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| <p>Projekt:</p> | <p>YOUNG LIONS – MEDIA BRIEF 2018</p> |
| <p>Background</p> | <p>Telekom, Hungary’s leading telecommunication service provider is teaming up with other key players and foundations to help digitalizing Hungary’s literature from its very beginning till today.</p> <p>Hungary’s book printing goes back to a 545 years of tradition, and Telekom is partnering with digital incentives and digital archivists to digitalize every single book page that had been printed ever since to make it part of a common and universal access for all Hungarian language speakers.</p> <p>Similarly to the reCAPTCHA (Completely Automated Public Turing test to tell Computers and Humans Apart) methodology the digitalization is a user generated process- and just like Captcha the means of this incentive currently considered more as a digital nuisance than an inspiring devotion.</p> <p>Beside it’s invaluable value this is truly a community incentive, where human contribution and commitment making a change. The digitalization can be done by sending texts to a given number (normal rated phone number), typing in sponsored validation fields, and typing on a given Telekom landing page.</p> <p>The objective is to have every genre, every title and every writer once published in hard copy to become accessible (and searchable) on line.</p> |
| <p>Your Task</p> | <p>Your task is to develop a media strategy and execution* to support this incentive and make people gladly volunteer to be part of the digitalization. Every word, every digital character counts to achieve this goal with the contribution of all Hungarian speakers.</p> <p>As this would happen in the digital sphere you need to develop a media proposal that may encourage people whilst in their work environments, at home or on the move to generate words. You need to find the best touchpoints and means- both in paid and Telekom owned assets to raise awareness and commitment. You also need to think how to and where to use the three different text input forms, and how you’ll drive traffic and reach a wide audience with great conversion.</p> <p><i>*you may develop several ideas not only one</i></p> |

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| | <p>Budget / year 100.000 EUR annually for media</p> <p>Timing:</p> <p>This is a five year programme starting on the anniversary of the first ever printed Hungarian book, 5th June and should run 5 consecutive years.</p> |
| Background | |
| Telekom's role | <p>Telekom is an integrated service provider with matching device portfolio, standing for digital access and capability for all. when elevating your ideas / strategy please set against the following filter:</p> <ol style="list-style-type: none"> 1) Create something big that would not be possible without Telekom. 2) Telekom technology has an obvious enabler role. 3) The outcome is serving a greater good. |
| WHO - Kihez szeretnénk szólni? | |
| Target audience | <p>Hungarian media consumers, both home and abroad. Digital natives (by default digital consumers- from learning to relaxing and working), and digital learners (still fond of offline media types, journals, and books) (integrated) telecommunication service users</p> |

Disclaimer:

This is a not an actual business brief

This is a brief for the Cannes Young Lions Media 2018 to be used as part of the Competition only.

Good Luck!