



## BRIEF: Szentkirályi “Art Hero” Project

### BACKGROUND

Szentkirályi is Hungarian mineral water brand, selling world class mineral water internationally. The company is the market leader mineral water brand in Hungary for several years now and has been awarded several prestigious international water awards. PepsiCo Hungary and Szentkirályi-Kékkúti Kft. merged in 2018, bringing together global know-how and local values under one roof.

### THE PROBLEM

Today, close to 600.000 people live with some form of disability in Hungary. Isolation, prejudice and difficult integration into society and labor market are everyday struggles of the disabled community. Mászínház is a theatre company that focuses on developing people with mental disabilities through art and drama. Mászínház realized that bringing together mentally disabled and mentally sound people through drama and acting together can have a powerful personality shaping factor for every participant. Furthermore, it sensitizes towards mentally disabled, which helps their acceptance and integration into society.

The theatre offers several activities for companies as team building and development of their employees, however they haven't been able to acquire cooperation with companies.

Szentkirályi is starting a new cooperation with Mászínház through the *Szentkirályi Hero* and *Art Hero* campaign because we believe in Mászínház's mission and its ability to have a positive effect on our employees. Moreover, we want to support this cause and help Mászínház to get wider recognition from the public and from other companies, to show the positives effects of such a cooperation.

### COMMUNICATION OBJECTIVES

#### **Public**

The communication objective towards the public is to raise awareness of the *Art Hero* campaign and build brand equity. Through our CSR initiative we would like to continually build Szentkirályi as a responsible local brand that is invested in combating social burdens and the well-being of all our consumers. Furthermore, we would like to make a statement that Szentkirályi believes that people living with disabilities can accomplish anything, be it sports or making art through acting.

#### **Szentkirályi employees**

With the *Szentkirályi Hero* campaign we aim to motivate our employees to take part in the program to sensitize them towards people living with disabilities and to develop their personality through cooperation with disabled people.

### BUSINESS OBJECTIVE

Increase sales volume by limited edition *Szentkirályi Art Hero bottle*. After every bottle sold, 5 Ft will go to Mászínház and other association focusing on the development and integration of disabled people.

### TARGET GROUP

1. **Consumers** - to raise awareness about Szentkirályi's CSR initiative and support the mission through purchasing *Szentkirályi Art Hero bottles*
2. **Szentkirályi employees** - to take part in the internal program
3. **Other companies** - to show that Mászínház is a great organization that supports personal development of employees and such a cooperation has a great CSR potential as well

### INSIGHT

The common belief is that disabled people are not capable of doing certain things and are not able to work well together with mentally sound people.



## THE IDEA

MáSzáínház is the proof that mentally disabled people are actually capable of many things, even producing art. Moreover, playing together with mentally sound can be beneficial for both - the joy of acting together and sharing a common creative experience can build empathy and acceptance, positively affects personal development and creates an atmosphere to grow as a person and become a true HERO for ourselves and everyone around us.

### **Szentkirályi Hero** internal campaign

Our employees are encouraged to take part in the activities and team buildings offered by MáSzáínház and become a hero for coworkers by developing themselves and building a deeper empathy towards disabled people. As part of the campaign they will get a chance to become a Szentkirályi Hero and be a face for the company by sharing their experiences with MáSzáínház in our digital campaign.

The experiences and feedbacks of our employees shared online, will also serve as a reference for other companies that want to deliver a great internal development program.

### **Art Hero** external campaign

Externally, we would ask the members of MáSzáínház to be the heroes of the Art Hero campaign and spearhead the initiative with their appearance on our Szentkirályi Art Hero bottle labels.

Building on the success of the 2012 Szentkirályi Face of Water campaign we would like to launch Art Hero bottles featuring MáSzáínház's logo and the faces of the actors and actresses of the theatre on the bottle's label design with brief bio about their theatrical achievements (e.g.: *Tamás, Actor, playing Claudius in Shakespeare's Hamlet*).

*This simple message on the label shows that anyone can overcome prejudice.*

## CAMPAIGN EXECUTION

### Timing

- |   |               |
|---|---------------|
| • Internal program for employees  | 2019 Autumn   |
| • PR Event to launch the campaign, present our Szentkirályi Heros and announce the launch of Art Hero bottles | 2020 April    |
| • Art Hero communication campaign   | 2020 June-Aug |
| • Art Hero bottle on market   | 2020 May-Aug  |

### Tasks

1. Prepare visual identity for external and internal campaign
2. Create common platforms for the cooperation: website and social page
3. Develop TVC to support campaign idea and Art Hero bottles
4. Bring idea for label design for Art Hero bottle
5. Organize PR Event
6. Bring idea on extra motivation for employees to take part in the internal campaign

### Budget

Our total budget is 36.000.000 HUF + VAT (media spending not included)

PR Event	7.000.000 HUF+VAT
TVC production	20.000.000 HUF+VAT
Label design	2.000.000 HUF+VAT
Digital materials development + website	5.000.000 HUF+VAT
Szentkirályi Hero internal campaign execution	2.000.000 HUF+VAT

### KPI's

- Employees taking part in the program: 50
- Minimum 50 press appearance
- 20% increase in sales in the campaign period