

SWITCH TO TELEKOM

Team Monrovia

PROBLEM

For old people living in the Hungarian countryside, life can be pretty tough. Since they are digitally uneducated, they are missing all kinds of opportunities the internet could provide for them.

And even if they had internet access, the lack of a bridge between their world and the online world makes the problem hard to solve.

INSIGHT

Digitally uneducated? True. Total digital illiterates? We wouldn't go that far. We tend to forget that seniors are not total digital illiterates. Just think about how naturally they are using the television, for example. The question is if there's any way to make use of their meager digital knowledge in order to build that bridge towards the online world.

**THE MOST IMPORTANT GOAL IS TO ACHIEVE ALL THIS USING
A DEVICE THEY KNOW AND PREFER.**

CONCEPT

The older generation uses the TV remote just as easily as we use a mouse or a keyboard.

Let's give them the opportunity to access the online world with a remote. For the elderly, it is a familiar device and there is no need for further education.

The question is, how is that going to help us?



AWARENESS

In order to raise awareness about our campaign, first we are making the people of Mákmartalóc notice that there is something big going on.

Something in connection with their remote controls.
So with the monthly Telekom invoice, we are sending them a pair of AAA batteries and our message.

But we don't reveal the whole story completely.



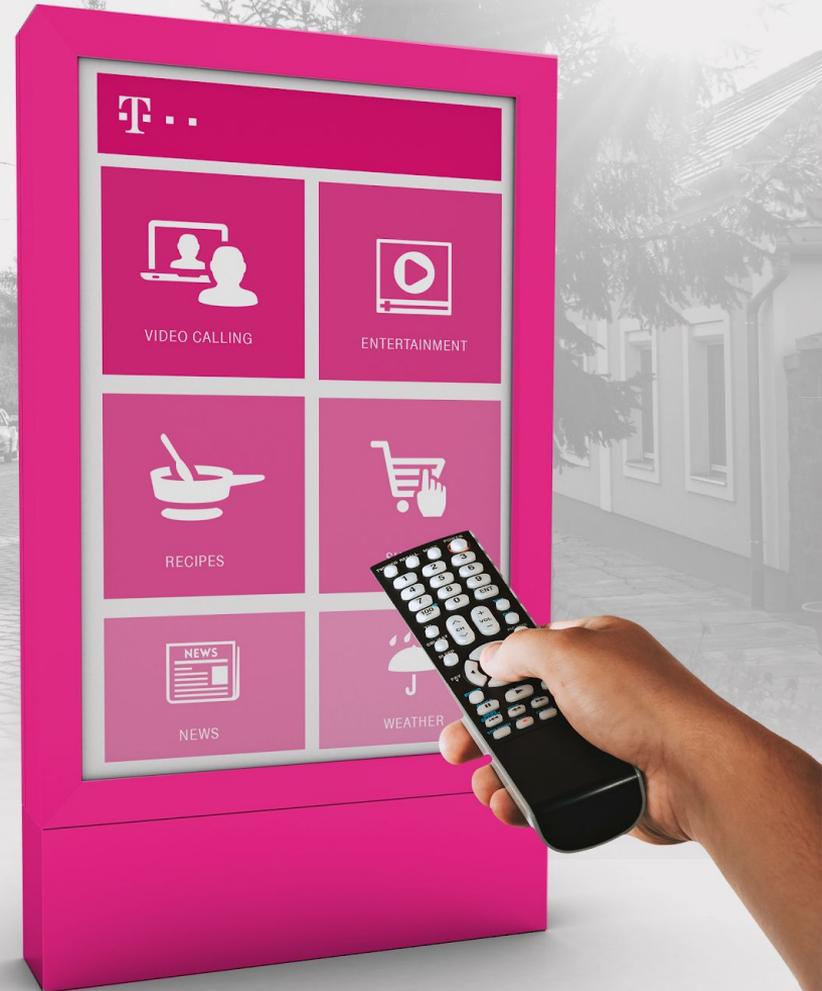
ENGAGEMENT

We are creating digital citylight posters (DLP) that are going to have built in infra-sensors in order to make them controllable by any kind of television remote. During the night, we will install these DLPs in Mákmartalóc.

So what is so special about them?

They are functioning like an internet browser which can be controlled by television remotes. Exactly like they would turn on the TV or switch channels.

So we are going to pick some topics relevant to our target audience and show them that with the internet, they can make their life easier. Basically we invite the people of Mákmartalóc to experience the advantages of the internet.



CALL TO ACTION

After they have tried the internet on the DLPs, our message appears on the screen.

We inform them that what they have experienced are just some of the many possibilities the internet gives them. And that they can achieve all this and more from their couch at home as well.

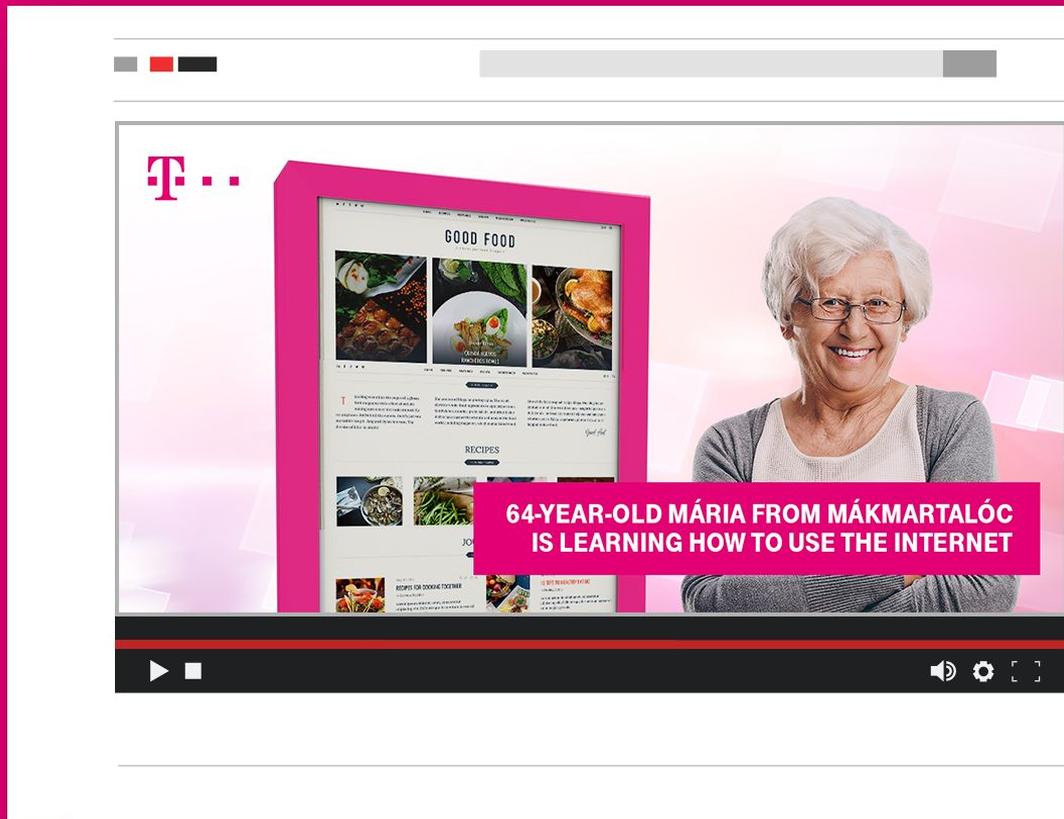


SEEDING

While the people of Mákmartalóc are using the DLPs, we record them and we make screen captures of the DLPs.

From these footages, we are making educational films for our secondary target audience. These films can show other people and their relatives that with Telekom, it is possible to make a change even over 60. We will play these films on Telekom's channels and as YouTube pre-rolls as well.

This is how a simple switch makes people switch to Telekom.



THANK YOU