

Team Budapest



[Insight]



Naturally, we try to keep in touch with our mothers on a daily basis - which usually means we reply to them when we can. And yes, sometimes it takes a while to call or text back.

Let's face it: moms reach out to us way more often than we do in return.

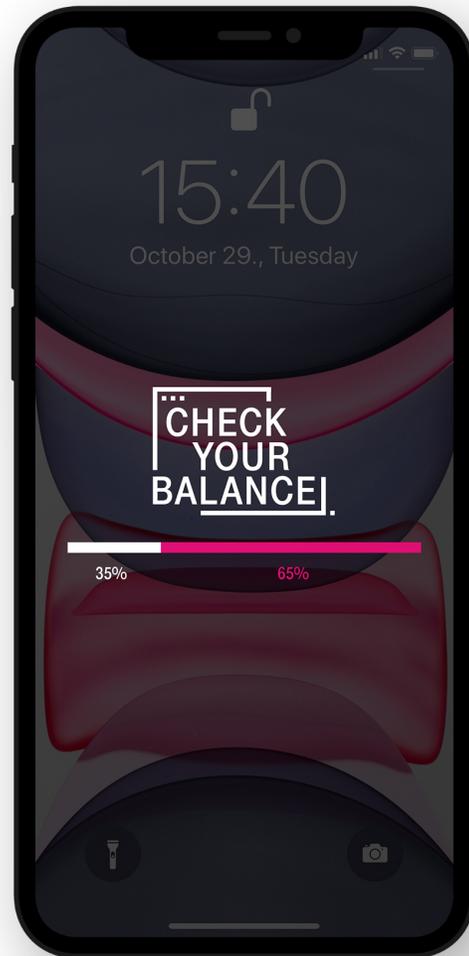
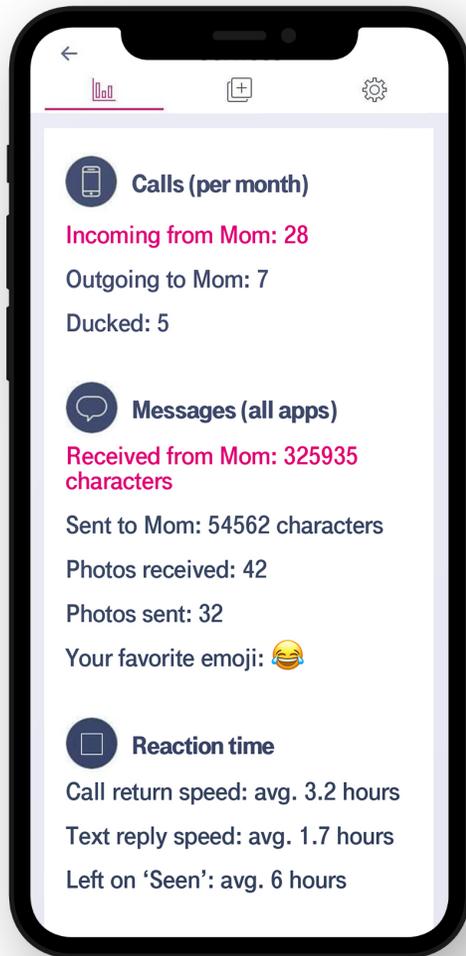
[Idea]

Starting on Mother's Day, Telekom will help mothers and their children balance out the fact that moms call and text more frequently. We will bring attention to this phenomenon in an eye-opening way, yet without blaming or making any party feel guilty. How?

By hijacking the platform you always go to check your balance.

[Telekom Proudly Introduces]

...
**CHECK
YOUR
BALANCE]**.



[Telekom App]

Launching on Mother's Day, a new feature will be available in the official Telekom app: our Check Your Balance service. By pairing your Mom's phone contact with the app, you'll be able to see who reached out to who, and how often on a clear, visualized interface.

Every text or photo sent, every call made will improve these statistics. This score will be multiplied on Mother's Day.

The Check Your Balance feature will be shown on your phone's lock screen, too. Because when you are bored, you keep checking your phone. Why not remind you to use this time better?



[Be Influenced]

Telekom will team up with popular influencers, who'd already shown their affection towards their mothers, even in their videos. Since they always talk about leading an exhausting and busy daily life, we will challenge them to check their balance and improve it. These videos will be published on Mother's Day, accompanied by their experiences.

CHECK YOUR BALANCE!

**BALANCE OUT HUNGARY'S
MOM-CHILD REACH OUT SCALE!**

Children: 35% Moms: 65%

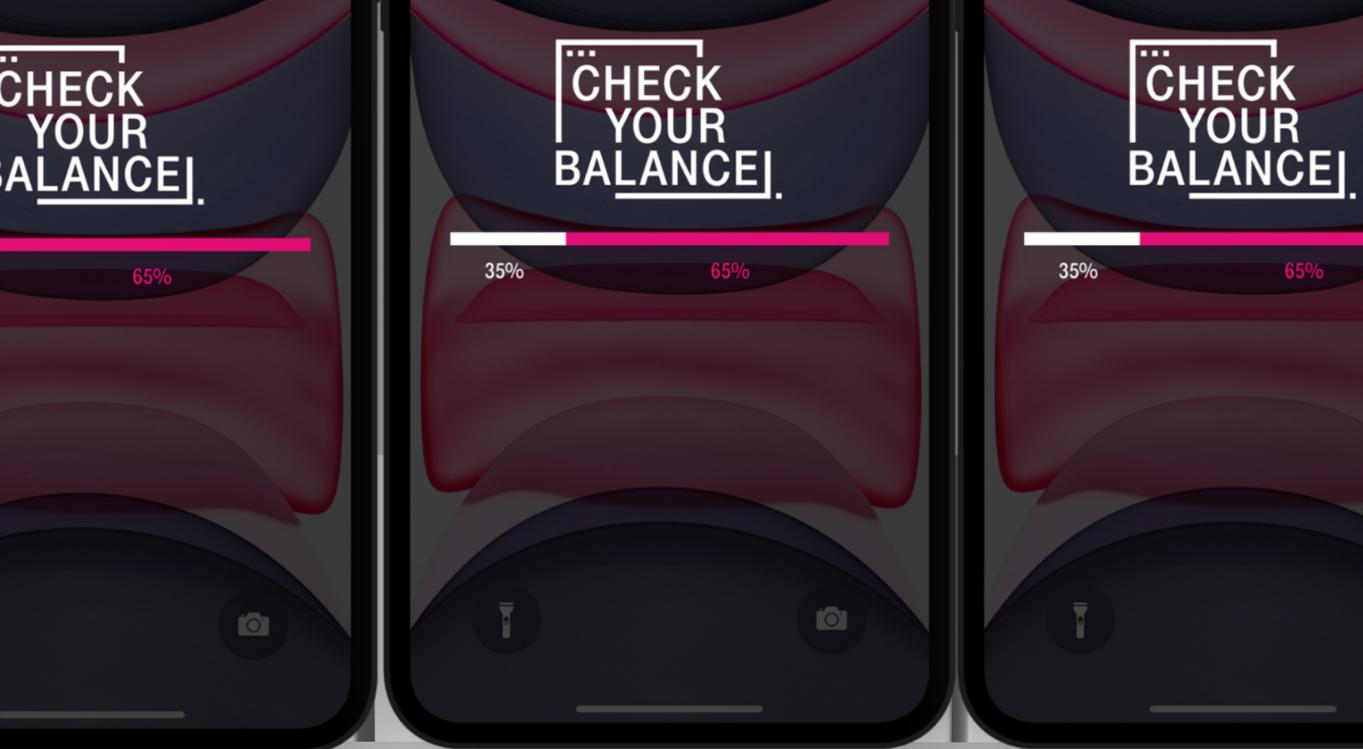
**RETURN THE CALLS. RETURN THE LOVE.
START ON MOTHER'S DAY.**

Download the app, text your Mom and help kick off the change!

[Our Balance]

Special DLPs will carry our message, too. Combining every user's data, we can showcase an average of Hungarian children's (whether teens or grown up) returning their mom's calls and replying to their texts. And Mother's Day is the best time to start doing just that.

The statistic will change in real time, as people one by one start reaching out to their mothers on a daily basis. The overall change will be measurable and could be used in PR.



To help you keep going,
we offer you our newest device.
The more balanced the
Mom-Children reach out scale is,
the more favorable our
offer becomes.

**CHECK
YOUR
BALANCE**

[Dinamic Promotion]

Already started getting even closer to your Mom by getting closer to her stats?

Visitors of our stores can use their **Check Your Balance** status, which will influence the amount of discount on the newest flagship phone, tablet and smart watch. Because even when further away from each other, love, affection and care must be returned.

08

Check Your Balance

[Checkpoint]

We appreciate you DM-ing your Mom, and what is the most appropriate channel to inform you and your Mom of your progress? That's right. Through our monthly DM.

Everyone who participated and managed to balance out their conversations will receive a reminder with their bills. The closer a mom and her child got, the more favorable our discount will be for the family's monthly expenses.

**CHECK
YOUR
BALANCE!**

How about a balance check in your balance check?
We're happy to inform you that you've

got closer to each other

this month!
To celebrate your relationship, we'd like to give you
a discount on your bill.

What would your balance be?

[Team Budapest]