

Our task

Our goal is to create a movement, starting on Mother's Day, which. . .

- **activates** the TA members and **reconnects** them so they'd **engage** as a family with the help of the digital toolkit Magenta 1 offers
- **creates** a habitual, shareable, and relevant experience with viral potential
- **engages** all age groups to lessen the digital divide between generations
- **ignites** behavioural **changes** in the members of the TA



Challenge

- For this movement to be successful we must...
 - Find a creative platform that all targeted generations can **relate** to
 - Identify a **Magenta 1 platform** that all TA members use with ease
- The campaign has to be...
 - **Cross-generational** and **Cross-country** - not solely focused on Budapest, so families, who live apart can engage too and interact together
 - **Integrated** and **Inspirational** - relevant for all ages
 - simple but engaging story with a simple, slightly hidden moral - so adults and children can both find it fun and educative



Meet the family

A cross-generational TA

- **Millennial** families or **Millennial** single parents
 - 81% of shared images of their children on social platforms
 - Content creators and use multiple social networks
- **Gen Z** (- above 9) and **Gen Alpha** Children (- 9 or below)
 - Co-creators, digital masters and critical consumers
- **Generation X** Grandparents or **Boomer** Grandparents
 - Heavy TV and Facebook users



Insight

- Children are highly **empathic**, sensitive, and smart little creatures, who possess amazing insights about their mums, as they see their everyday struggles
- A child's **pure** and **unbiased** opinion can be an enlightening but harsh truth sometimes
 - *“My mom is kind, my mom is pretty and my mom works all the time. My mom cooks me food so I don't die, and when I get home there is a yummy plate of food on the table. And who cooked it? My mom. And dad, he sits on the couch.”*
- Sadly, Mother's Day is not a good experience to all moms, and it might bring tears to a mom's eyes for the wrong reasons
- So how might we you a child's pure and empathic insights to **sensitise people** towards mothers collectively?

PARENTING

6 Tips To Prevent Mother's Day Disappointment

Like most holidays, Mother's Day can come loaded with high expectations for us moms. Protect yourself from the inevitable disappointment, because no day is ever perfect.



By Hannele Salonen
MAY 6, 2016

This Mother's Day will be perfect. I will wake up to the sound of birds chirping sweetly outside my window. The hot water won't ever run out in my shower. My breakfast will be hot and my coffee fresh. The kids will get their shoes on before we ask, and they won't bicker or fight in the pew at church nor try to use the communion rail as a jungle gym. The weather will be a delightful mid-70s, so we can enjoy the afternoon outside. And my husband won't have to work, so we'll have the whole day to just be a family without any schedule or to-do list, no stress or anxiety.

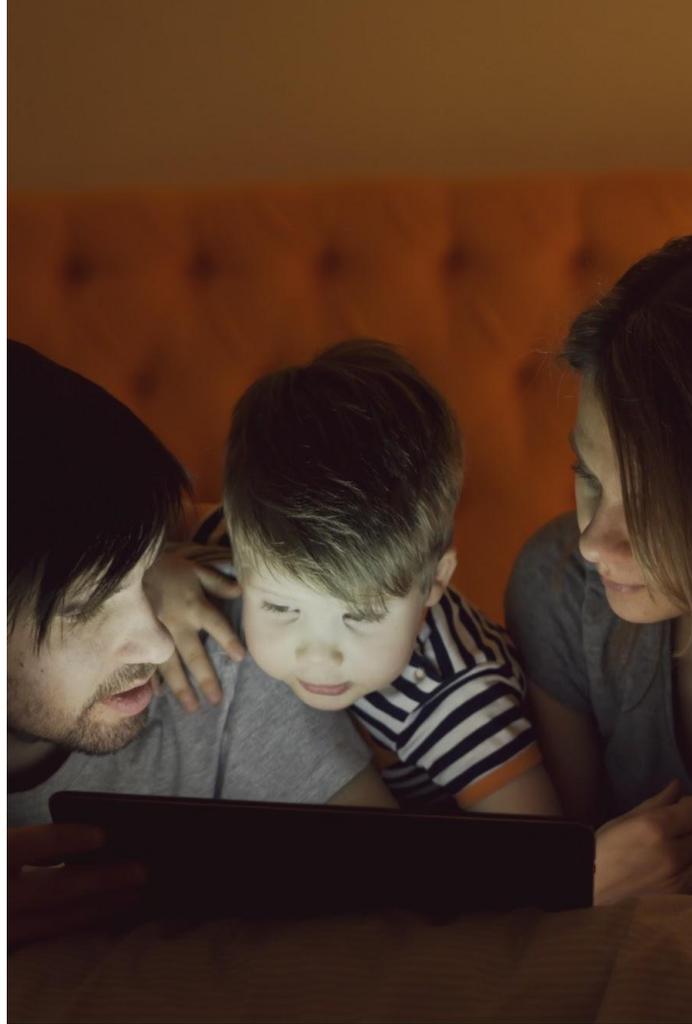
Yeah. Right.

Mother's Day, like any other day, won't be perfect. I will wake up to the screech of my phone's alarm under my pillow, beckoning me to wake up before the kids do so I can be fed and caffeinated before they emerge from their rooms, groggy and already bickering, asking at the top of the lungs if it's a school day, stay-at-home day, or a church day.

Idea

Let's revive *Tales from the Skies Above* aka *Égből Pottyant Mesék!*

- **Revive** an **old classic** the whole family can relate to
- Create episodes with morality about the everyday struggles of mothers to sensitise all audiences towards mothers collectively
 - All age groups have their own realizations
- Serve as an eye-opening truth to the double standards women have to face every day
- The **whole family** can share a special moment while watching the show created using kids' drawings
- Fits well in with Telekom's 'Együtt veled' aka 'Life is for sharing' message



Interactive CLP drawing boards

- **Drawings** from the **episodes** will be submitted digitally and through interactive **CLP** drawing boards kids can have fun with while waiting for the bus
 - CLP » Print drawings as Mother's Day **greeting cards** for the launch campaign
- Drawings submitted from **all over Hungary**
- Writers create a plot, enjoyable for the entire family



TVC

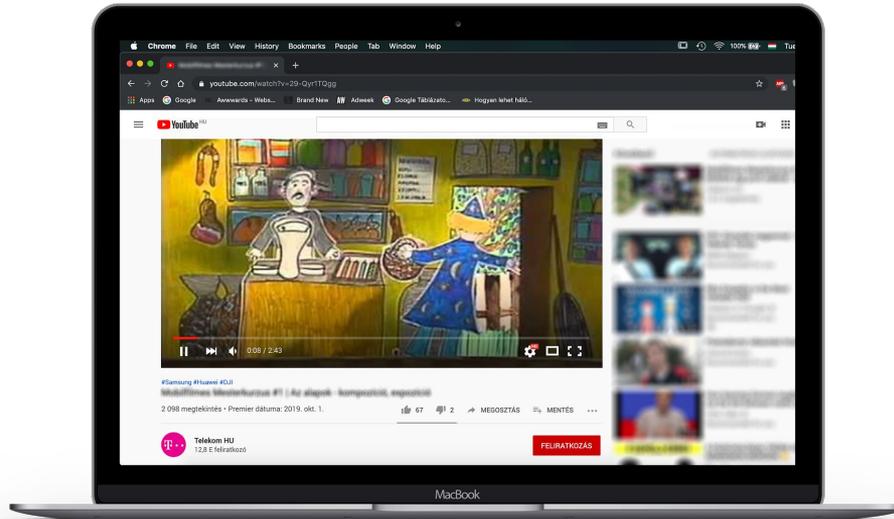
Campaign launch on Mother's Day

- Showing a split screen **POV** with a mother's and a **child's experience** on Mother's Day
 - The mom's day is busy and stressful. She has to get up early, dress up the kids and prepare snacks for the Mother's Day celebration at the kindergarten, while changing her son's shirt who spilled cocoa on himself
 - The kid's day is joyful and fun, he's drawing, playing and spills some cocoa on his shirt
 - Then, on the celebration the two POV's meet, and when the kid takes the stage the mom realizes that her son **truly knows** and **appreciates** her, and how much she's doing for the family
 - *... we could all learn a thing or two from kids.*



Digital Campaign Series on Youtube

- *Tales from the Skies Above* / 4 minutes per episode
- Episodes will air weekly



Magenta 1 Watch Party with the Family

- Create browser extension such as **Netflix Watch Party**
- The whole family can enjoy the new episodes together online



How to measure impact?

- Number of submitted drawings
- Youtube Analytics
 - Watch time
 - Average percentage viewed
 - Average view duration
 - Re-watches
 - Audience retention
 - Playlist engagement
 - Views per Unique Viewers
- Number of Magenta 1 Watch Party downloads
- Average minutes spent on Magenta 1 Watch Party weekly