

ONE CAUSE. ONE JOURNEY. ONE PERCENT.

BACKGROUND OF THE COMPANY

Vodafone is one of the largest multinational telecommunications companies in the world with more than 500 million customers. Vodafone's main purpose is to **connect for a better future**. The company is optimistic about how technology and connectivity can enhance the future and improve people's lives. Through the business, the company aims to build a digital society that enhances socio-economic progress, embraces everyone and does not come at the cost of our planet. That is why the company has committed to **improve one billion lives and halve its environmental impact by 2025**, by taking concrete action in three areas: **digital society, inclusion for all and planet**.

CHALLENGE

Taxation in general has a negative connotation of being difficult and time consuming. Our business and communication challenge is to leverage Vodafone's capabilities to support civil organizations by backing the 1% tax initiative while also strengthening the Vodafone brand and its business goals.

BUSINESS OBJECTIVE

Our goal is to strengthen the Vodafone brand by connecting Vodafone with social responsibility in the minds' of existing and future customers. As a result, we expect to increase customer satisfaction (NPS- Net Promoting Score) and customer loyalty.

INSIGHT

A general non-declaring person would state the following:

„I have a willingness to declare my 1%, however I find the process complicated, time consuming and it is also hard to decide between the many organizations.“

TARGET GROUP

WHO? Aged 23-50, all genders, digitally educated, Vodafone users and non-users as well.

WHY THEM? They are busy with everyday chores & work, therefore lack time to address these issues. However, their age indicates that they are still able to change their taxation habits, have a stable, taxable income and open to social issues.

IDEA IN SHORT – ONE CAUSE. ONE JOURNEY. ONE PERCENT.

Raise public awareness on the impact of the 1% tax donation and create a simple, fast and viral way to do it with the support of the digital tool-kit of Vodafone and the eSZJA system.

With this idea, we will unlock the potential in the many thousands of non-declaring tax payers in the system.

HOW and WHY?

We would like to create a digital campaign with a dedicated landing webpage. The digital paid media campaign will bring awareness to the importance of the cause and help to drive traffic to the landing page. The landing page will aid in the following:

1. **SIMPLE DECISION MAKING** – the page facilitates the decision process of the tax payer by giving a personalized Top 10 recommendation of the civil organizations based on a quick preference assessment (scope of activities, size, local vs national, etc.).
2. **FAST DIGITAL JOURNEY** – After choosing the organization we will drive the user directly to NAV's online journey to make the donation.
3. **VIRAL SHARING** – Following the donation process the user can re-visit Vodafone's dedicated landing page and share their beneficiary of choice on a social media platform. By being able to share the taxation activity on social media, the number of the declared 1%ers will virally increase.

CAMPAIGN EXECUTION

The task is to create an **emotional and action evoking** digital paid media campaign **based on the notion that even the smallest contributions can make a huge difference** ([inspirational quote link](#), which we believe captures the idea the best) and a dedicated landing page. The landing page needs to have a decision-facilitating role on which organization to choose and has to be connected to social media platforms.

CAMPAIGN DETAILS

- Create the video spot, ensure it will create action
- Create the digital creative banners
- Create a simple, UX friendly webpage design
- Find relevant digital media channels (Youtube, Facebook, Instagram, main webportals, etc.)
- Find relevant influencers to increase word-of-mouth

TIMING & BUDGET

Preparation, 30 days, 2020.02.15 – 2020.03.20. | 2.000.000 HUF

Collecting the list of the beneficiary civil organizations, alignment & info sharing with governmental institutions.

Creation of landing page and the creatives; 30 days, 2020.03.20 – 2020.04.20. | 5.000.000 HUF

Creating the decision support method and the webpage design and development. Launch date is 20th of April.

Digital paid media campaign; 30 days, 2020.04.20 – 2020.05.20. | 15.000.000 HUF

Start with emotional spots and banners in the first 2 weeks than continuously switch to call-to-action type of communication.

HOW WE MEASURE SUCCESS:

1. 400 k people reached by digital communication channels
2. 100 k unique visitors at the dedicated landing page of the campaign
3. 20 k CTR (click-through rate) to the <https://www.nav.gov.hu/nav/szja/szja> webpage
4. Supporting the increase the number of valid statements for non-governmental organizations in 2020 to 1,8 million