

EUROBEST 2019

TEAM OUGADADOUGOU

PROBLEM

We are exposed to hundreds of thousands of impulses every day and very few things seem to be memorable. We share practically everything on social media with people we barely know, while almost nothing seems to be exciting enough to tell the most important person in our lives, Mom!

INSIGHT

In contrary, when we were little, we shared everything with her. If we had just drawn a magenta lion, made sand boobs for our brother or realized that potatoes can't speak, we all shouted...

LOOK MOM!



An expansive platform, which aims to remind people that we do have common topics to talk about or just simply show our moms and encourages them to get in contact with her, not just on Mother's Day.

MyDAY GLASSES

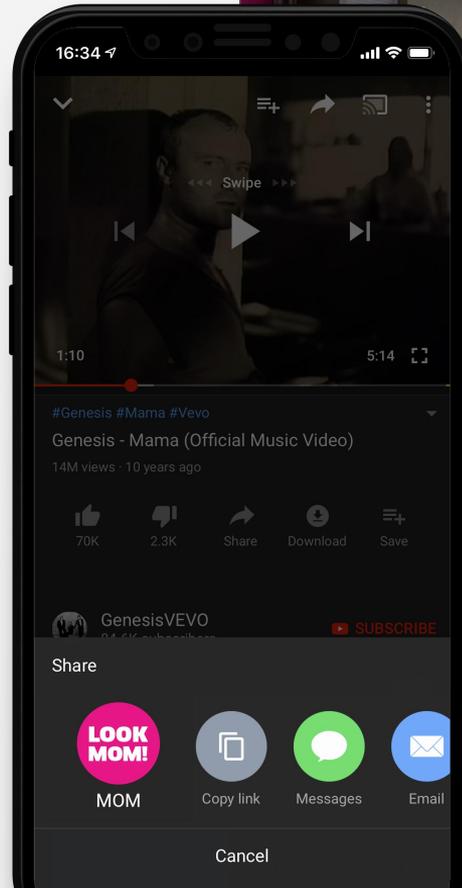
The MyDAY glasses help you easily share a moment with your mom during the day. All you have to do is say "Look MOM!" and it starts live streaming or recording, then say "Bye Mom!" and it stops. At the end of the day you can share your video compilation with a single button in the Telekom app if your mom didn't have the chance to join you live.

**LOOK
MOM!**



THE LOOK MOM! BUTTON

We are going to place a Look Mom! button in online browsers and in sharing options. With a simple touch or click, users can send articles, videos, events etc. to their moms, even if she doesn't have a social media account.



EST

PM 4-minute article

nes Város, responsible for many of the artworks around Budapest, have combined at VIII Council to create another fabulous wall. The subject? Vuk, the revered cartoon character from everyone's childhoods.

LOVE IN NUMBERS

We place DLPs in the most frequented cities in the country, showing fun facts retrieved from people's sharing habits in the application. Proving that people care about their mothers.

e.g.: Cheers to you who sent 143 cake recipes to your mom last month...



CHEERS TO YOU
WHO SENT

143

CAKE RECIPES
TO YOUR MOM
LAST MONTH 🎂

T-Mobile logo

LOOK MOM!

MAGENTA CHANNEL

We know moms are busy too and may not have time to check their phones during the day. No worries, when they get home after a long day, they can also watch our shared contents on the dedicated Magenta TV channel, only accessible by them.

What's more, family members included in the Magenta Family package will also have access to this channel.

So look mom, dad, sis, bro, grandma, grandpa!



THANKS!