

P A R E N T A L

ADVISORY

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THE PROBLEM

In a world of increased connectivity, where communication is easier than ever, there is a growing gap between parents and their children due to their different perception of digital tools. Parents find it hard to engage with their children due to a gap in their knowledge about the hottest social media platforms and trends.

HOW CAN TELEKOM, A LEADING DIGITAL EXPERT RESOLVE THIS GAP AND ENCOURAGE MEANINGFUL CONVERSATIONS BETWEEN GENERATIONS?

INSIGHT

In the digital era, the Internet is taking over the role of the parents. Teens turn for recommendations and inspiration to influencers and social media rather than to their parents. While they might receive useful tips about fashion, gaming or entertainment, they miss out on valuable life lessons essential for their personal development. At the same time, their parents, who could pass over their valuable life experiences struggle to engage with them, due to their different digital perspective.

WHAT IF WE ENABLED PARENTS TO BECOME THE NEW INFLUENCERS THROUGH DIGITAL EDUCATION?

BIG IDEA

Launch Telekom Parental Advisory, an online platform with the aim to encourage meaningful interactions between generations by empowering parents with digital knowledge and encouraging them to be the ultimate influencers of their children.

HOW IT WORKS

1. Introduce

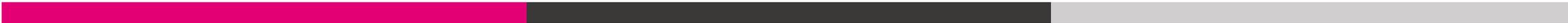
Generate awareness about the Advisory by involving official influencers relevant to both adults and teens

2. Educate

Take part in a 1 month education challenge where parents must learn something new every day and share their experiences with their children.

3. Maintain

Continue to promote the Advisory with online promotion tools and make it the ultimate platform connecting generations.



Phase 1

Phase 2

Phase 3

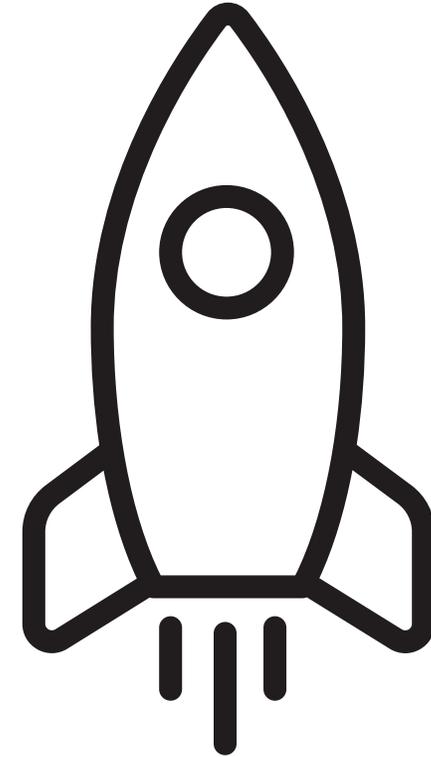
PHASE 1: INTRODUCE

Parents are most easily reached via their children. To generate awareness about the Advisory, we invite influencers to promote our platform and make the concept of parent influencers cool between teens.

Our partners create YouTube videos in which they teach their parents to use social tools and invite teens to follow their example and share the progress on social media.

To further increase the willingness to join the initiative, the non-digital savvy tech influencers will publicly follow the program on the microsite.

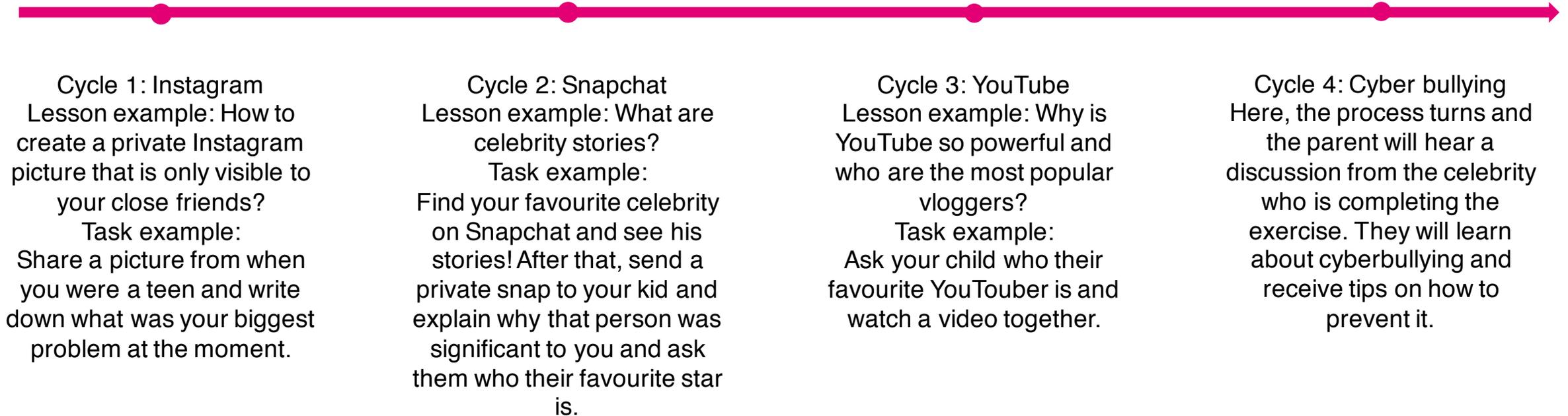
TOUCHPOINTS: dedicated microsite for the platform, influencers' owned channels, social media



CAMPAIGN LAUNCH

PHASE 2: EDUCATE

The advisory provides a pre-designed, 4 step education program.



The lessons are written to be relatable to adults' lives and focus on inspiring them to transfer knowledge to their children.

PHASE 3: MAINTAIN

In the long term, we maintain the platform as the ultimate tool to help parents engage with their children.

Ways to maintain this position:

- Share the most emotional stories created by the users on the platform.
- Run display campaign for most typical searches used by parents (relevancy found through Google Analytics)



BEHAVIORAL CHANGE

Parents: With the Advisory, we not only made parents up to date about social media trends but we encouraged them to share their life stories with their children and therefore positioned them the ultimate examples to follow.

Children: Thanks to the Advisory, children started to see their parents as the true heroes they are and helped to engage in meaningful discussions with them.

Public: By building this platform Telekom will not only be perceived as an enabler of communication but also as an enabler of interaction between generations.

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