

# DRIVERS OF BUDAPEST (BUDAPESTI SOFŐRSZTORIK)

Team  
Dublin  
2019



## MAIN OBJECTIVES

Drivers wanted: 500 new employees in the next 2 years

To improve public opinion of BKV

## KEY CHALLENGES

Competitive environment: shortage of labour in the target group (20-60 years old, skilled workers from BP)

Bad reputation

How to make being a driver a desired job and BKV an attractive employer?

# INSIGHTS

People nowadays tend to give feedback but in general **they put more emphasis on the negative ones.**



We should encourage them to talk about **positive experiences gained** on BKV vehicles.

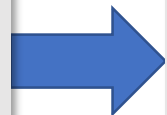
**Community** and company culture have an impact on **loyalty** and satisfaction.  
BKV is often perceived as an enormous, impersonal company.



We should **motivate employees to talk about the life they have at BKV.**

We should focus on the human side.

Sometimes **being the best** at your job means that your customers don't see how hard you work in the background.



We think that being a driver is one of these, and we should draw attention to drivers' everyday achievements.

# DRIVERS OF BUDAPEST

The goal of the project is to make people more aware of BKV drivers in order to improve reputation, build trust and to make the human side of the company more visible.

Their faces are often **the first we meet** in the morning and they are the **ones who take us home** after a long tiring day.

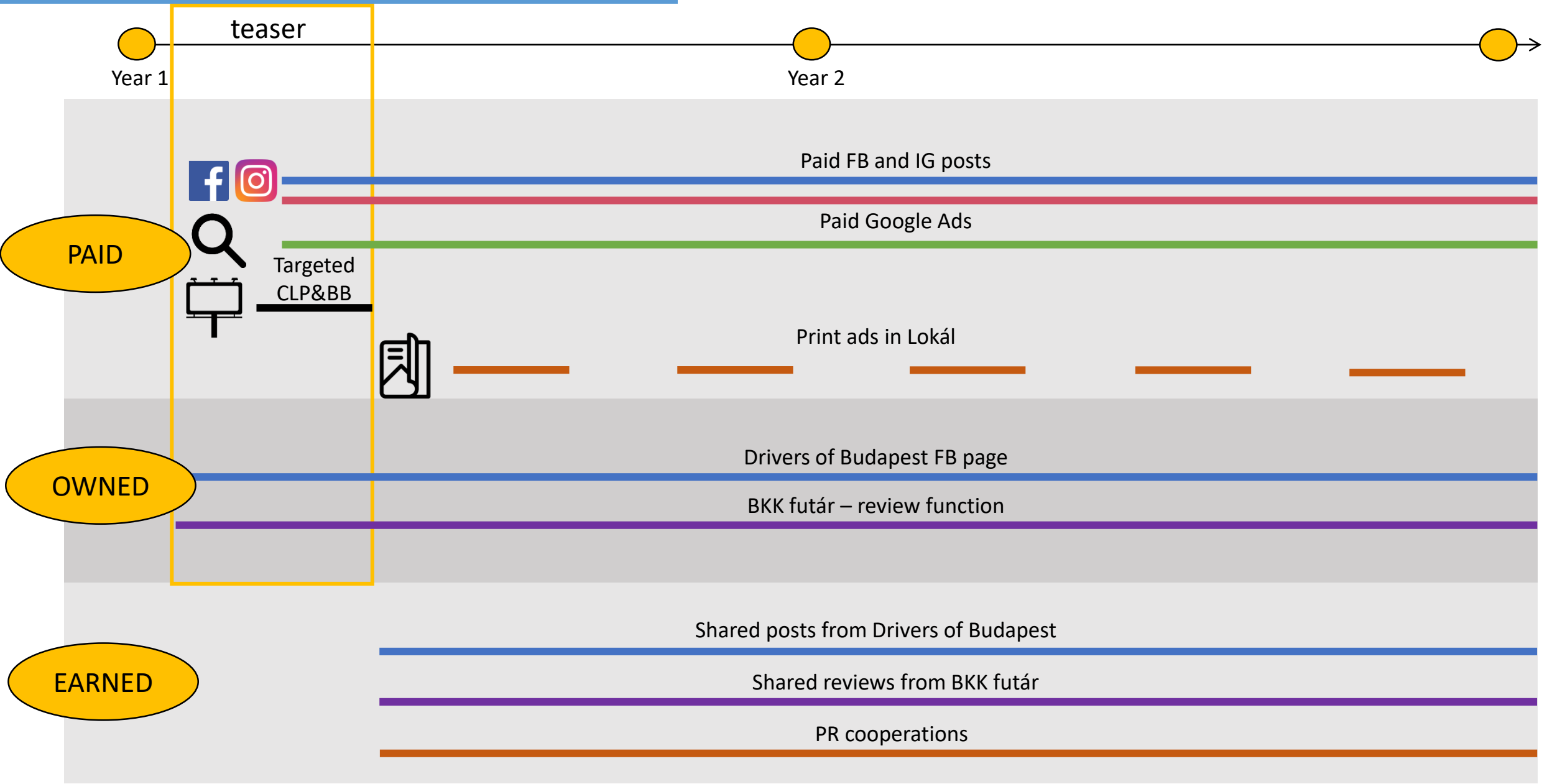
Drivers see the streets of Budapest from a totally different perspective, they have **lots of stories**, that they could share with us. We just have to ask **the right questions**.

A series of **interviews** made with BKV drivers (similar to those of Humans of New York Facebook page), **presented on multiple media channels**.

We have **4 ambassadors** as main characters of the campaign, with them we would also cover the 4 defined segments of the target group (Edit, Misi, Pali b?acsi and D?ori)



# TIMELINE AND MEDIAMIX





Drivers of Budapest  
Create Page @Username

Home

Posts

Services

See more

Promote

Manage



Like Follow Share ...

Send Message

Create Post Live Event Offer

Drivers of Budapest

1 hr · 🌐

"15 éve dolgozom buszvezetőként. Én már annyi érdekes jelenetnek voltam részese, hogy azt megszámolni is nehéz. Egyszer például, amikor a 9-es buszon dolgoztam a reggeli órákban..."



English (US) · Magyar · Deutsch · Español · Português (Brasil)



Just like Humans of New York, Drivers of Budapest (Budapesti sofőrsztorik) will share fascinating stories about BKV drivers.

In the first 1-2 months (teaser phase) our goal will be to make our target group aware of the page (by precisely targeted paid social ads), to **build up the audience and to maintain them by regular and engaging content.**

Every post will end with a call to action message: **„Are you interested in being one of us? Apply here”** – driving the users to the recruitment site of BKV.

At the same time, we will launch a new function on **BKK futár**: users will get a push notification everytime a new story is published. In case they clicked on the story, another notification will be sent encouraging them to share a nice personal weekly BKV story as well.

## BUT AWARENESS IS NOT ENOUGH, WHAT ABOUT CONVERSIONS?

Driver story posts will drive **organic traffic** to BKV's recruitment site.

We will build **remarketing lists** of website visitors → **paid social** campaigns will **retarget** them.

**Paid Social and Google Display** campaigns will target new users and retarget those who have already shown interest in our job posts. We can match our 4 main characters to the segmented audience lists, so the message they are reached by gets more personal.

**Citylights and Billboards** will be used in areas where our target group is most likely to be located focusing on competitors: Volán bus stops, train stations. The efficiency of these will be supported by PPC campaigns with **CTA messages**.

With **Google Search ads** we make sure users who are already interested, arrive to BKV's recruitment sites.

Usual recruitment ads already used by BKV (e.g. posters on vehicles, print ads in Lokál) have been working so far, but they are not enough to build up and maintain a loyal workforce base of high quality.

By launching Drivers of Budapest we will open up the human side of the company and making people emotionally attached to those who are responsible for taking us to work everyday.



Thank you!