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Tell Your Story!

Team PRAGUE

CYBER BRIEF

“DIGITAL ILLITERACY” IS A GREAT ISSUE IN EVERY MODERN SOCIETY: IT MAINLY AFFECTS ELDERLY PEOPLE IN ISOLATED AREAS (E.G. SMALL VILLAGES).

OUR MISSION IS TO MOTIVATE THE ELDERLY RESIDENTS OF A HUNGARIAN VILLAGE (MÁKMARTALÓC) TO ENGAGE WITH THE DIGITAL WORLD. WE NEED TO REACH OUR TARGET GROUP VIA DIGITAL PLATFORMS.

IS IT FAMILIAR?



**“ONOKÁM!
ENGEM FEL NE TÖLTSS AZ
ISTVÁNRA, NEKEM NEM
KELLENEK A LÉKEK!”**



EXPECTATION

VS



REALITY

How were we thinking?

PROVIDING AN EXPERIENCE

OVERCOMING THE FEAR

People who do not know digital platforms usually feel insecurity and anxiety when they first get in touch with them. We need to eliminate this visceral fear!

WOW EXPERIENCE VS FORCED EDUCATION

It is impossible to create new internet users with one single digital campaign. Therefore - instead of teaching every little detail and benefit of the internet - we would provide a positive experience for the “digital virgins”.

FROM EXPERIENCE TO WILLINGNESS

We believe that a good first experience would motivate elderly people to learn more about the digital world. Our project emphasizes the positive factor of the techy world, while also leading our target group to the internet in the end.

A Storytelling Program

IDEA

How can we connect isolated, elderly people to Telekom's NOW GENERATION?

According to our experience grandparents like to share their old stories with the younger generations. Recalling happy memories helps them to forget the difficulties of the present while also keeps them in touch with reality. But their relatives usually do not live with them anymore in small villages. Therefore we would provide a **STORYTELLING SOFTWARE** instead of teaching them popular apps and programs they can not understand.

Our storytelling software is
AnecDox - Tell Your Story!



UPLOAD



PRIVATE



PUBLIC



SOLUTION

Using AnecDox senior people can record their old stories in video messages. They can decide to share their anecdote with the public or keep it private. Their story will be uploaded to a microsite connected to Telekom (www.anecdox.hu), where the private recordings can only be unlocked and watched with a code given to the user.

“SENIOR INFLUENCERS”

Connecting to former Telekom campaigns we would use influencers in this project as well: the “influencers” of our grandparents.

We would integrate their favourite singers and actors (with the same age) into the software.

Suggestions: Péter Haumann, Judit Pogány, Kati Kovács, Miklós Fenyő, Károly “Charlie” Horváth

MECHANISM



INTRODUCTION

A “senior influencer” appears and starts to talk about the challenges of the digital world in a friendly tone of voice (e.g. how hard it is to share stories with relatives and friends living far away). Then he/she introduces the software: anyone can share their personal anecdotes in a video message and then share it.



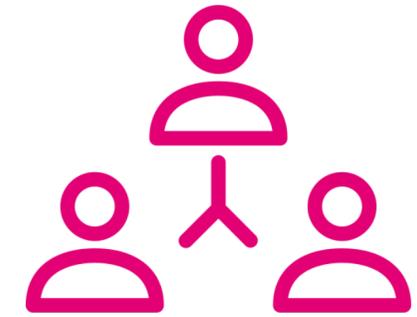
CREATING AN ACCOUNT

For using AneCDox nobody needs an e-mail address or a Facebook account. The user can create an account with his/her name as username and her/his date of birth as a password. Here the user can also decide whether to share his/her story public or private.



RECORDING YOUR STORY

After the registration the senior influencer appears and asks the user to tell the anecdote. The user pushes the “Record” button and the influencer “listens” while the video recording is on.



SHARING YOUR STORY

When the user has finished his/her anecdote he/she can push a button to end the recording. The influencer thanks the participation and gives a personalized, downloadable card with a microsite address and a code on it. The story is immediately uploaded to the microsite and can be found and watched (in case it is private: unlocked) with the code.

//CSÓKOLOM!
TESSÉK CSAK
KÖZELEBB JÖNNI!//



REALIZATION

We would install an **INTERACTIVE CITYLIGHT** with AnecDox on the main square of Mákmartalóc. The device would notice the approaching people by motion sensor, and then accosts them by the "senior influencer".

Optional: The personalized farewell card can be printed by the device on spot or the code can be sent in SMS to a given phone number as well.

TEASER PERIOD

To draw elderly people's attention to the project we would communicate via TV and radio spots and printed ads in the local media. In these ads we would promise in a mystical tone of voice that our target group's favourite stars (~senior influencers) are going to visit their village.



THE STEPS OF THE CAMPAIGN

I. Step: Introducing AnecDox in Mákmartalóc

II. Step: One-year-long, countrywide roadshow

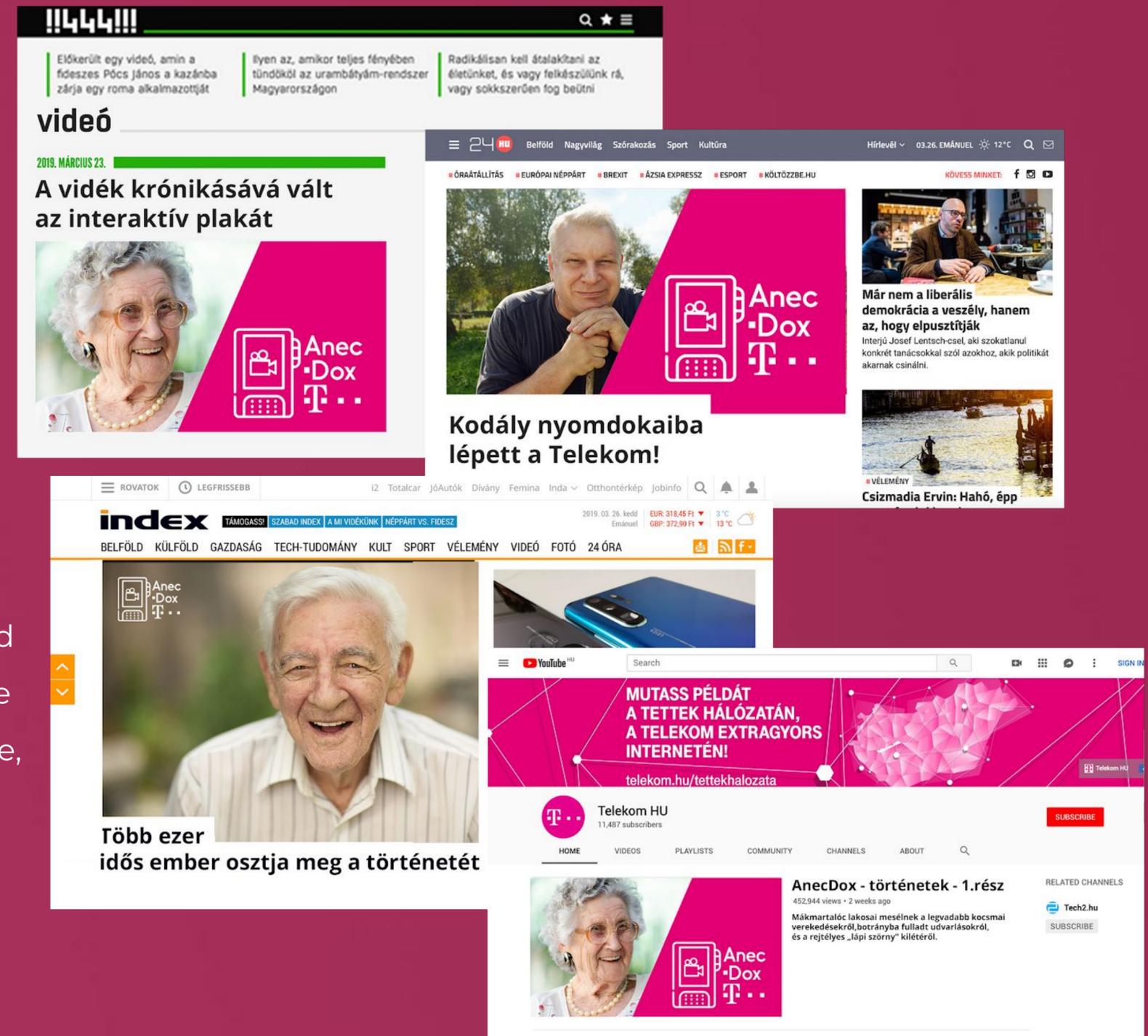
1-3 interactive citylights would be collecting stories for 2 weeks in 1-3 Hungarian villages. Then they would move to another place. We would communicate the campaign with photos and videos on Telekom's FB, Instagram and YouTube with the hashtag #tellyourstory.

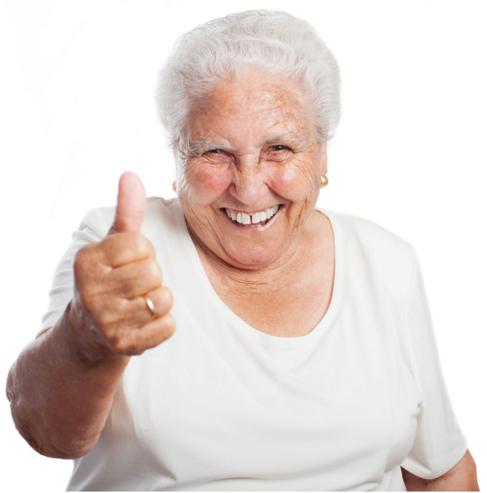
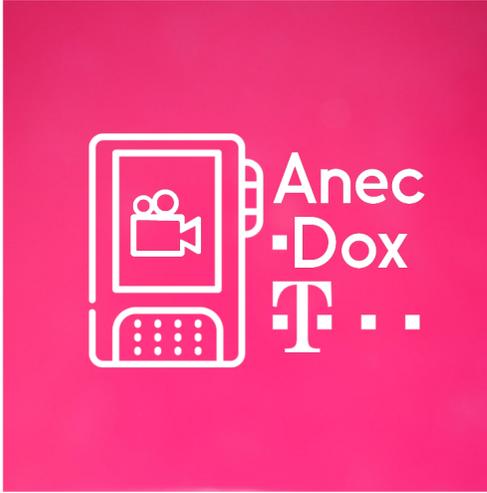
Meanwhile the project would hopefully go viral in the media.

II. Step: Collection of the best anecdotes

After the end of the roadshow we would collect the best public stories, and create a web series of them which will be published on Telekom's YouTube channel. The stories would be selected into episodes by their topic (e.g. love, history, friendship), or by the region where they were recorded.

We would not delete the AnecDox microsite with the shared stories - it would be available after the end of the campaign as well.





THANK YOU!
Team PRAGUE

