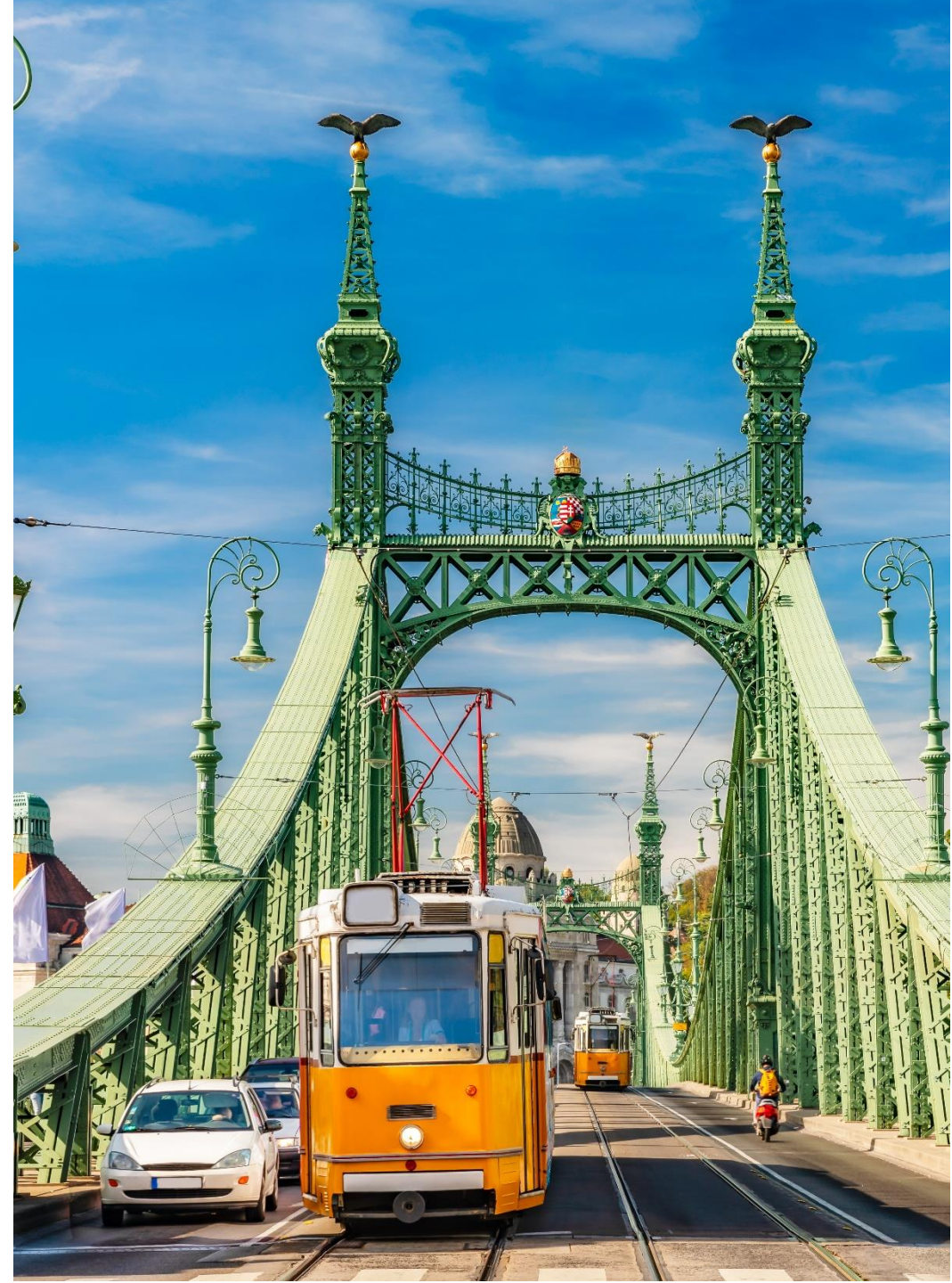


BKV League and Stories

Responsibility is Prestige



Challenges

Workplace

- Lack of personal content about BKV online
- Community space that everybody uses, but only a few cares for

Labourforce

- Shortage of employees but increasing demand
- Invisible responsibility of the driver:

Nobody's boss but responsible for everyone.

Motivational Factors for potential employees

Community Space

- Raise prestige of BKV as a community space for passengers but also as a workplace for employees
- Platform: BKV Stories from passengers and drivers

BKV Stories

Reputation of the Profession

- Raise awareness of the drivers' responsibility and diverse skillset
- Platform: a technical competition that promotes responsibility as prestige

BKV League

BKV Stories

WHY?

- We spend a great amount of our time with travelling, both passengers and drivers are invisible players of the BKV community space, a space of perpetual transition that is only a means of moving from one place to another.
- Raise collective awareness of the unheard stories and engage both passengers and drivers, making BKV more personal.
- A familiar community space would become an attractive workplace as well.

HOW?

- Using citylights in bus stops where drivers and passengers could share their BKV stories based on the success of the annual essay competition, where pictures and small info is also shared about the writers
- The best 50 stories would be chosen by voting on FB, including both drivers' and passengers' stories.

BKV League – The Event

WHY?

- League by definition:
„a collection of people that combine for mutual cooperation but also refers to a sports club”
- Combine the two:
a competition for a common goal to raise awareness of the drivers’ responsibility and traffic safety.
- This event would reinforce the reputation of the profession and also give a sense of identity through a common goal and teamwork.
- The event later could be held annually among drivers, to reinforce emotional engagement with their profession and assure prestige collectively through continuous improvement.

WHO?

The people:

- 4 teams: women, men, senior, junior to represent all of the potential targets
- 3 members/team: sports influencer, professional driver, potential driver chosen after registration on the microsite

The influencers: 88 000 relevant followers

- Senior: László Palik, former rally racer
- Junior: Vivien Keszthelyi, junior touring car champion
- Men: Norbert Kiss, truck racing champion
- Women: Nikolett Kovács, speedway biker

BKV League - Microsite

WHAT?

Competition in four rounds representing the responsibility and diverse skillset of drivers:

1. Reaction time
2. Concentration
3. Traffic Code
4. Test Driving

The best drivers will be honored at the ending charity event.

HOW?

- Microsite for registration on BKV's website as a landing page
- Extensive media coverage – online videos of the competition, native content online
- Influencer posts – total: 88 000 relevant followers
- Community action: native display articles and cooperation with the Road Safety Foundation

MEDIA USAGE

BKV League: communicating with strong social focus (with microsite landing), native display article series + additional eDM send outs, programmatic campaigns and targeted GSN/GDN campaigns to drive conversions.

Owned Microsite

Communicating the details of the BKV League competition and collecting leads of people who answered yes to the „Do You Inspired To Be a Driver?“ question.

Facebook / Instagram

Infotainment videos on BKV's own page with extra paid contents to raise awareness for the BKV League final and the event promotion.

Native Display Articles

„You have the driver inside of you?“ series to show what skills are the most crucial if you want to become a (BKV) driver.

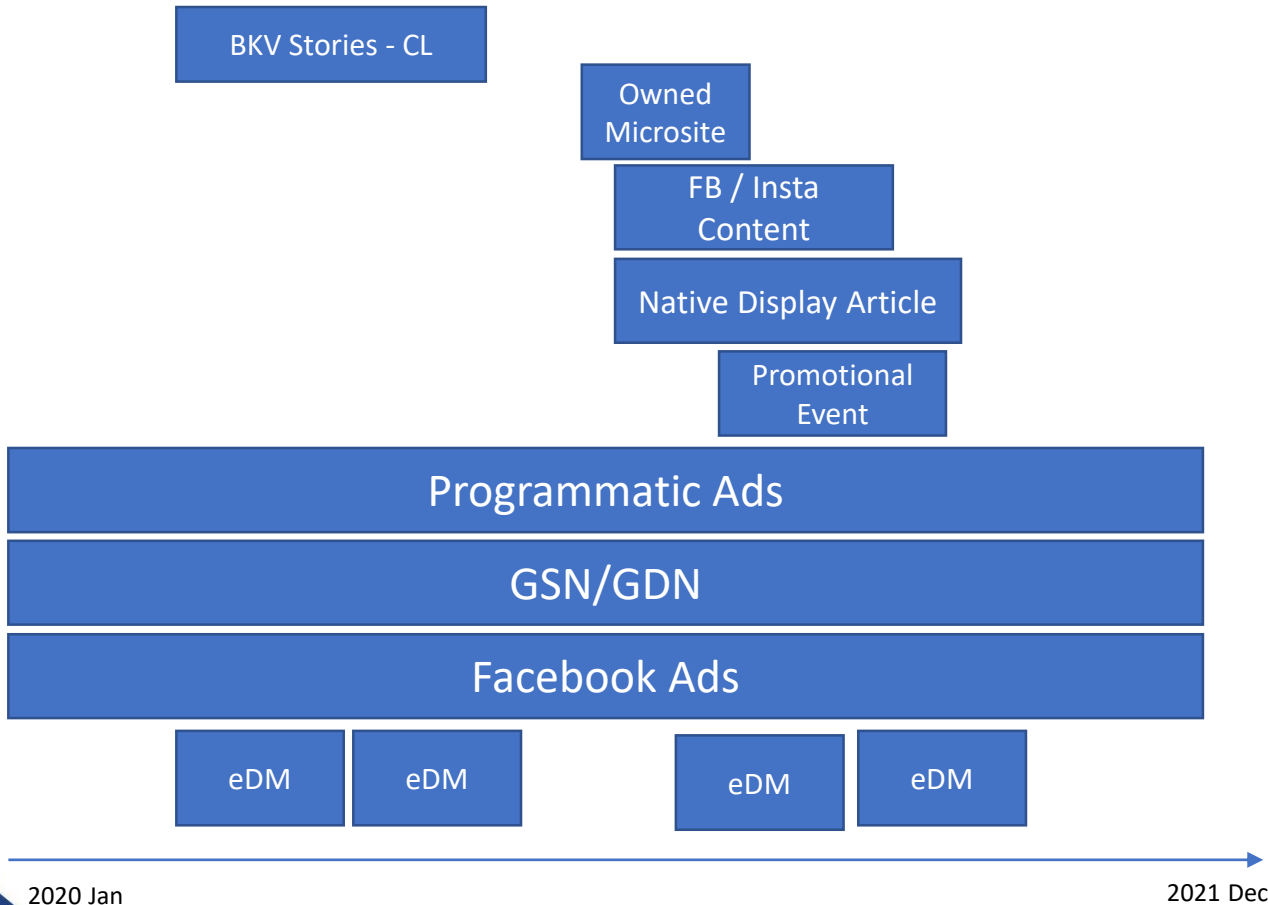
eDM, programmatic, GSN and GDN
Segmented, direct and ongoing communication to reach all of our target audiences.
Contents: BKV League + Job opportunities

Event Promotion

BKV League finale and charity event to raise money to prevent road accidents.

BKV Stories: displaying the 50 best stories of BKV employees on **CityLights** near to bus stops.

AWARENESS / PERFORMANCE



- Due to the challenges listed earlier, we have to raise awareness and create a big buzz with creative communication techniques.
- Thanks to heartfelt BKV Stories campaign people can engage with the brand emotionally (2020 Q2-Q3)
- We have to build prestigious image with influencers and strong, relevant contents to win the audience over. (2021 Q1-Q2)
- With additional native display strategy with media partners, we can educate people about the skills of what makes a good public transport driver and raise the question 'Can you become one?' So we can direct users to our landing page and start collecting leads. (2021 Q1-Q2)
- With ongoing FB advertising, GSN/GDN and programmatic solutions we can reach our audiences separated and more directly to reach better performance.
- Periodical eDM campaigns help us deliver more conversions. (In holiday seasons when people have more time to read e-mails)

Strategic Summary

- In the first half of the campaign, the emotional engagement with BKV as an attractive workplace, (more than just an impersonal space for transport) would be top priority.
- In the second half of the campaign, we would launch our influencer competition campaign, BKV League to reinforce prestige and appreciation of the driver's profession, and spread the importance of responsibility and road safety. The chosen influencers have 88 000 followers in total.
- In the following years the BKV League and its microsite could serve as a recurring competition and database for recruiting purposes.

