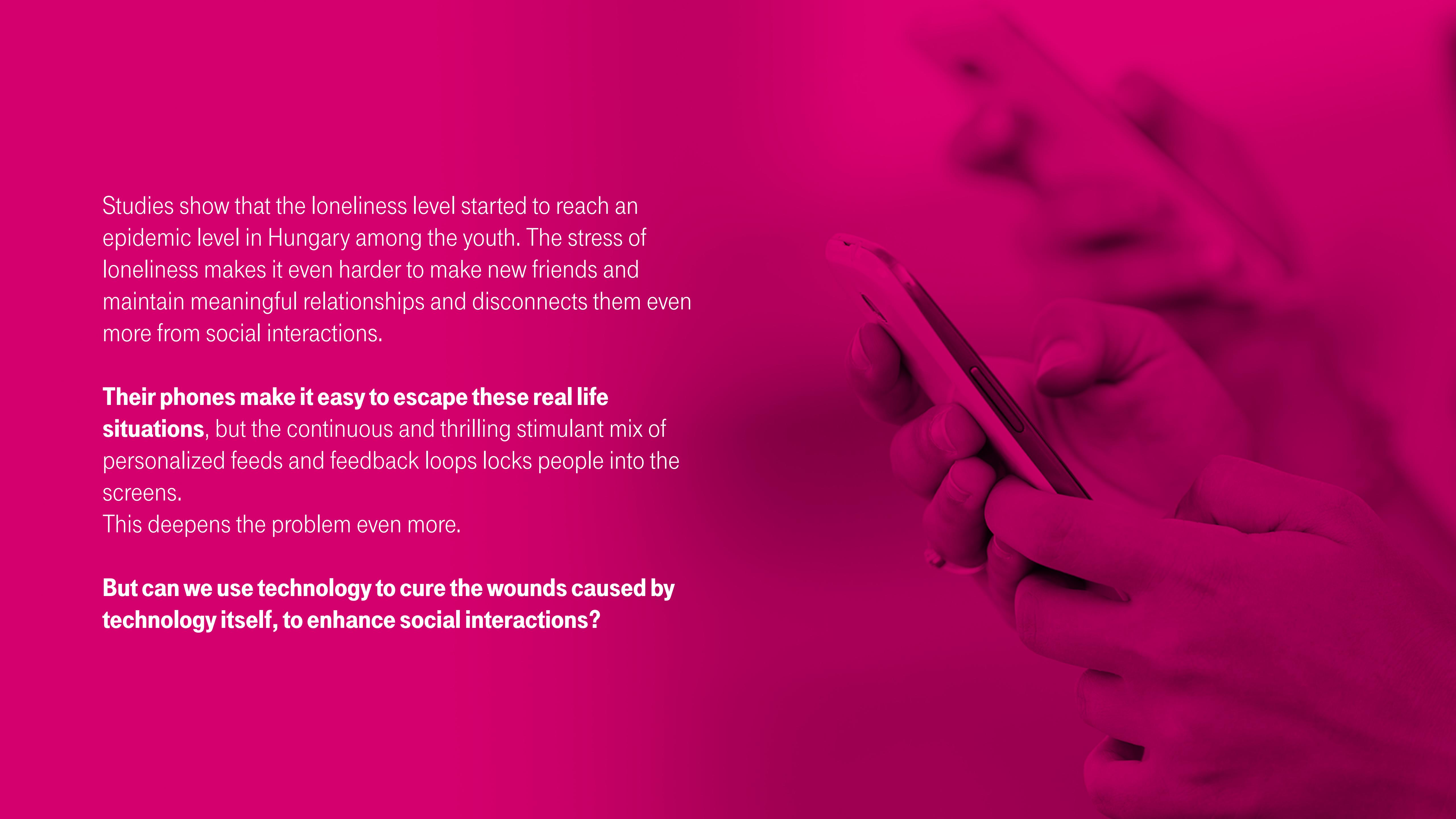


Agavezöld presents

One step closer

A close-up photograph of a person's hands holding a smartphone. The hands are positioned as if the person is actively using the device. A solid red color is overlaid on the entire image, creating a dramatic and somewhat somber atmosphere.

Studies show that the loneliness level started to reach an epidemic level in Hungary among the youth. The stress of loneliness makes it even harder to make new friends and maintain meaningful relationships and disconnects them even more from social interactions.

**Their phones make it easy to escape these real life situations**, but the continuous and thrilling stimulant mix of personalized feeds and feedback loops locks people into the screens.

This deepens the problem even more.

**But can we use technology to cure the wounds caused by technology itself, to enhance social interactions?**



## **Why can't we use their desire to consume content to bring them closer to their real life?**

Studies show us that a well curated series of questions answered by both parties can help to improve interpersonal closeness by just knowing more about each other. So we partner up with the Hungarian Psychological Association to create a handful of questions to help young people start conversations that can lead to lifetime friendships.

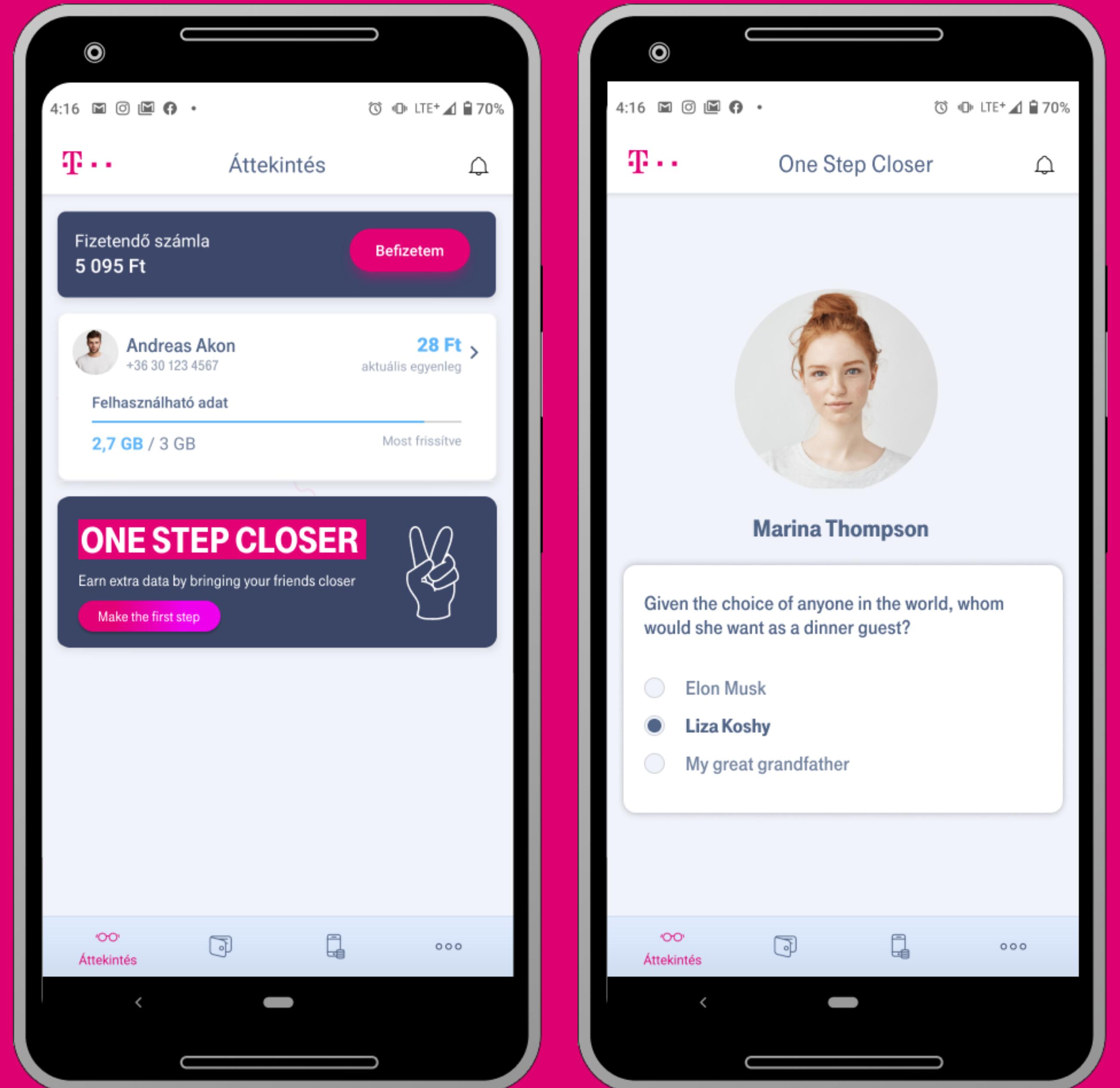
Giving them these back-and-forth questions as a gatekeeper for unlockable data rewards. This way, Telekom encourages youngsters to take the first step.

When you reach your monthly data limit, you have the chance to get more - by strengthening your friendship with one of your close-by friends.

Users have to answer questions, made with the help of Hungarian Psychological Association experts, beforehand joining the promotion.

To boost this we use TikTok influencers to tell their answers in a form of “Tell Me Something I Don’t Know” meme - this can help the onboarding and encourage the audience to freely express themselves even in deeper topics.





From this point on users will two options to get data:

## Get-together

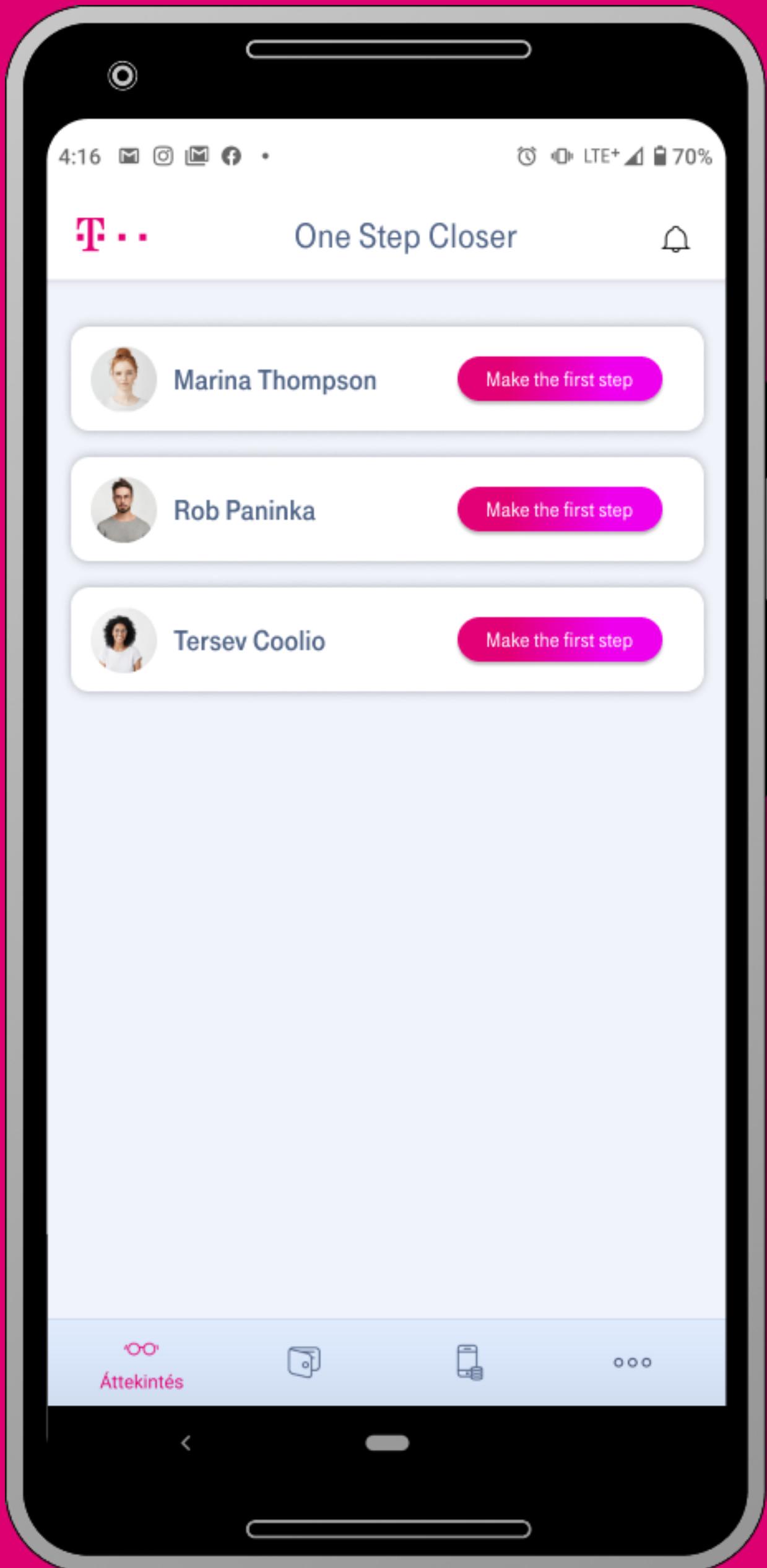
Hang with a friend, discuss these questions.

The app can detect the proximity of the two with Bluetooth, by this confirm the hangout and pair their phones. Meanwhile the conversation, they have to pick their friends answer from 2 other false answers, to show, they know each other a bit better, than before. This way both of them will earn extra data.

## Chat

We don't stop at people they meet on a daily basis. There is a big breaking point in teen friendships - the end of elementary, and the start of high school. Keeping old friendships alive is an essential way to stay socially connected, yet we let these friendships fade.

To revive these relationships using Facebook Login we match friends from the same elementary school, and give them a starting question, as a reminder, that there is still things to talk about.

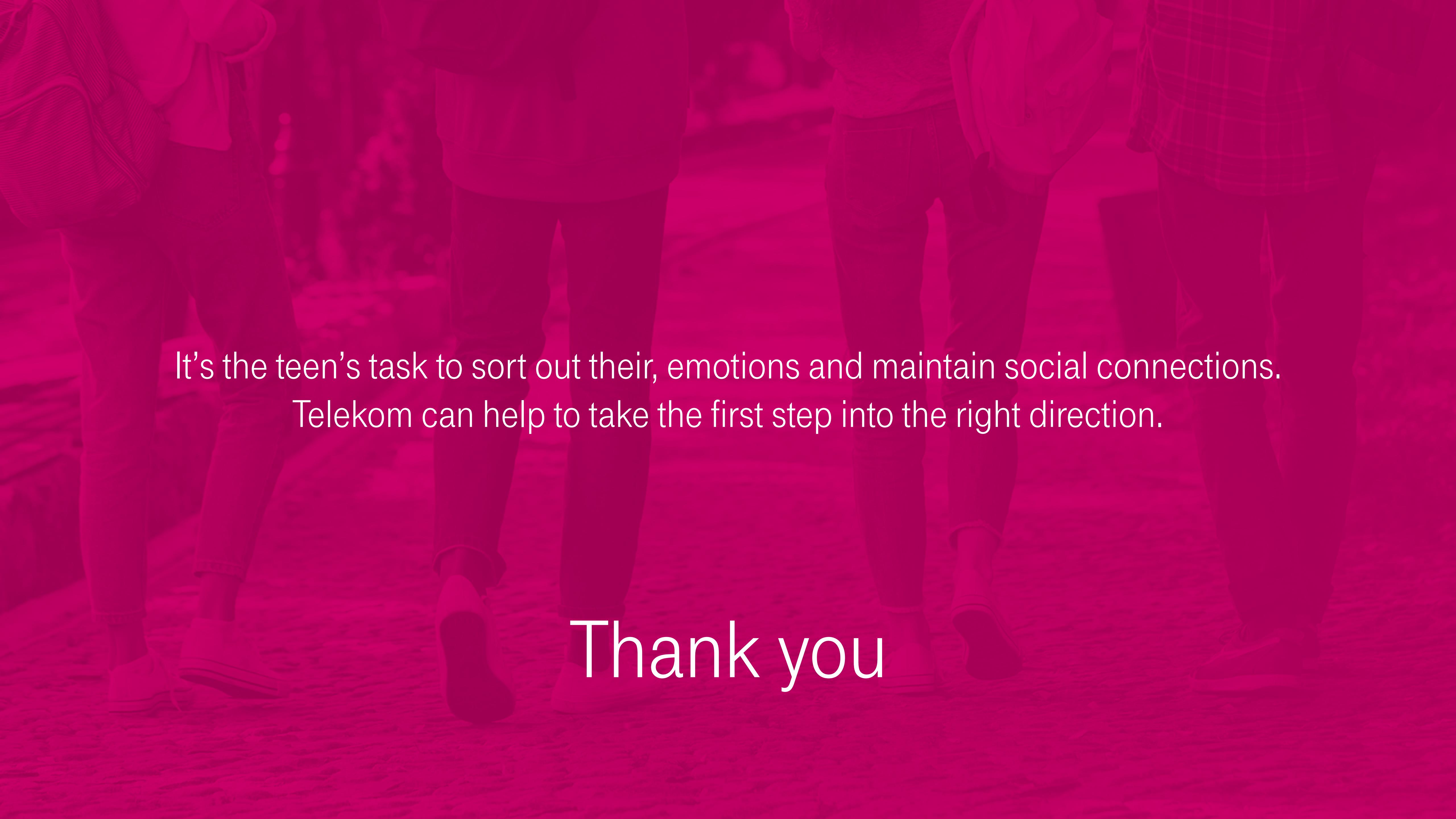




We didn't stop here!

**We set up wide DLPs to bus stops near schools to spread the message of our service.**

With the help of computer vision we will create magenta shadows for the people standing at the stop, following their act like the real shadows. But when people stops for a while: we overtake the shadows and take one step towards each-other with them, then reveal our friendly message with directions to the Telekom app.



It's the teen's task to sort out their emotions and maintain social connections.  
Telekom can help to take the first step into the right direction.

Thank you