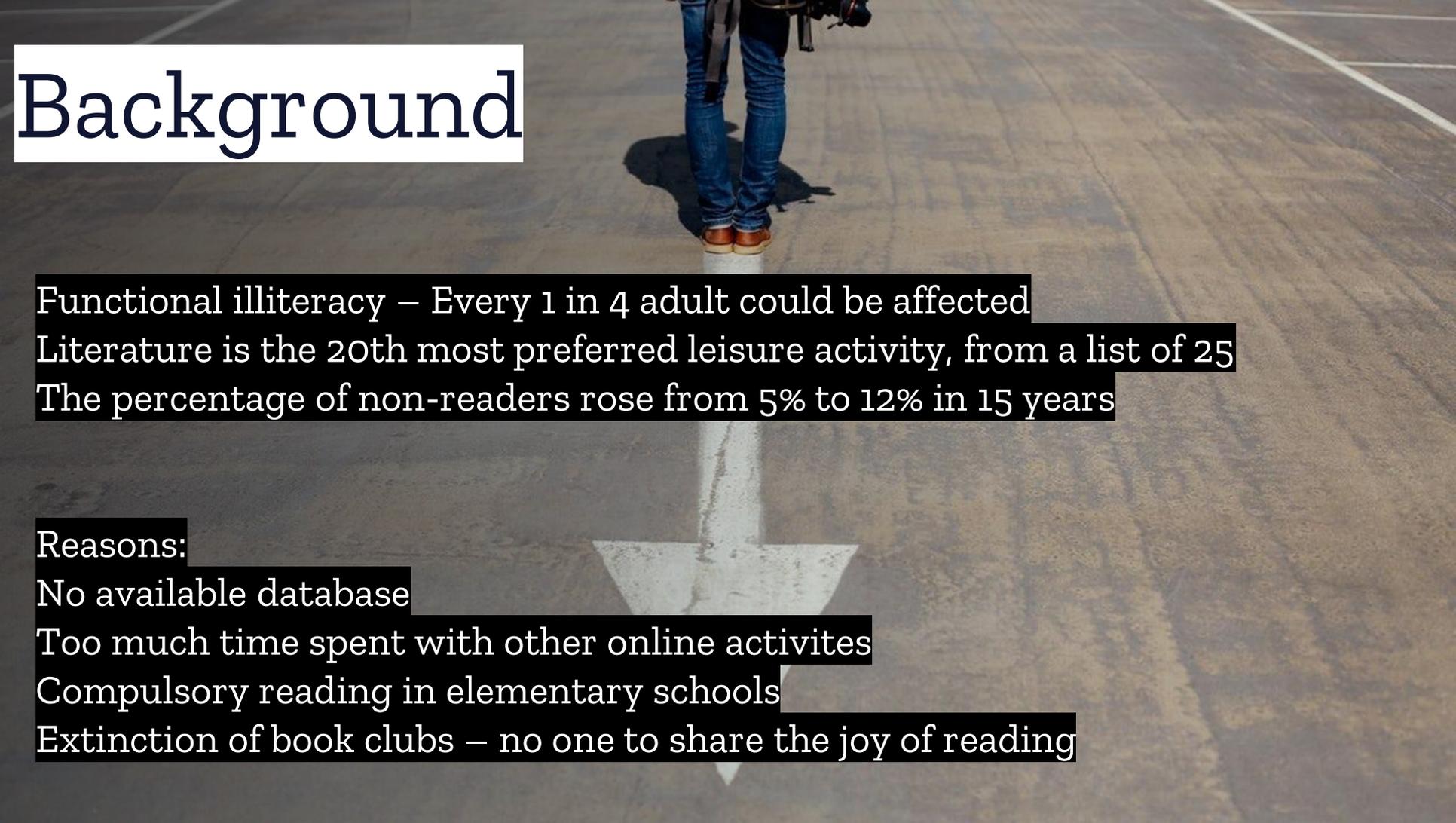


Background

A person wearing blue jeans and brown shoes stands on a paved surface. A white arrow is painted on the pavement, pointing downwards from the person's feet. The background is a light-colored, textured pavement with some white lines.

Functional illiteracy – Every 1 in 4 adult could be affected

Literature is the 20th most preferred leisure activity, from a list of 25

The percentage of non-readers rose from 5% to 12% in 15 years

Reasons:

No available database

Too much time spent with other online activities

Compulsory reading in elementary schools

Extinction of book clubs – no one to share the joy of reading

MAKE READING SEXY AGAIN!

Objective:

Create a widely available,
accessible Hungarian
literature database with the
help of Telekom



Challenge

Emphasize the importance of the project

Involvement of the whole nation

Insights:

The joy of literature

The feeling of being socially useful

Negative preconception of compulsory reading

TG1:
Digital natives

~14-25, Urban
Student / Trainee / Entrant
Motivation: Graduation,
Degree, Enter the labour
market

TG2:
Digital learners

~25+, Urban & Rural
Worker / entrepreneur
Motivation: Promotion, Family &
Parenting

Campaign structure & success measurement

Phase 1 – jun-jul

Main focus: Education & Awareness

Educate people on the issues & make them aware of the project



KPIs

Campaign awareness
Website visits from 'media hacks'

Phase 2 – next 4,5 years

Main focus: Engagement & Sustaining awareness

Motivate people to help create the database & sustain the previously built awareness



KPIs

Received number of words and expressions
Use of platform

Phase 3 – after 5 years

Main focus: Awareness

Create the awareness of the final database and encourage people to use it



KPIs

Use of the completed database

Phase 1

TV

Shocking TV commercials

Stating the background informations, spelled incorrectly, thus creating awareness of the issue of illiteracy

TV non-spot

Non-spot TV ads next to the football World Cup matches, also about the issue

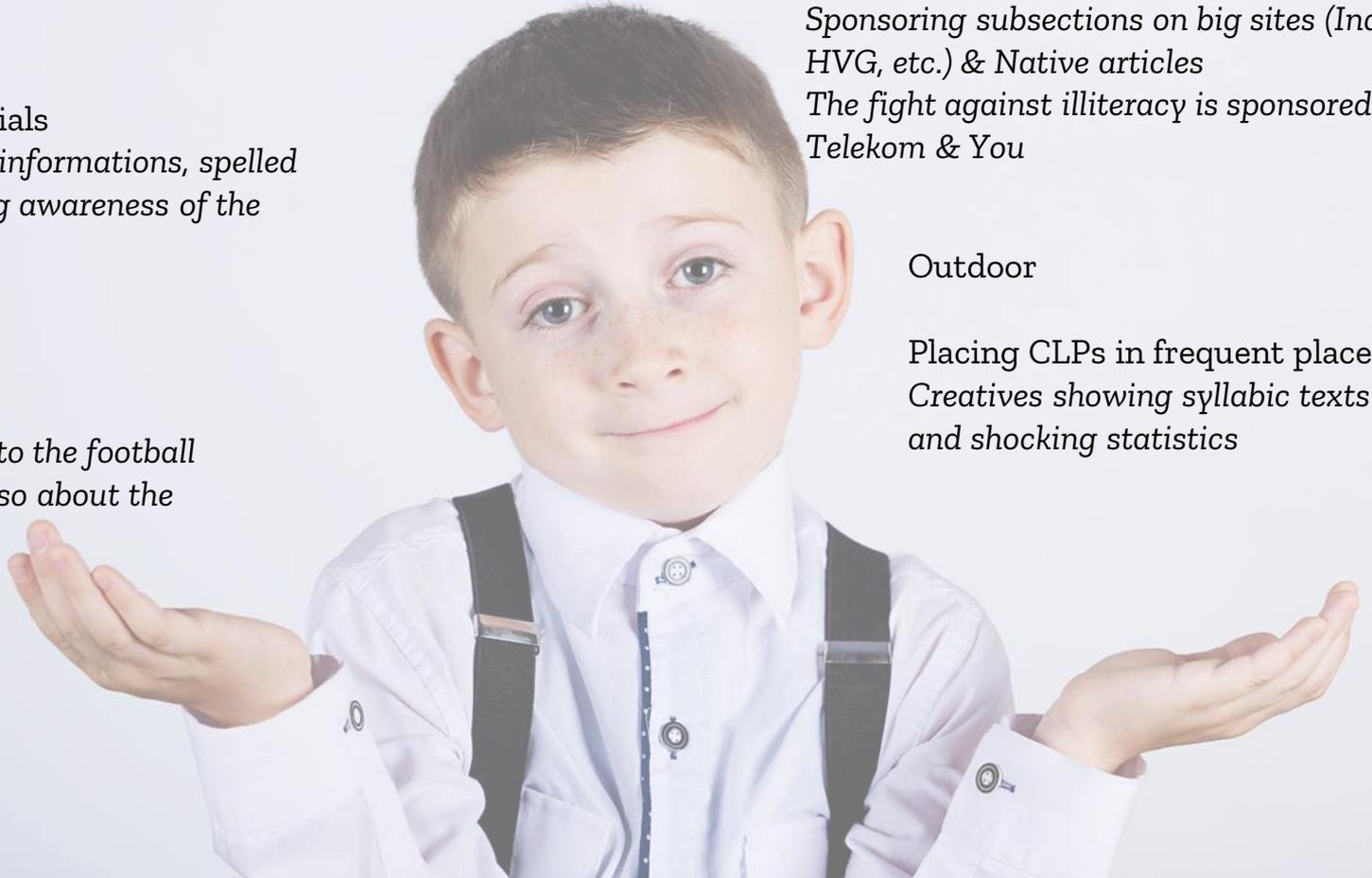
Online

Sponsoring subsections on big sites (Index, HVG, etc.) & Native articles

The fight against illiteracy is sponsored by Telekom & You

Outdoor

*Placing CLPs in frequent places
Creatives showing syllabic texts
and shocking statistics*

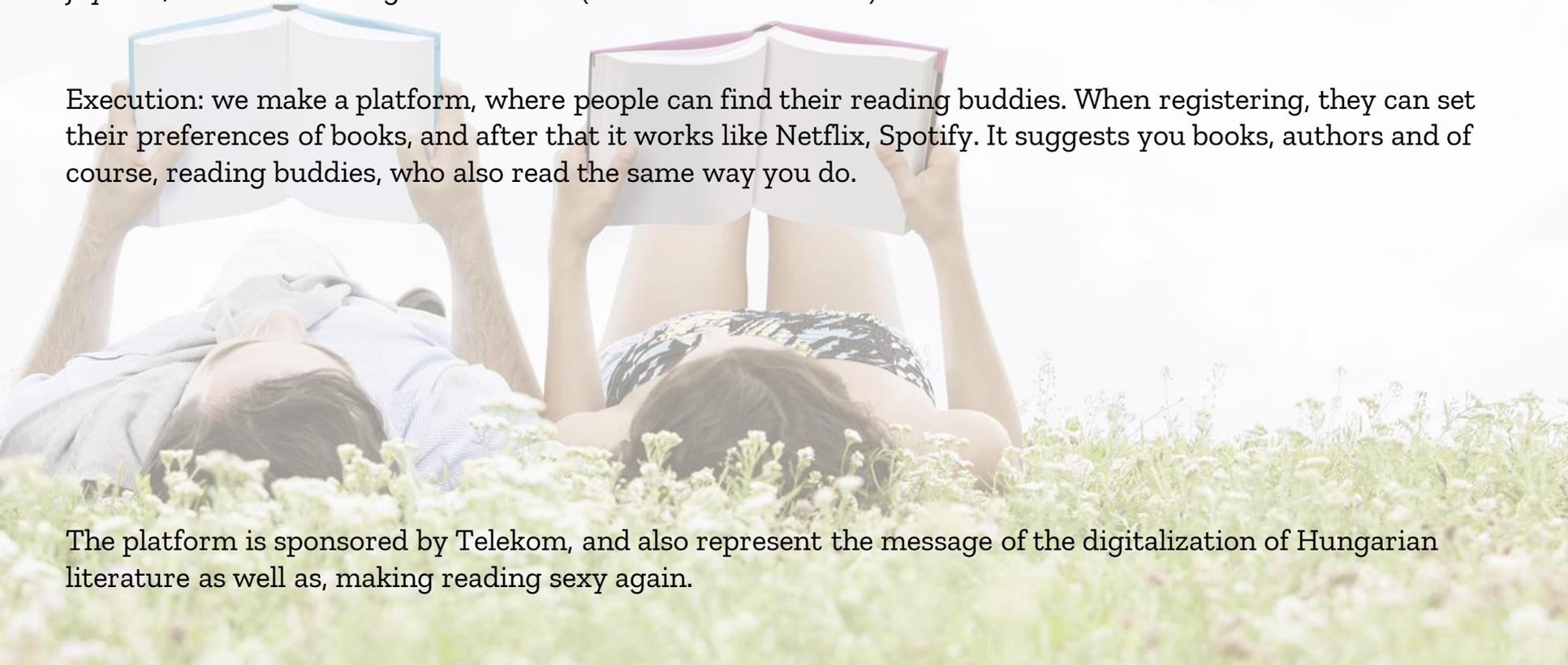


„Book Tinder“ – Find your reading buddies

Insight: lot of people don't find reading enjoyable; stop reading because they don't find a partner to share the joy of it; there are no longer book clubs (or at least few known)

Execution: we make a platform, where people can find their reading buddies. When registering, they can set their preferences of books, and after that it works like Netflix, Spotify. It suggests you books, authors and of course, reading buddies, who also read the same way you do.

The platform is sponsored by Telekom, and also represent the message of the digitalization of Hungarian literature as well as, making reading sexy again.



Phase 2/b

To engage people to the contribution of the database

Spotify

After a song is played, an ad comes that says: „Contribute to the making of the ultimate literature database! Text us how the previous song made you feel! Powered by Telekom“

Cinema

Last ad before a film
Says: „Please turn off your cell phones! But before you do, text us your expectations about the movie and help us create the ultimate literature database powered by Telekom!“



Online

Placing validation fields at the end of popular articles on sites with high reach in the TGs, this way encouraging them to send in words to the database.

Influencers

Currently hyped influencers, who are about to graduate either from high school or university talk about the difficulties of finding books, the cause of database and how you can contribute to make it happen.

Challenge videos about who sends in the most words. Making nerds popular for one time.

Phase 3

Raise awareness of the completed database

Outdoor installation

Placing an outdoor installation near the Fővárosi Szabó Ervin library, from one side you can see a book but viewing the installation from the other side you can see a tablet. This installation symbolises the digital transformation of literature.

As it is a highly spectacular installation it also creates social buzz about the database.

Standard display ads & native articles about the database



Incentive system

We created an incentive system to encourage users to help make the database, by sending in words via text message.

The credits earned for the sent words can be exchanged for exclusive items in Telekom pop-up shops, only available for contributors. The system was necessary to be created this way so that non-Telekom users also could be incentivized for their contributions.

