

PROJECT



TASK & OBSTACLES



Improved Brand Perception



Limited channels

Negative general view

Driver Recruitment



Saturated labour market

Long recruitment process

Rejuvenate driver base



Long term loyalty

Low consideration among younger audience

Increase ratio of Female drivers



A successful change in brand perception is a prerequisite for an effective female recruitment campaign

CHALLENGE



**THAT'S WHY WE CREATED OUR STRATEGY
FRAMEWORK.....**

TRAM

TRANSITION ACQUISITION MINDSET

TR

Improving general brand perception

M

Changing the younger audience and female perception

A

Always on performance presence

YEAR 1 - 2

YEAR 3 - 5

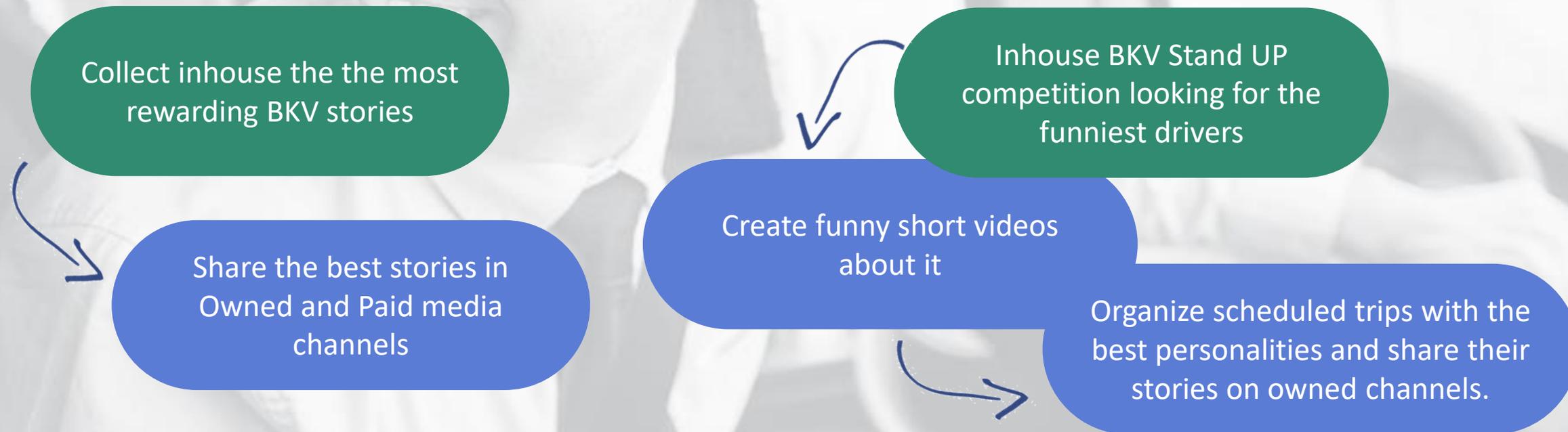


BRAND PERCEPTION



Show the positive and rewarding side of the working hours of BKV drivers instead of highlighting the benefits outside of them

INTRODUCING THE BKV STORIES





PERFORMANCE



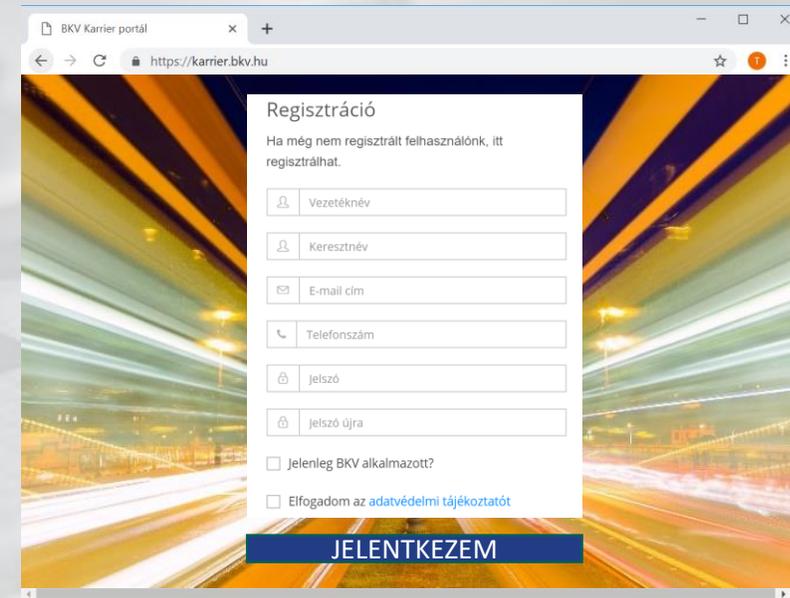
Personalised Ads



6 target groups based on **age** and **gender**

Messaging and creatives **personalised** to resonate better with the target groups

Dedicated Landing Pages



Content **tailored** to target audience, including unique pages/URLs for offline sources

Reduced steps and **mobile** optimised



MINDSET CHANGE



18-30 Audience

Female

Once in a life every little kid wanted to become a bus driver.. Why has it changed?

Reach them with dedicated communication

Recall their childhood dreams of becoming a bus driver

And show them the real life opportunity to fulfill these dreams

Alternative variation of the Transition Campaign

Focusing only on Female drivers fighting the masculine perception of the job

A long term communication strategy is essential for an effective mindset change.

CONSUMER JOURNEY & MEDIA ACTIVATION



TRANSITION

MINDSET

2019

2020

2021

2022

2023

DIGITAL

BKV STORIES

BKV STORIES

DEDICATED 20-30 AUDIENCE & FEMALE COMM.

SOCIAL

BKV STORIES

SPECIFIC CONTENT FOR THE AUDIENCES

TARGETED DEDICATED COMMUNICATION

OOH

Public transport

Public transport

Public transport

Public transport

Public transport

EVENTS

COMPETITION

STAND UP

BKV SIMULATOR

PR

ACQUISITION

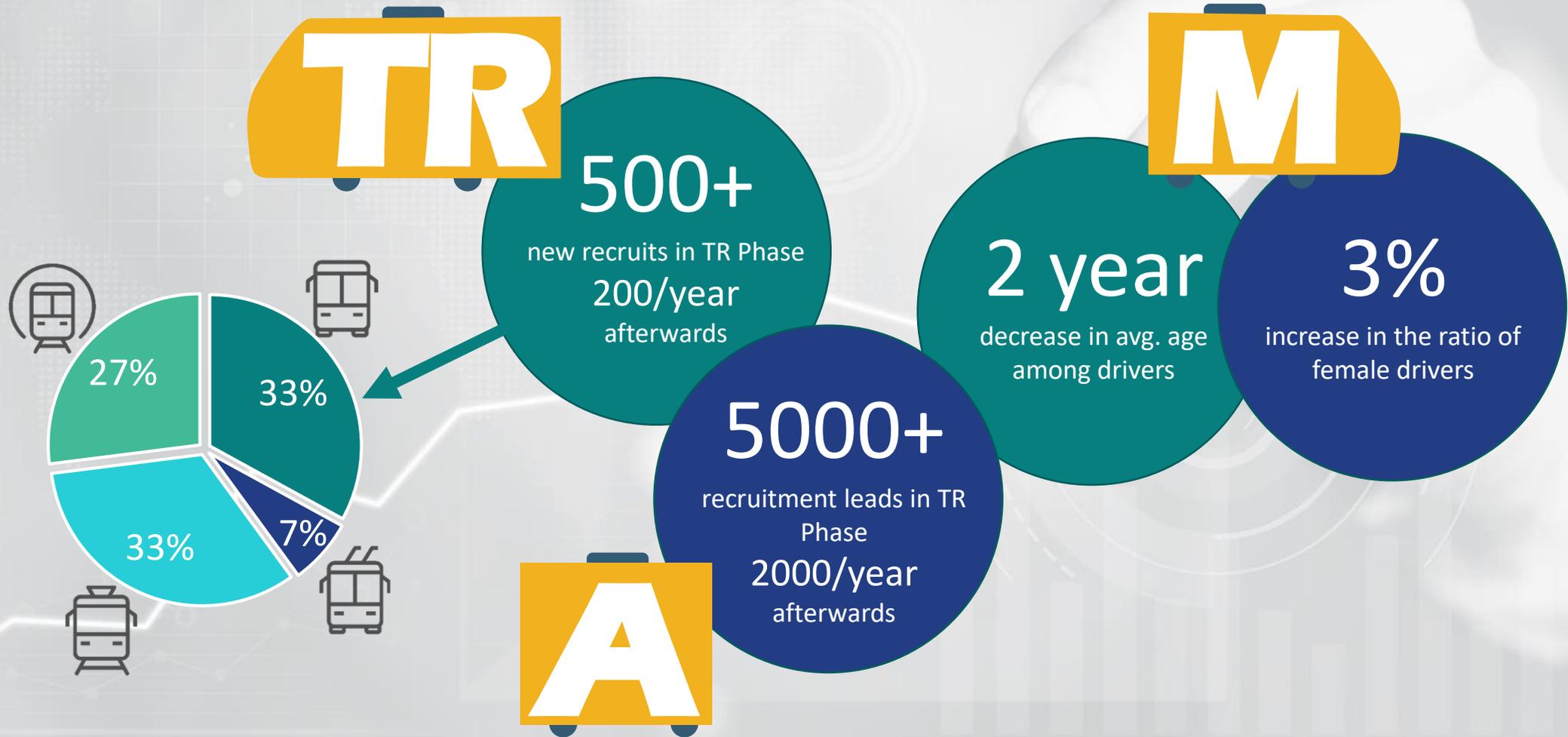
SOCIAL AND GOOGLE PERFORMANCE ALWAYS ON COMMUNICATION

Earned Media

Owned Media

Paid Media

KPI OVERVIEW





TRAM
TRANSITION ACQUISITION MINDSET

The logo features the word "TRAM" in large, white, bold, sans-serif capital letters. Each letter is contained within a yellow, rounded rectangular shape that resembles a tram car. The yellow shapes are connected by dark blue horizontal bars, and dark blue circles representing wheels are visible underneath. Below this graphic, the words "TRANSITION ACQUISITION MINDSET" are written in a smaller, bold, sans-serif font. "TRANSITION" and "MINDSET" are in dark blue, while "ACQUISITION" is in a teal color.