

YOUNG LISBON



.Lisbon

International
Advertising
Festivals Group



**PELO DIREITO
À UTILIZAÇÃO
DE NUMERÁRIO**

About Us

Denária Portugal is a recently created non-profit organization with the aim of aggregating the interest of the public and civil society in defending the use of cash as a current, independent, safe and universally accepted payment option.

Based in Lisbon, its mission is to warn of the risks of limiting its use as a universal form of payment, seeking to value cash as the most inclusive payment method: accessible to all segments of the portuguese population, particularly those who need greater protection such as the elderly and those who have some type of disability.

Brand Values

INCLUSION

ACCESSIBILITY

UNIVERSALITY

These values underpin the association's mission to ensure that everyone, regardless of age or background, can access safe, transparent, and inclusive financial systems.

Brand Positioning

Denária Portugal advocates for maintaining physical currency as a safeguard for all individuals, especially the elderly, in an increasingly digital financial landscape.

The association promotes awareness of the risks associated with digital payments, emphasizing that physical money is a universal tool accessible to everyone, reducing the barriers posed by online fraud and technological complexities.

Big Picture

The world is moving towards a cashless society, but this shift creates vulnerabilities, particularly for the elderly and other vulnerable groups. Many are at risk of falling victim to online payment fraud due to their limited familiarity with digital tools and platforms.

Denária Portugal's mission is to raise awareness of these risks and to highlight the continued relevance of physical currency as a simple, accessible, and safe method of managing finances, particularly in the face of growing online scams.

Target Audience

The campaign targets a broad audience, but focuses particularly on individuals aged 50 and older.

These are the groups most vulnerable to digital fraud and scams due to unfamiliarity with technology, but also caregivers, younger individuals, and the general public who need to be informed about how they can help protect elderly family members from financial abuse.

Campaign Objective

The primary objective of this campaign is to create awareness about the increasing threat of online payment fraud and promote physical currency as a defense mechanism, especially for the elderly.

One of the main goals of the campaign is also to let the public know that their right to pay in cash is being safeguarded by Denária, and that they can inform the NGO about any business that prevents them from using their right to pay with cash through the reporting channel in its website denaria.pt

Campaign Objective

By informing the public about the risks associated with digital payments, Denária Portugal seeks to:

- Educate the general population about the prevalence and dangers of online fraud;
- Position physical money as a simple, reliable alternative to safeguard against scams;
- Encourage discussions around the role of cash in protecting vulnerable populations;

Challenges and Market Context

With digital payments increasingly becoming the norm, there are significant barriers to promoting the continued use of physical currency.

In an era dominated by convenience and speed, advocating for cash might be perceived as outdated. However, with the rise of online scams targeting the elderly, the challenge lies in demonstrating how traditional methods of payment can coexist with modern solutions, and how they offer a vital line of defense for vulnerable populations.

Communication Strategy

The messaging for this campaign should strike a balance between informative and empathetic. It must speak directly to both younger generations and the elderly, while remaining accessible to all.

The communication strategy should focus on:

Educational content

Sharing statistics and stories about the growing rates of online fraud.

Practical advice

Explaining how physical money can reduce the risk of being scammed and how Denária has a role in protecting the right to pay in cash.

Emotional appeal

Highlighting the protection of loved ones, particularly elderly family members, and showing how physical currency can be a safe choice in an unsafe digital world.

Communication Strategy

Media Channels

Given the broad audience, the campaign should utilize a variety of social platforms:

→ **Facebook**

Targeting mostly older audiences with tailored content

→ **Instagram**

Targeting mostly younger audiences, raising awareness about the dangers their parents/grandparents might face.

→ **Budget**

80 000€

**THANK YOU
GOOD LUCK**

submit your works now!

