

THE FUTURE IS EXCITING. **FOR EVERYONE.**

BACKGROUND

Vodafone has come a long way since making the first ever mobile call in the UK on 1 January 1985. Today, more than 500 million customers around the world choose us. We're proud to offer equal opportunities regardless of disability, race, nationality, cultural background, gender, age, marital status, sexual orientation, gender identity, religious or political belief. We can only leverage this diversity by building an inclusive culture where everyone is respected, can be themselves and strive to be their best. That way we can build a better future for our employees, our partners, the communities we work in and our customers. We believe that the future is exciting.

PROBLEM

It's hard to find a common platform between a civil organization dealing with disabled people and multinational companies. How can they cooperate, how can they support each other in a way that profitable for both of them?

OBJECTIVE

We would like to raise awareness around our campaign, how Vodafone and M szinh z stick together and demonstrate the importance of inclusion ("inclusion" attribute ownership). Via the campaign we aim to gain a competitive advantage in the market and increase our Net Promoter Score which measure customer experience and predicts business growth.

INSIGHT

"People usually think that a person with disability need help or cannot do those things that an "average" person can."

Of course, it could be true, but sometimes people with disabilities could be independent, and they also can help, motivate us!

TARGET GROUP

25-50, single or in relationship, AB, urban, high school diploma or higher education, financially responsible, loves to travel and experience new things, digitally educated, using mobile apps more than the average, living active social & cultural life, always curious about new events and locations around them. Vodafone users and non-users as well.

IDEA IN SHORT

Organize an interactive hybrid (offline & online in the same time) theater performance where viewers & disabled actors can shape the story of the show together. Open "healthy" customers eyes that people with disabilities could be independent & we can ask help from them as well through hacking the Vodafone's call center support videos and creating regular digital communication.

EXTRACTED IDEA

We'd like to organize a live theater show performed by disabled actors of M szinh z. The title & the concept of the show will be the extended version of the core Vodafone message: **The future is exciting. For everyone.** It'll be an offline event in a real theater at Budapest where audience can buy support tickets as a donation for the AppArt association. **But!** It won't be a regular theater show, we'll open the venue for everyone in a digital way with the power of Vodafone. We will provide an interactive online live stream platform where viewers can watch and influence the story of the performance with their real time comments or suggestions. With this activity we want to symbolize that's how we can shape our common future together no matter you're a disabled human being or

not. This hybrid theater performance will be on the 3rd of December which is the international day of persons with disabilities.

Furthermore Vodafone has an important call center service where customers can ask help in several cases. Most of the time we provide our help via pre-prepared support videos what clients can watch on our website, YouTube channel or we can send it to them directly through e-mail. During the campaign period we'll hack these videos & create new ones collaborating with the actors of M szinh z. They will act the problematic situations & show the solution. With this twist as the part of the communication campaign we want to highlight that people with disabilities could be independent and they also can help us. We can use these support videos like a teaser of the theater performance with a tag on the end. Finally, we want to spread the word about the importance of inclusion so we'll communicate on digital platforms as well (Facebook, Youtube, Instagram, display ads)

AGENCY TASKS

Transact the interactive theater performance (offline & online)

- Organize the theater event in cooperation with M szinh z
- Bring mechanism solution: How online viewers can influence the story of the theater performance in real time?
- Find / develop the interactive live stream platform
- Create after movie & PR materials about the happening

General campaign communication

- Promote the theater event, ensure buzz around it
- Create the support videos with M szinh z's actors (10 videos)
- Build strategy & deliver creative concept about digital communication
- Find relevant influencers to strengthen the online communication
- Create the concept of an internal event for Vodafone employees

TIMING

- Teaser & communication period: 2019.10.15 - 2019.12.02
- Live streamed interactive theater performance: 2019.12.03
- Follow-up, after video: 2019.12.03 - 2019.12.15

BUDGET

38.000.000 HUF + VAT (media not included)

- 15.000.000 HUF (theater event + stream activity)
- 8.000.000 HUF (support videos)
- 5.000.000 HUF (creative materials for digital campaign)
- 5.000.000 HUF (Vodafone internal event)
- 5.000.000 HUF (agency fee)

HOW DO WE MEASURE SUCCESS?

- NPS penetration: min. +3
- Increase user & non-user consideration
- No. of offline theater event visitors: 1.500 people
- No. of online theater event viewers: 5.000 people
- Min. interactions on theater show live stream: 2.500
- Create offline/online PR buzz