

*"When I go to a party I stick to my 3-4 friends.
I stay in my comfort zone.*

But I feel this is not what life is about."



Electronic Beats presents:

connection found

concept

At music events, people easily stick to their friends.

How many **connections are lost** during an event like ours? How many future friendships, even business partnerships go to waste because of fucking lame things like comfort zone and social anxiety?

That's not right. They should connect. As Telekom is **all about connections**, too. And what's a better place for connecting than a music event where you already share similar tastes? And what's a better time than **now**?

Connection Found is an algorithm-based subtle addition to the event.

A co-operation between Telekom and Facebook that connects Electronic Beats attendees who don't know each other but have a lot in common.

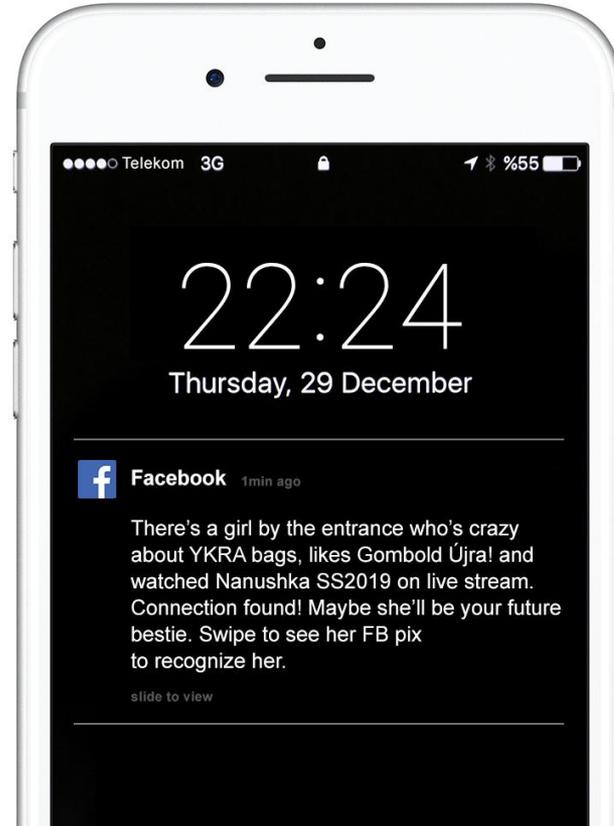
Based on their mutual interests.

mechanism

1. Facebook is as boring as a kormányablak. It's a fact. But it knows the same amount of info about us. Let's exploit it! Based on geolocation, we request their info from attendees.
2. When the party is on, they receive notifications from FB about the people around them, based on their mutual likes, interests and attended events.



other versions



teaser 1. DLP

**That's a rare
color combo!**

A girl walked by 50 mins ago and
had a similar colored Duster board
and you both have the same
Vans x Nasa sneakers.



During the teaser period, a DLP in downtown BP recognizes passers-by and gives them a hint to make new connections at Electronic Beats.

1. The DLP first recognizes people based on their appearances, the brands they wear, the accessories they choose.

Phase 1, copy:

That's a rare color combo!

A girl walked by 50 mins ago and had a similar colored Duster board and you both have the same Vans x Nasa sneakers.

2. Then it teases them to find out about this new connection-thingy at the event.

Phase 2, copy:

Connection found? It might be. Electronic Beats. 2019.10.15.

teaser 2. digital radio

MUFFLED BERLIN TECHNO MUSIC PLAYING IN THE BACKGROUND

Male 1: *Why the hell did you bring us here?*

Male 2: *My head hurts, don't you wanna go home, too?*

Male 3: *This shit wasn't worth 5000 Ft.*

Male 4: *VOMITING*

Narrator: **Do you have the right friends?**

Find new connections. Electronic Beats by Telekom.



We connect everyone to the opportunities of now ✓

Making every day life smarter ✓

Helping people make meaningful connections through music ✓

Thank you ✓