



OUR TASK

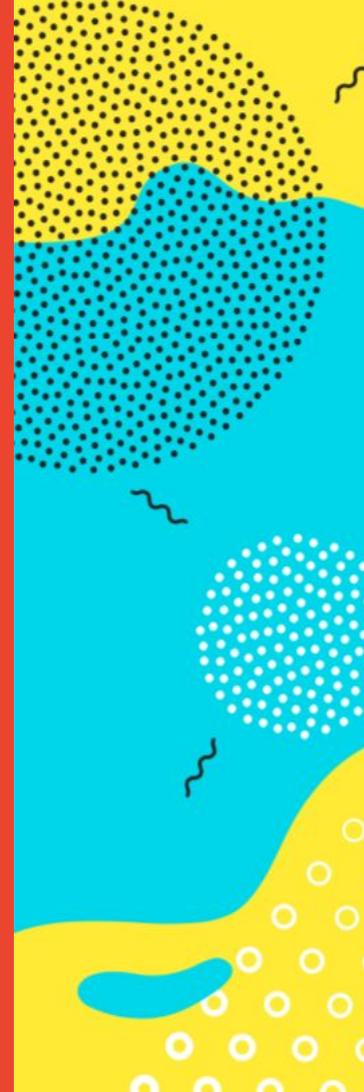
According to the brief **our task** is to **build awareness** and **generate** a **cross-generational buzz** while **using Gen Z** as **ambassadors**

. . . **but we decided to take a step back**

BECAUSE...

Even if we'd execute a **highly successful awareness campaign** Gen Z, and all other generations **lack tools** to create real change in e-mobility.

As the brief says, there's **no infrastructure**, and e-mobility tools are currently too expensive or not an available option in today's public transport system in Hungary.



TARGET AUDIENCE

“I don’t believe this talk of investing in the dream and all that. Work is work.”

–Female respondent, 22, Salvador, state of Bahia

- Gen Z = Doers, not dreamers, for them talk is cheap
- They expect real action from brands, and see through self-serving shallow initiations, that don’t bring about real change - these campaigns eliminate them
- Gen Z is ‘Realistic’: Unveiling the truth behind all things



PROBLEM

Gen Z-ers don't just want to talk about the topic, they want to do something.

There's a **frustration** in Gen Z, they know the problem, they know the solution but they lack **financial** capital and **tools** to **create change**.



INSIGHT

1. Gen Z does not separate the issue of **e-mobility** from the wider debate of **sustainability**
2. Members of Gen Z are **activists, doers** and **entrepreneurial truth-seekers**, who approach problems **realistically** to solve them



ALTERNATIVE EON - A.EON HIBABEJELENTŐ

Build a **long-lasting** system which can help E.ON to **position itself** as a **credible brand** for Gen Z through the A.EON HIBABEJELENTŐ platform.

This platform **empowers Gen Z** to **tell their stories** and **submit the real-world problems** they see in their own, personal micro-cosmos about **sustainability** and **e-mobility issues**. This leads to **systematic** and **lasting change** and **raise awareness** to **generate buzz cross-generationally**.

Mi a hiba?

Kedves A.E.ON!

A minap kinéztem az ablakunkon, esett a hó és arra lettem figyelmes, hogy minden szomszédunknál csillogtak a fények, melegség áradt. Csupán egy házikóban pislákkolt gyéren. Ott Julika néni lakik, ismerem, egy hete voltam nála kalácsot enni. Most is otthon volt, láttam, ahogy gyertyafény mellett kötöget.

Anyáéktól hallottam a minap, Julikának nem elég a nyugdíja az áramszámlára. Az iskolában mindenki a közelgő karácsonyról beszél, a sok ajándékról, de nekem csak az jár a fejemben, bár Julikánál is lenne áram.

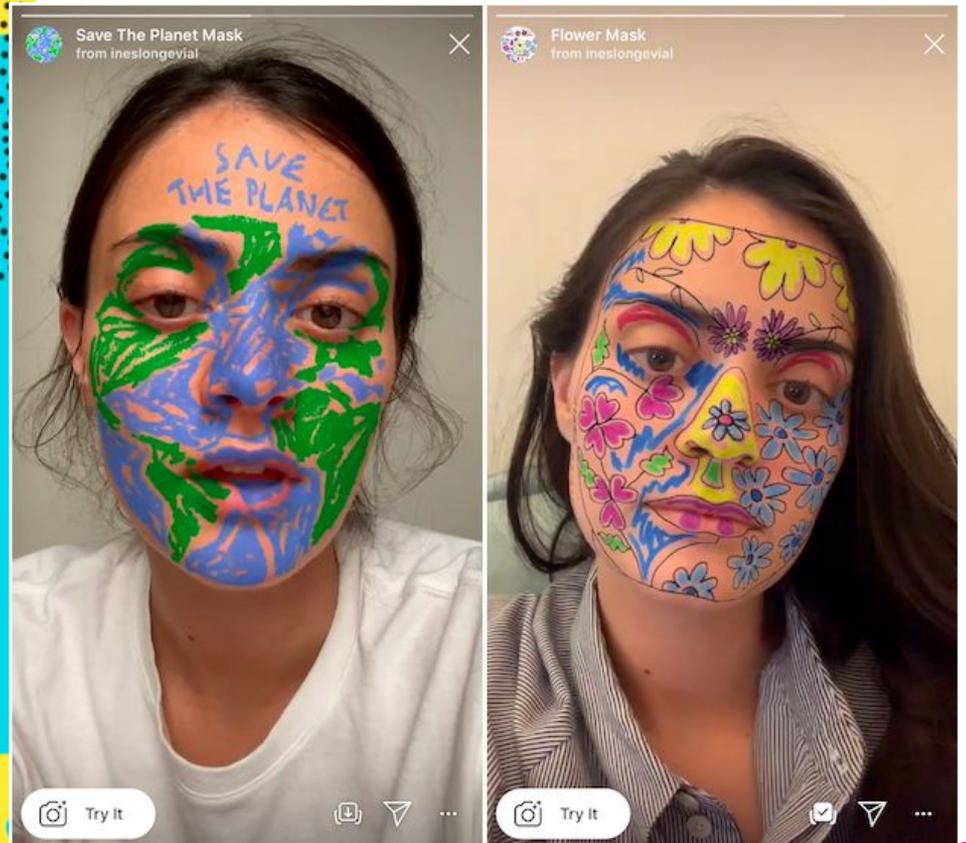
Szeretnék segíteni, hogy neki is olyan szép legyen a karácsonya, mint amilyen nekem is lesz.

Mit tudnék tenni?

KÜLDÉS

AR FILTERS FOR INSTAGRAM

- Insta AR filters has a 'Causes' category
- Effective to engage Gen Z users through an a.eon Insta page
- Raise awareness to the issue and generate traffic to A.EON HIBABEJELENTŐ





LENTICULAR CITYLIGHT

We use **Lenticular CL** to show a **problem from two perspectives**, how Gen Z and their parents see it

Example:

Perspective 1- A **happy family** at the dinner table

Perspective 2- We **zoom into** the image and see an **upsetting detail** - we see the **signs of environmental pollution and Climate Change**

PRINT AD - SPOT THE DIFFERENCE GAME

An old-school “Spot the difference”/”Keresd a hibát” game in the newspapers as a print ad. BUT...

It shows an **unusual, shocking environmental situation** in the future