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UNDERSTAND

Speak each other

Insight

UNDERSTAND

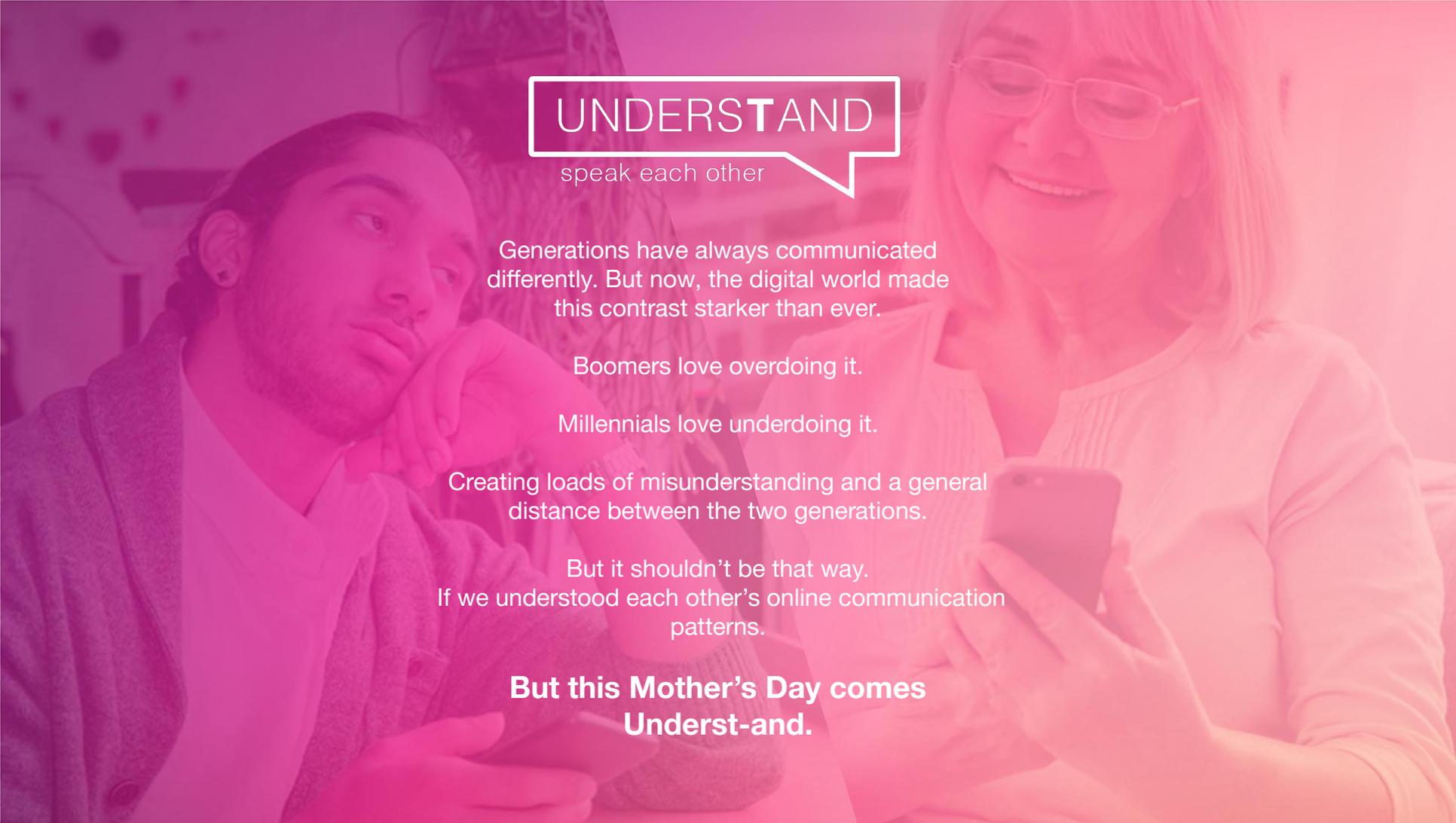
Speak each other

“My mom sends me 4324332532 stuffs each day. I don’t always have much to say to her, tho.”



“My child doesn’t want to communicate with me.” **insert ugly messenger sticker with sad dog breaking a big heart.**



A young man with a beard and a woman with glasses are sitting together, both looking at their smartphones. The man is on the left, looking thoughtful, and the woman is on the right, smiling. The image has a pinkish-red tint.

UNDERSTAND

speech bubble
speak each other

Generations have always communicated differently. But now, the digital world made this contrast starker than ever.

Boomers love overdoing it.

Millennials love underdoing it.

Creating loads of misunderstanding and a general distance between the two generations.

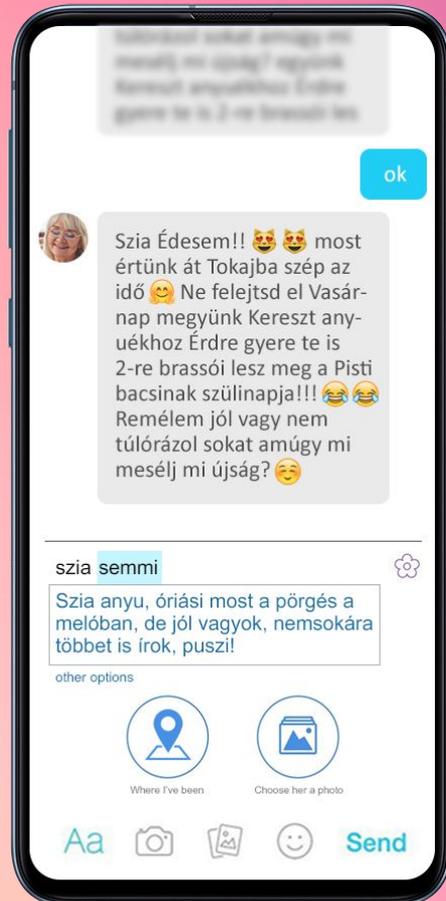
But it shouldn't be that way.

If we understood each other's online communication patterns.

**But this Mother's Day comes
Underst-and.**

UNDERSTAND

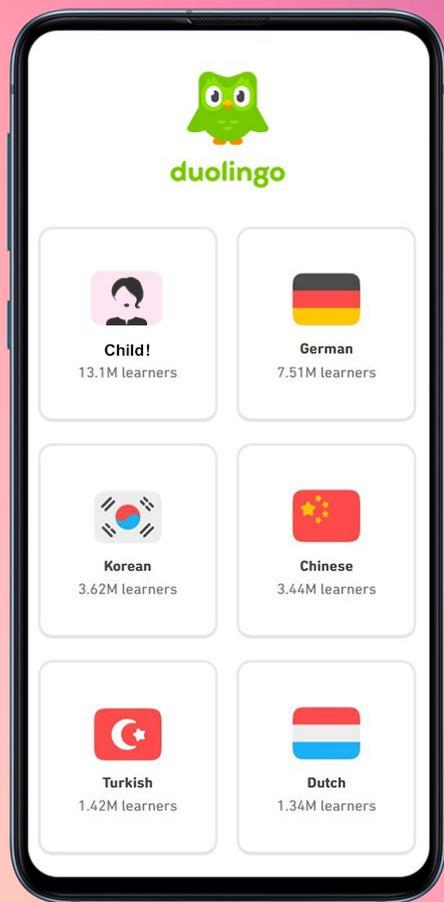
Speak each other



Underst-and is a function within the Telekom app that teaches both generations to speak on each other's tongues. You gotta choose if you're a child or a mom, then it's time to bridge those communication gaps.

If you're a (millennial/GenZ) child, it's an extension that actually *extends* your usual *semmi* and *ok* replies to longer texts on Messenger that are dear to your mom's heart. Or gives you hot tips to talk about: where you've been (geoloc info), what you've done (calendar, camera roll).

touchpoint 1



UNDERSTAND

Speak each other

And if you're a mom, it's a Duolingo collab that teaches you how to speak *Child!*

Lessons like “what’s behind a simple *ok*”, “what does this Tenor GIF mean?!” and “Weird abbreviations”.

Only 4 minutes-a-day – for having enjoyable interactions with your child for 4 minutes every day!

The ultimate goal is to bring the 2 *gens* closer. With some positive compromises and learning phases from both sides.

touchpoint 1

Radio – for moms

UNDERSTAND

Speak each other

[ELEVATED YOUNG MALE VOICE, PENCIL SCRIBBLING VFX]:

Az év legszebb napján, édesanyám, hogyan köszönhetnék,
Amit tőled kaptam, azért hogyan ölelhetnék,
Hogyan adjak hálát, hogy.... ööö.... hagyjuk.
Köszí!

NARRATOR:

Don't worry about *köszí*. You guys just speak differently. But you can learn their lingo! Use *Underst-and* in the Telekom app and spend 4 minutes-a-day to learn what he means. Then spend 4 minutes talking to each other – which adds up to an extra day!



touchpoint 2

UNDERSTAND

speak each other

CLP – for children

Madách is a great place to talk until dawn. Your mom would be happy for a small fraction of that.

This Mothers' Day, give her the gift she really wants: your interaction.

**MADÁCH IS
A GREAT PLACE
TO TALK UNTIL
DAWN. YOUR MOM
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UNDERSTAND

speak each other

Now available in the Telekom app.



touchpoint 3

UNDERSTAND

speak each other

Happy Mother's Day

Telekom's digital agency measures the data during the campaign: as a gift, the 10 mom&child duos who use Underst-and the most, gets free pairs of Magenta 1 subscriptions.

So they'll understand each other not only on that extra 1 day – but everyday!

