

4 SHARING MINUTES CARING

team wellington



insight

I should call my parents more often, but I don't have a clue what to say to them: ***I don't see the point of talking about my lunch to my mom...***

idea

Everything you want to know about your child is the same that your parents want to know about you.

Answer those questions that you ask from your children on a daily basis, and share them with your parents – even if they don't ask!



 WIBER

53m ago

Mom

Hi Darling! What did you have for lunch in school? 😊

Tell her even if she doesn't ask such things from you anymore!



tvc

A young woman is having lunch in the office. She takes a glance on her phone, and starts to text her child:

Hi Sweetie! What did you have for lunch in school?

We see another woman sitting on the bus, she is on her way back home from work, and writing a message:

Hello Darling, when will you get home?

We see a dad, he is in a rush, because he is already late. He gets into the elevator and starts to type:

Hey Kiddo, did you get there in time?

The “seen” notification pops up in dad’s phone, but no answer is coming... We see a close-ups from his face – he looks quite disappointed.

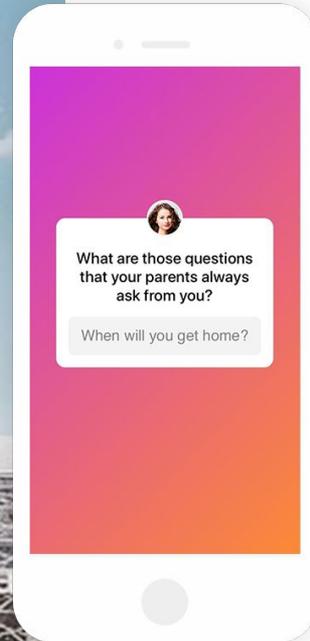
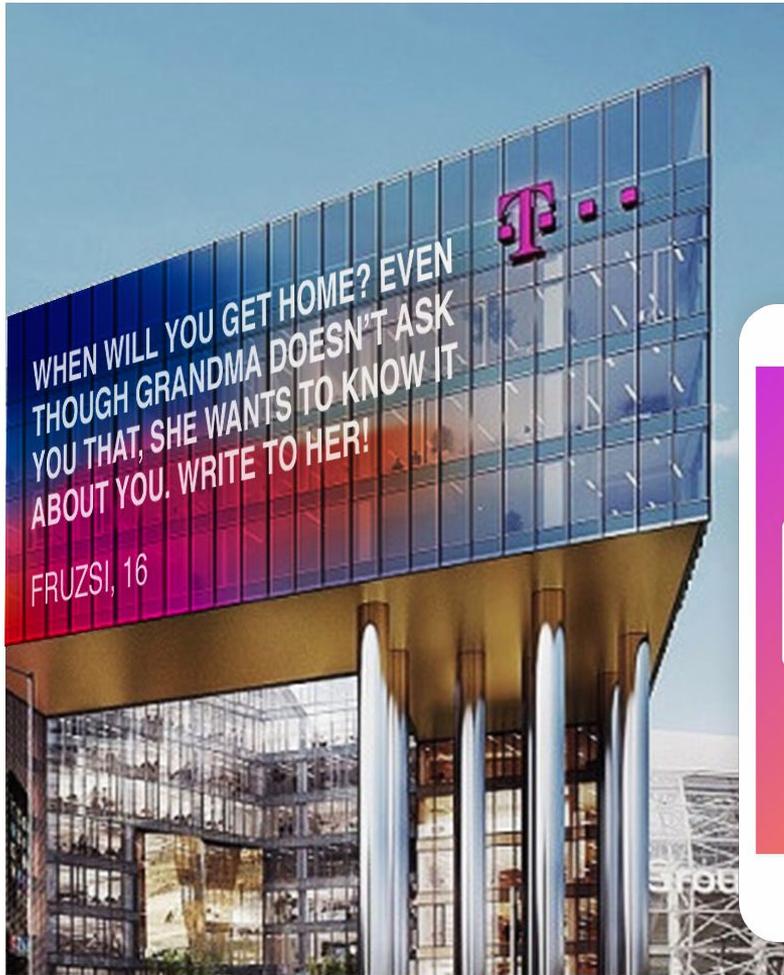
It might not come to your mind, but there is somebody who want to know the same things about you. Someone you call mom or dad.

A text message pops up on a phone’s screen:

Hey Mom, I ate chicken paprika for lunch today. It wasn’t as good as yours, but it was quite okay...

An older women raise the phone, and reads the message with a grateful smile on her face.

Because there are no such things about you, wh are meaningless to your parents. Tell them, even if they don’t ask such things from you anymore!



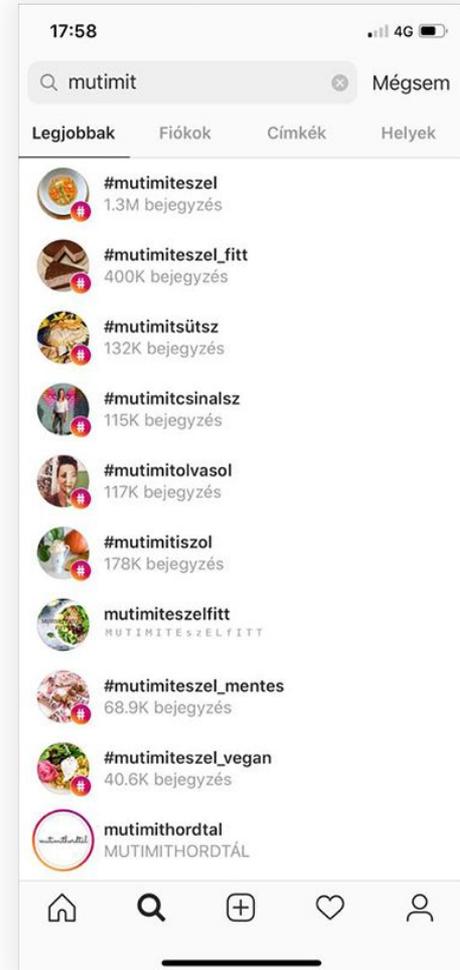
ooh

We ask Telekom's **influencers** to collect the most typical "**parents questions**" from their **followers in Instagram Q&As**.

On International Mother's Day **we share the collected questions on a huge LED wall** on Telekom's headquarter office, and **encourage parents to answer these questions to their parents**.

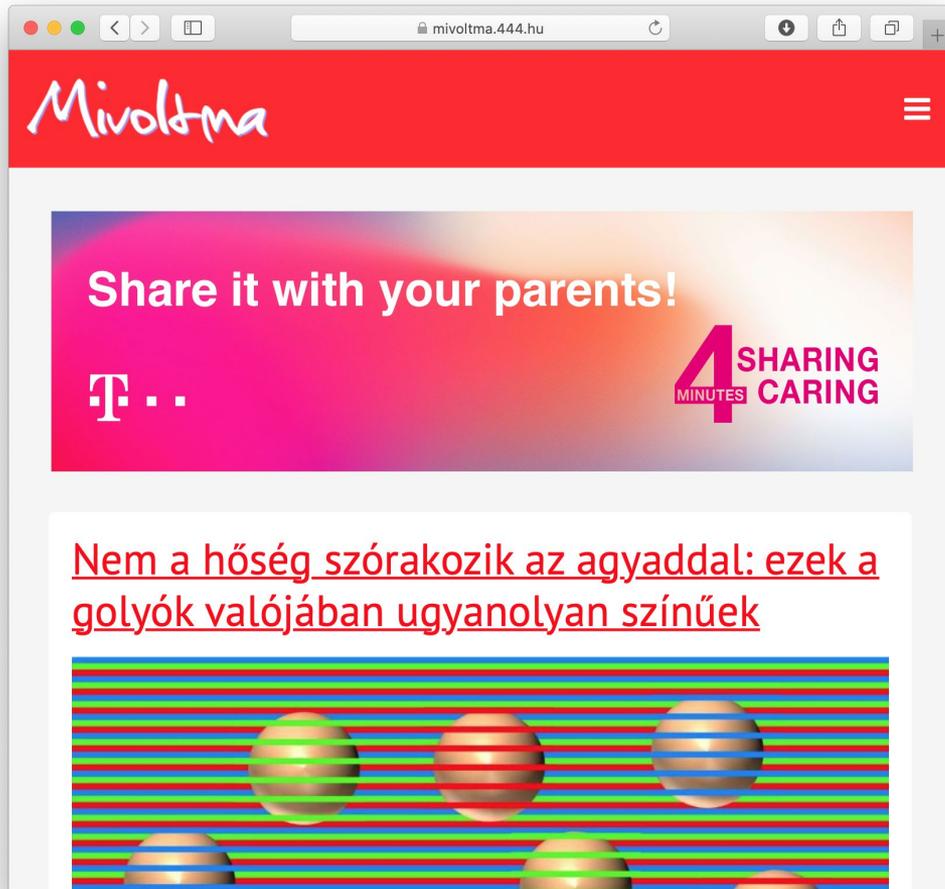
social

On International Mother's Day we send **automatically generated answers to #mutimit... hashtags** in order to **encourage Instagram users to share their #mutimiteszel / #mutimitolvasol #mutimitfotoztal / #mutimidedzel etc. contents with their parents also**, because they do care about it.



content

We cooperate with online news sites, e.g. 444 or Index and make a little modification in their “Mivoltma” or “Mindenközben” columns. On International Mother’s Day there will be only one content on these sites: An encouraging message from Telekom addressed to readers to write “What happened today?” to their parents.



 WIBER

1m ago

Wellington

Hi Mom! I skipped lunch today, but we managed to finish the presentation for Eurobest just in time. 😄💪

Thank you!