

GO BACK IN MOM-TIME!

Team Canberra



BACKGROUND & SITUATION

- 1. The generation Y (born from '84 to '94) and moreover the Z (born after '95) are very self-conscious.
- 2. It is hard to reach them and break their natural resistance against messages supported by a corporate entity even if it's about universal values like love and bond between mother and child.

So we need to find their native language, a playful, fun way to talk to them.



2.

At a certain age people became more mature and they start to feel responsible for their surroundings - they plan their future, choose a career, find somebody, adopt a dog, have a baby or even protest for their own or their children's life. **And after some years we all start to feel responsible for our own parents too.** But connecting to them is getting harder as time goes by; we are drifting and the distance became constant (physically and spiritually too). Sometimes there's simply nothing to say to them.



INSIGHT

“When you were 0-3 years old you **spent daily 16-18 hours (!) with your mom.**”

“Now you are 18-39 and you **never speak more than 4 minutes** with her on a daily basis.”

IDEA & SOLUTION

We need to **face the generation Gap**,
wipe distance between mom and daughter/son
with a digital solution (like an **APP**)

= Face the GAPP

- **Face the GAPP [feys-di-gapp]**

(noun) Face App-like photo editing technology: **an Instagram filter** which utilizes the Instagram new AI-based, interactive filters. It **sends you back in time into the decade where you were born - and when you spent all your time with your mom.**

MECHANISM



- On Mothers Day we launch the **Face the GAPP** IG filter.
- According to your birth year you can choose a retro filter. Shoot the selfie, put up a text or an animation and send the story to your mom - or post it to inspire your peers!

This is how we create a new (viral) movement where we praise the moms and persuade the users to talk more with their beloved one.

EXECUTION

We suggest two diverse execution depends on how will it be used.

If you send it to your mom, it appears with a personalised message only for her.



EXECUTION

If you use the filter only for fun and share, you will see the (sponsored) message in between the stories.



EXTENSIONS

Interactive CLP

We place some digital CLP-s in busy malls where the users can type their age and turn themselves into a 2000s gangsta or a disco rat from the '90s.

HL: When your mom looked this awkward you spent the whole day with her. Turn back the clock and be present in her life again! Wish her Happy Mother's Day with a pic!



EXTENSIONS

Spotify

To support the app at the first sunday of May we launch a Spotify playlist full of top hits from the decade when the user was a toddler. We also target the users with radio ads which promote the new filter and call them to contact their mom.



LEJÁTSZÁSI LISTA

Your mom's favourites (Happy Mother's Day!)

Készítette: [olimpic4](#) • 8 dalok, 41 perc

LEJÁTSZÁS

KÖVETŐ

Q Szűrő Letöltés

	CÍM	ELŐADÓ	ALBUM	
♥	All Is Full Of Love	Björk	Greatest Hits	13 perc
♥	Mother - 2011 Remastered Version	Pink Floyd	The Wall (Rem...	12 perc
♥	Whole Lotta Love - 2007 Remaster	Led Zeppelin	Mothership (R...	9 perc
♥	Yo' Mama	Frank Zappa	Sheik Yerbouti	9 perc
♥	Back To The Future	The Outatime ...	Back To The F...	8 perc
♥	If I Could Turn Back Time	Cher	Heart Of Stone	8 perc

**THANKS
(MOM)**

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