

BACKGROUND

Szallas.hu Group is the biggest online travel agent (OTA) and accommodation booking site in Hungary with 85% brand recognition, 10 million website visitors per year, 850.000+ yearly bookings, and 4.1 billion HUF yearly revenue. We have a top-notch portfolio of travel websites and well-known brands like the quickly growing Szallasguru.hu and Maiutazas.hu that offer discount vouchers focusing on the B2C market.

THE PROBLEM

With the new online tax return system introduced in 2018, users are spending less time with their personal income tax. Therefore the number of 1% tax donations offered to NGOs is declining, leaving the undeclared taxes to flow to the government. With 40-50% of tax returners not declaring their annual donations, the survival of NGOs is at risk. It is hard for average tax returners to think about this distant problem that has almost no direct consequences on their lives.

That's where Szallas.hu can make a difference: by raising awareness to the problem, it can bond with its customers. Going emotional is crucial to secure the brand's position on the highly competitive OTA market, where the current biggest differentiator is the price.

BUSINESS OBJECTIVE

We aim to gain a competitive advantage on the Hungarian B2C market by our CSR campaign.

COMMUNICATION OBJECTIVE

1. Build awareness for NGOs dependence on the 1% donations
2. Position Szallas.hu Group as a progressive, socially responsible and trusted partner, who acts as a local advisor and cares about and solves its customers' problems

TARGET GROUP

Who: 25-52 yr Hungarians with active jobs and are heavy internet users.

Their problems:

Being average consumers, with an average income, they think of themselves as being 'one in a million' and therefore think they're too small to make a difference. This attitude demotivates them from taking actions, they're not engaged enough to stop being a couch potato. They don't declare their 1% tax donation for the same reason: for them, it doesn't count.

INSIGHT

Some things are too small to be valued individually, but make a huge difference when they go missing. Little details make a big impact on the big picture, never mind the context: this 'rule' applies to people's 1% donation similarly as it applies to a missing item during people's travels.

IDEA

New service: **99% guarantee**

We would like to offer an effective, educating, and affordable solution with a new service developed by Szallas.hu. Collaborating with well-known hotel partners we are going to list hotel rooms on a dedicated landing page. Each booked 99% guarantee hotel room has a twist inside - something small, but functionally important, generic thing is missing from the rooms (e.g. toilet paper, power outlets, light switches).

Gamification factor:

Upon arrival, guests receive a teaser letter from the receptionist and a push notification via the Szallas.hu mobile app: "You must have noticed, that your room is only 99% guaranteed - there's 1% missing. Can you find what it is?" When guests find it, they are required to visit the educational website and learn more about the issue. On the site, we ask them to submit the 1% declaration form. After this, they will be upgraded by the hotel to a superb room, get a badge, and also gain annual access to a Szallas.hu loyalty programme with exclusive offers and prices as a reward.

Collaboration

We are going to invite famous influencers, journalists and celebrities to take part in an online reality show

and test our modified hotel rooms. They can be the advocast who boost the conversation amongst the silent activists.

CAMPAIGN EXECUTION

Task

1. Create a platform that can be the center of an ongoing conversation about the donations, where users can find the edutainment content, share their badges, engage with each other and the influencers taking part in the campaign.
2. Content creation and involving the influencers is also required from the agency.

Timing

Campaign preparation: 30 days - starts on 5th January

99% guarantee activity: Campaign starts during the booking period associated with travels in this period, e.g. 8 Jan. Activity applies to trips between 15 March - 20 May (the submission period for the 1% tax form.)

Budget (Total budget: 35.000.000 HUF + VAT)

Possible marketing tools - PR articles - targeted online and offline advertising - video series with influencers - Szallas.hu's marketing channels (Facebook with 600k+ followers, newsletter)

KPIs

25% awareness and the end of the launch campaign

2. Brand mentions by media outlets. Goal: 2000 mentions

4. Online engagement and social mentions (comments, shares, Google searches) of. Goal: 300.000 people