



Fruitful

Connections

ULÁNBÁTOR

Cannes Lions



BACKGROUND

In rural Hungary **people have a strong bond with soil**, they have their own garden, cultivate plants or raise animals. But their other bonds are weaker and much more vulnerable: **they have regular personal relationships only with their neighbours** and with other rurals. The internet could change that, but the **people are not educated digitally** and have a difficulties with learning new technologies.

But fortunately there are are good signs though: according to the latest researches in Europe **from 3 elder 2 show interest in new technologies.**

INSIGHT

#1

Everybody needs personal relationships. In a micro village there are only limited occasions, like in the church, in the pub, bus stop, village hall (if it has one).

PROBLEM(S)

#1

The elder generation doesn't really know the advantages of the digital life, so we have to **demonstrate it to them in their field of interest.**

#2

Mákmartalóc, as other rural micro villages, **doesn't have a community center or any other social institutions**, they don't even have a permanent grocery store :(

IDEA&CHANNELS

The marketplace is one of the most essential spaces of social life in rural villages. The citizens are gathering there, they are gossip and informing about the news.

So we revitalize the closed farmer's market of the village!

First, we announce that a farmer's fair will be organised in the old community house where they can buy and sell. To do so:

- We install an **interactive digital CLP** in the only bus stop of Mákmartalóc. It will be very useful because **it** shows the up-to-date timetable (which are usually torn off) and also **promotes our main event!**
- We also place **small ads** in the local newspaper (which are essential in villages).

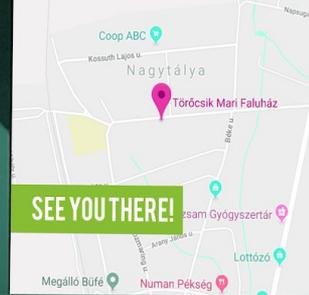
ARE YOU INTERESTED
IN GOING TO THE
FARMER'S MARKET
REOPENING?

YES

NO



ADDRESS: JOKAI STR. 23.
DATE: 2019. 05. 25.
OPEN: FROM 10.00 TO 14:00



SEE YOU THERE!

SOLUTION

When the people arrive in the community house it will **turn out, that it's not a traditional farmers' market but an event where they can try** - with professional guidance of Telekom colleagues - **the advantages of e-shopping**: they can sell their products and browse for new goods from other villages - so their world will open up! With this trigger we can also make the locals curious about other topics too (like news, gastro, social etc.).

DARÁLVA IS KAPHATÓ!

100 szóban
budapest

13.
üzlet.

KERDÉS
VAGY A VÁLASZ?
MAGYARORSZÁG

ÉRŐK



FOLLOW-UP 1.

We can **make the event regular** with the help of digitally educated locals. We also use the digital CLP on which agricultural and seasonal **tips will appear.**

ARE YOUR CHICKEN
MAKE ENOUGH
EGGS?



YES

NO



Image via @ideahacks.com

As a result of the physiological differences among the various species of chickens mentioned above, each species of hens are born with definite numbers of ova very tiny in size. Consequently, the various species of hens have different capacities for laying eggs in their lifetime. While some have the capacity to lay **1400 eggs** in their life time, others can lay up to **1600**. Besides, they have varying numbers of eggs they can lay per annum. While the White Leghorns species lay up to 280 eggs in a year, the **Barred Plymouth Rock** species lay more than **280** per annum.

FOLLOW-UP 2.

We also pick a **gardening „influencer”** who is very popular among seniors: **Bálint gazda**. And with his starring we present DIY videos about farming and gardening.

