



YOU HAVE REACHED YOUR DESTINATION.

Media Category

BKV has to recruit at
least 500 drivers in the
next 2 years

How to take the
recruitment message to
a wider audience when
the job itself has lost its
status?

Becoming a bus driver sounds like a dream for kids but as people grow up other perspectives are taken into consideration.

What are these other motivations?

TARGET GROUPS



Transport Enthusiast

Driving a bus/tram/subway has always been a childhood dream for them which can easily come true.



Well doer

Working for the greater good, appeal to those who might typically volunteer, but in this case, still receive a paycheck.

Important that the work that is done is meaningful and helping the society.



Stability Seeker

Looking for a long-term, secure workplace with great benefits. Compatible for those with families.

Livelihood is key.

How to make them involved?

TARGET GROUPS

Transport Enthusiast

Spread the word about Open Days, encourage them to try driving there on real vehicles or simulators.

Traffic channels:
Facebook & Instagram posts
Posters on vehicles
Waze promoted voice packs with the sound of Pál Szalóczy (official BKV announcer voice)
“BKK Futár stlye” ads

Doing good

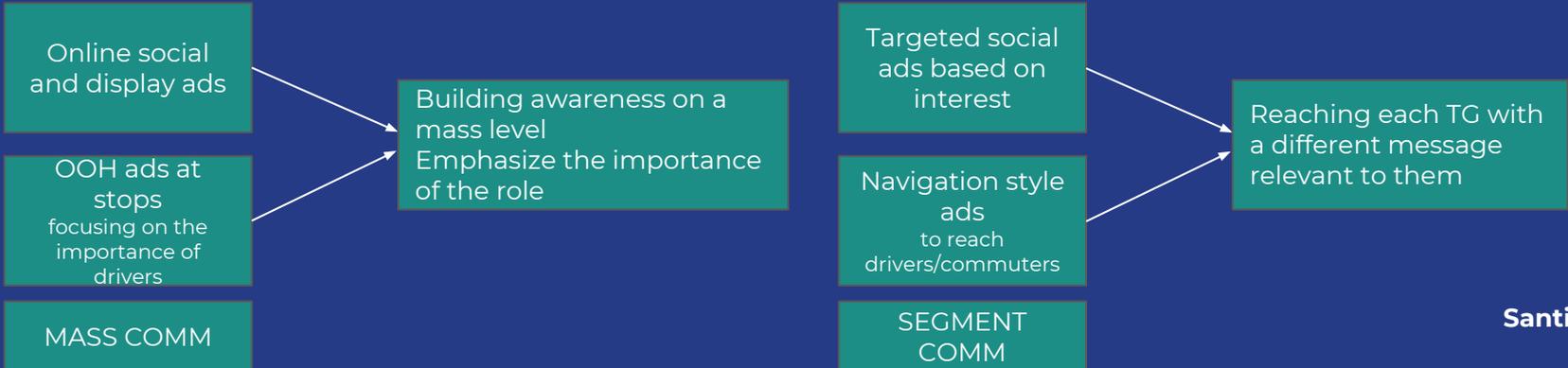
Advertise the jobs, emphasizing the importance and the responsibilities of a public transportation worker.

Traffic channels:
Paid FB & Instagram ads targeted at people who are interested in cars/vehicles & charity/volunteering/CSR

Stability Seeker

Focus on the benefits which come with the job and the stable income/pension system.

Traffic channels:
Paid FB ads targeted at people who are currently looking for a job/have families/interested in cars
“Waze style” ads



**At BKV you can navigate
your own life.
What your destination is
depends on you.**

Being a BKV-driver could be a *destination* for many - even for those who aren't considering it as a possible career.
We use the well-known GPS visuals and sounds to create different destinations for the 3 identified segments.
Each message highlights a different perspective of the job which sensitizes a wider audience.

Examples

Online “Waze/BKK futár style” ads
with personalized messages for each

TG

+ OOH ads at stops



Universal messages on the rear of
vehicles



Why does it work?

By launching a mass communication campaign we would like to increase the status of the job.

We believe that by emphasising the benefits of the jobs relevant to each TG segments, we can make them realize why this could be their kind of job.

The modern, GPS-like, segment-based TOV can address those who already have a drivers' license.