

# **NEW TIME IS COMING!**

Eurobest 2019 // Team Kingstown

## // CHALLENGE

After the mother's day campaign we need to offer a solution for people who live a busy lifestyle to keep in touch with their loved ones.

**This time how do we make them feel that we are supporting them?**

## // INSIGHT

**FALSE INSIGHT:** "I don't have time."

**REAL INSIGHT:** "I haven't called her 2 weeks. I swear, tomorrow I'll call her!"

# // CONCEPT

**This time people can count on us!**

We offer them what they have the least: **"TIME"**.

On every Mother's day from now on, **we stop the time for 4 minutes** on every device, website and application.

**Telekom supports people** to have time to focus on things that really matter - **get in touch with their loved ones.**

**TELEKOM STOPS TIME...**

**TO START MOTHER'S TIME.**

**05:20:12:39**

**AND TIME STOPS**



**We place digital CLPs over cities which will count back till the big day.**

# INFLUENCERS

Can you imagine a mobile test in 4 minutes? An interview? A cooking video?

We increase awareness with influencer activities. Before the event, we ask influencers to make only 4 minutes long videos each day and post it.



Vivien Má dai



Balázs Sebestyén



Vivien Vasvári



Kriszta D. Tóth



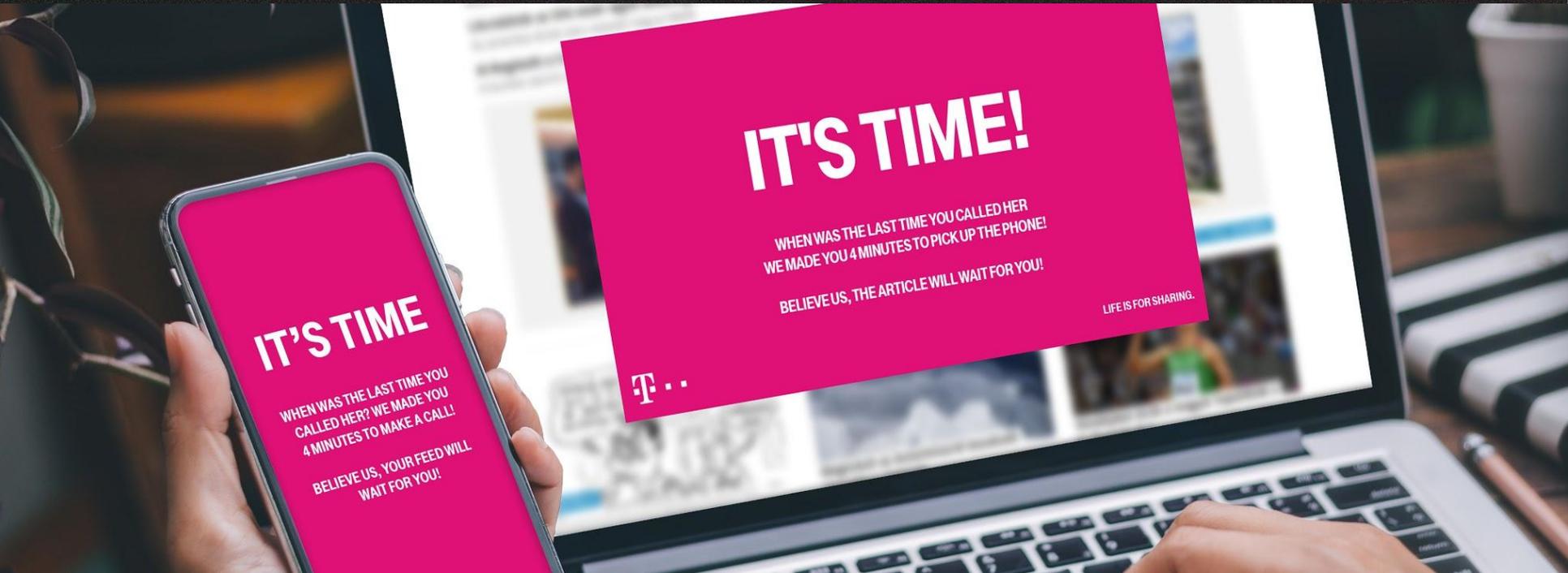
Csaba Magyarósi



Dóra Havas

# THE BIG DAY!

On the first Sunday of May at 1:00 clock **we stop time** on every device (including smart TVs, mobiles) and shut down the most visited websites, **but only for 4 minutes.**



# JOIN US FOR A DISCOUNT!

**Get a discount on a new  
Magenta 1 subscription!**

If you come to a Telekom shop on Mother's day and show us you spoke/chatted with your mom / family member for 4 minutes you get 40% of discount on your new Magenta 1 subscription.

**45**

Speak or chat with one of your loved ones for 4 minutes and get 40% of discount on your new Magenta 1 subscription!

# WHAT HAPPENS AFTER?

After the big movement, we post real-life reactions on our social media platforms, make interviews with people how did they feel when they met with our message.

During the year we organize several stop-activities on festivals and events and encourage people to find that 4 minutes each day.

**Thank you.**