

# European Voluntary Service: how Facebook ads can help an institution to target youth



The **European Voluntary Service** is an initiative of the European Union. It gives young people in Europe, aged between 17 and 30, the opportunity to volunteer abroad by being part of an international program. Projects last from 2 weeks to 12 months. Volunteers have a wide range of fields to choose from, which include culture, youth, sports, children, cultural heritage, arts, animal welfare, environment and cooperation in development. Volunteers are given free accommodation, food, insurance and pocket money. The only thing for which they may be requested to pay for is a small part of their travel expenses. This program is a once in a lifetime opportunity but only few young Europeans are aware of it.



**+4M**  
people reached

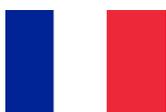
cost per view



**97%**  
lower than objective



**27 countries**  
targeted



CTR up to  
**2,28%**

## Goal

The European Union parliament wanted to **increase its program awareness among young Europeans**. And there was no better tool to target them than Facebook ads. Facebook is the most widely used platform by this audience. Having the campaign on this media has also contributed to the implementation of the image of the program. They wanted to reach potential volunteers while in their daily routine. So, Facebook happened to be the perfect choice.

## Solution

The European Union parliament created a video explaining the program and showing volunteers' experiences with different cultures and new friends, all these while helping others and learning new skills. The video format seems to have the most impact for this specific audience. The campaign also conveys a complex message with just one single ad.



Using Facebook's wide audience, the campaign was able to reach **4 million people in 27 European countries** in just one week. No campaign in any other media channel could have achieved such results in just a few days. Thanks to advanced targeting options on MakeMeReach, Social.Lab was able to identify the exact audience for their creative ad, based on people's behaviour and interests. Thus, the ad was seen by young people, who were the most likely to be interested in volunteering, and click on the ad. The **CTR** in France, for instance, got up to **2,28%**. Using the MakeMeReach advanced tools of optimization, the campaign was able to lower the **cost per view** by 97% as compared to the initial cost objective.

By drastically reducing this cost with MakeMeReach, the European Union parliament shall be able to extend the campaigns in order to reach even more young people for its European Voluntary Service Program.