014: Mauerfall (Camp - Theme: Berlin Wall)

The fall of the wall is an issue that concerns us all , but not everyone can remember correctly .

Why is your idea “good for Berlin”?

Because past memories can not be forgotten and contributes to other hearts. Furthermore, children and youth are encouraged at the camp (Prop, Dance, Design, team cohesion)

5/9

Das CAMP! 2014: Mauerfall (Camp - Theme: Berlin Wall)

The fall of the wall is an issue that concerns us all , but not everyone can remember correctly .

How many people do you think will benefit from your idea?

Direct maybe around 300 children and young people and the spectators of the event (depending on the size of it). Indirectly, every tourist and citizens of Berlin.

6/9

Das CAMP! 2014: Mauerfall (Camp - Theme: Berlin Wall)

The fall of the wall is an issue that concerns us all , but not everyone can remember correctly .

In what way does the Berliner Sparkasse gain visibility through your idea?

Sparkasse occurs as a sponsor. The emblem also appears from time to time too (such as on the wall - so the savings bank is indirectly always visible)

7/9

Das CAMP! 2014: Mauerfall (Camp - Theme: Berlin Wall)

The fall of the wall is an issue that concerns us all , but not everyone can remember correctly .

Which kind of people and how many of them will take notice of your campaign?

All schools / parents / clubs and hopefully more :)

8/9

Das CAMP! 2014: Mauerfall (Camp - Theme: Berlin Wall)

The fall of the wall is an issue that concerns us all , but not everyone can remember correctly .

How much do you estimate the annual budget for the implementation of your idea to be?

Camp for 300 children annually about 50000 € + Event depending on the size?

9/9

Das CAMP! 2014: Mauerfall (Camp - Theme: Berlin Wall)

The fall of the wall is an issue that concerns us all , but not everyone can remember correctly .

Creative's profile



Tina Kassubek PRO
Creative
Markranstädt, Germany

Creative's top 5 skills

Mobile Apps, Product Design, User Experience, Packaging Design,
Communication Concept