**ABOUT THE IDEA**

We felt that the brief we were given strongly suggested the use of a digital campaign that we didn’t have to outline fully, just make a video ad for it, so we did exactly that. We created a programme called ‘Telekom Digital Parenting Courses’ that is meant to bridge the gap between parents and their teenage children via providing guides and how-tos to those who can’t grasp the proper usage of Instagram and other relevant social media platforms. The video itself is an advert, using the style of a fake documentary or interview in which three participants share their experiences after taking the courses provided by Telekom. A short chat animation is meant to illustrate the feeling when a parent can’t communicate with their children through social media, not understanding the slang terms and abbreviations but also not having access to the same platforms his child lives his digital life on. That’s essentially the essence of the problem, not sharing the same online/offline life because of technical differences. Our fictional solution brings the parents to the same level as their children so they don’t have to stalk and monitor as they get to see and share. In the video, parents talk about how they got ‘cool’ using social media, earning their children’s trust and friendship in the process.

**WHAT WE SEE**

We open with an animated chat on Messenger in which a father is inquiring where his son is at, only to get the answer ‘Check my insta’. This segment is over with the son using abbreviations that the dad doesn’t understand. Next we see the father in front of a white wall, ‘talking head’ documentary style, talking about how he couldn’t ‘get’ his son and is feeling frustrated because of it. But thanks to the Telekom Courses parents get to be in their children’s lives as a titlecard states: ‘We educated and trained parents in the use and art of social media.’ Following that is an example of that usage. Next up is further examples of parents sharing good experiences with the programme: the father understands the slang, a mother gets asked before putting up posts, and a second dad gets tagged constantly. We finish with a montage and a slogan.

**CULTURAL CONTEXT**

The father doesn’t have an Instagram account therefore he gets left out his own child’s life basically by his own fault. We see that the son is open to share his experiences, he even seems baffled as to why his father wouldn’t check his IG Stories to see what he is up to. For this project we assumed a generally good relationship between parent and child, where the only gap is caused by a lack of understanding the digital platforms the youth share and live their lives on. We think that by increasing the older generations presence on social media they could join this world organically, getting access to everything their children share without having to explicitly monitor them or hack their accounts. Children and young adults dislike lectures on net safety and such, so we thought that bonding in the digital space could do the trick instead.