



#BKVzok

Cannes Young Lions
Team Lomé



PROBLEM

- BKV has an **ageing workforce** and there is a lack of fresh faces among the drivers. Also, some of them are **migrating** to other fields of business. The renovations works of M3 cause a further **increased demand** for drivers.
- People do **not** consider bus driving as **a dream job**
- BKV as a brand does **not** have a **fancy reputation**

GOAL

- Primary: Hire at least **500 new employees** in the next 2 years. For this we would need to reach a huge base of relevant people.
- Secondary: While doing this, we also should **improve BKV's reputation**

BRIDGE

- **Our vision** is to change the order of goals and first improve the reputation of BKV, **to give people a reason to apply** for the driver positions.
- This reason is: **make BKV a lovebrand**

#BKVzok: it expresses from both the commuters' and drivers' viewpoint a form of **love** towards **BKV** as a brand

To create a **LOVEBRAND:**



Younger generations:

To make younger BKV's workforce and to ensure the constant supply of new drivers

drivers
the constant supply of new
workforce and to ensure
to make younger BKV's

Target **relevant TGs**
with **relevant messages**
on **relevant platforms**



Professional drivers:

They already have the necessary skills to drive „big wheels“, so they can immediately start the job

immediately start the job
„big wheels“, so they can
necessary skills to drive



Active job seekers + middle aged workforce:

The job does not require any special skills except „B“ category driving license, as BKV provides the necessary training

training
BKV provides the necessary
category driving license, as
any special skills except „B“,
the job does not require



commute
affordable**cheap**
monthly_pass
no_parking_fees**drive**
well_built_system**fast**
responsible_citizen
#BKVzok
no_parking_stress
eco_friendly
easy_to_use
discounts
travel



y, z, α generations: The younger generations are constantly using their smartphones, are present on all social media platforms, have a high affinity toward visually attractive content, so we should target them on their naturally used platforms

Drive your passion!



Social media:

Precise targeting options, relevant content for the younger generations, beautiful / creative content is required to efficiently target this TG.



Programmatic media:

Use the most advanced targeting methods, like demographic, hyperlocal, content based, app-based



„You don't need complex education to apply"

„Don't just wait for the bus, drive it!"

„Love driving? Turn your hobby into your job"



Online influencers:

To reach the younger generations, online influencers are a must have!



Job seekers + Gen X: Their main focus is the secure, long term job with prominent salary. Cafeteria and other kind of benefits are a big plus for them. They don't have a special skill to the driver job, but they have the affinity to learn this skills.

Drive to a new life!



Job search sites

The main platforms to reach this TG are Profession.hu, Jobline.hu



Programmatic media:

Use the most advanced targeting methods, like demographic, hyperlocal, content based, app-based



Celebrities

To reach the middle aged generation, we should use celebrities like Szabó Győző, Balsai Móni.



„You get the necessary trainings to be a driver by us!”

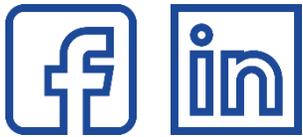
„This is a long-term, stable opportunity.”

„We are a family friendly company with a lot of benefits.”



Professional drivers: They already possess the necessary skills and required trainings to apply for the job, so they are the most cost efficient target group to hire for the driving job. Based on this we should target them based on their existing profession.

Drive with us!



Social Media:

Target professional drivers (competitors' workforce, truck drivers, other „big wheel” drivers”) based on their job categories



Programmatic:

Target professional drivers based on their interests (content based) as well as their job segments (based on third-party data)

„Work near where you live”

„Budapest has a lively flow, where it is both a challenge and pleasure to drive”

„You can still drive „big wheels” while seeing your family every day”

From lovebrand to **conversion**



In order to enable the targeted people to apply for the jobs, we should create a **micro-site**, where they can easily **apply** with their CVs.

By creating the micro-site we can precisely measure the traffic of the appliers, so we can **further optimise** our campaigns based on that data.

Also we sould pay for **job advertisements** on the most used job-search websites, from where we can also drive traffic to our micro-site.

The reason behind success:

- **First make BKV a lovebrand for the people**
- **Reach all relevant TGs with relevant messages**
- **Improve the BKV's reputation**
- **So they will apply for the job they desire**