

Something old, something new,
something magenta



Brief and Insight

Brief

- Budget / year : 100.000 EUR annually for media
- Timing: This is a five year program starting on the anniversary of the first ever printed Hungarian book, 5th June and should run 5 consecutive years.
- Telekom's role:
 - 1) Create something big that would not be possible without Telekom.
 - 2) Telekom technology has an obvious enabler role.
 - 3) The outcome is serving a greater good.
- Target group: Hungarian media consumers, both home and abroad. Digital natives (by default digital consumers- from learning to relaxing and working), and digital learners (still fond of offline media types, journals, and books), (integrated) telecommunication service users

Insight

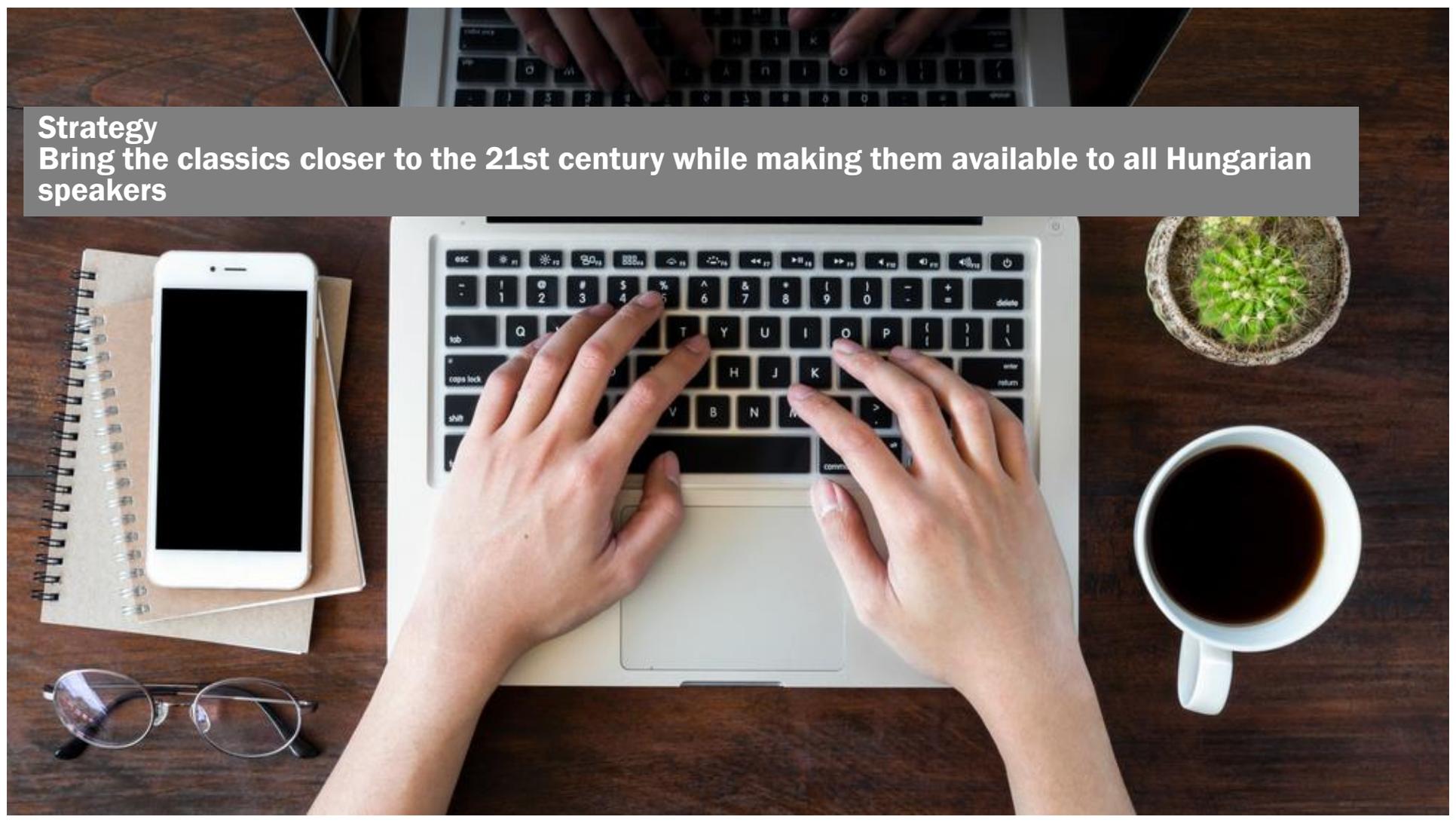
- E-books and consuming literature online is developing fast
- Hungarian literature becomes less and less known
- Limited number of Hungarian book are available online for free
- Bigger hype surrounding foreign literature

Task and Challenge:
Support this incentive and make people gladly volunteer to be part of the digitalization



Strategy

Bring the classics closer to the 21st century while making them available to all Hungarian speakers



Solution - Build a community where people can engage with Hungarian literature. Ensure the digitalization of the books and make them available for everyone worldwide powered by Telekom

I have Egri Csillagok on my bookshelf! I'll type in as much as I can so that she can read it soon. Oh it's already at page 50!



I really want to read Egri Csillagok! Unfortunately it is not yet digitalized! I'll ask someone from the community to do it for me!

Egri Csillagok was fun! Others want to read János Vitéz! I'll type in a few pages to give back to the community!



Have you heard...?
#Telekomlibrary

Execution Phase 1: Building awareness

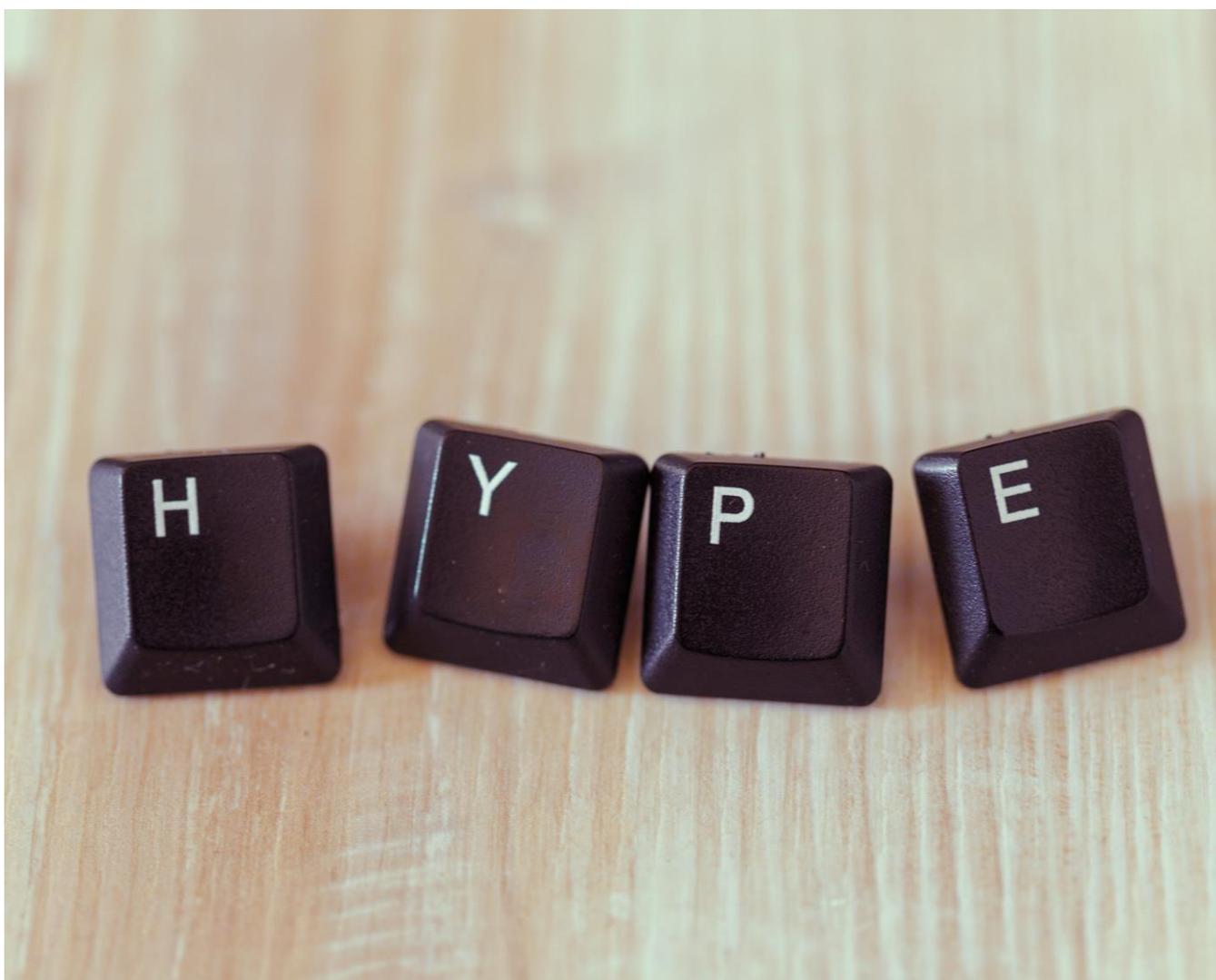
Collaborate with existing possibilities and **tie a partnership** with Magyar Elektronikus Könyvtár or Captcha

Use **Telekom's CRM** system to boost awareness around the initiative

Digital **rich media** solutions

OOH: Use bigger platforms in the most **frequently visited places**

*In case of additional budget use TV communication as it is still the most powerful medium to boost awareness and reach and Radio to reach the elderly TG as well



Execution Phase 2: Activation

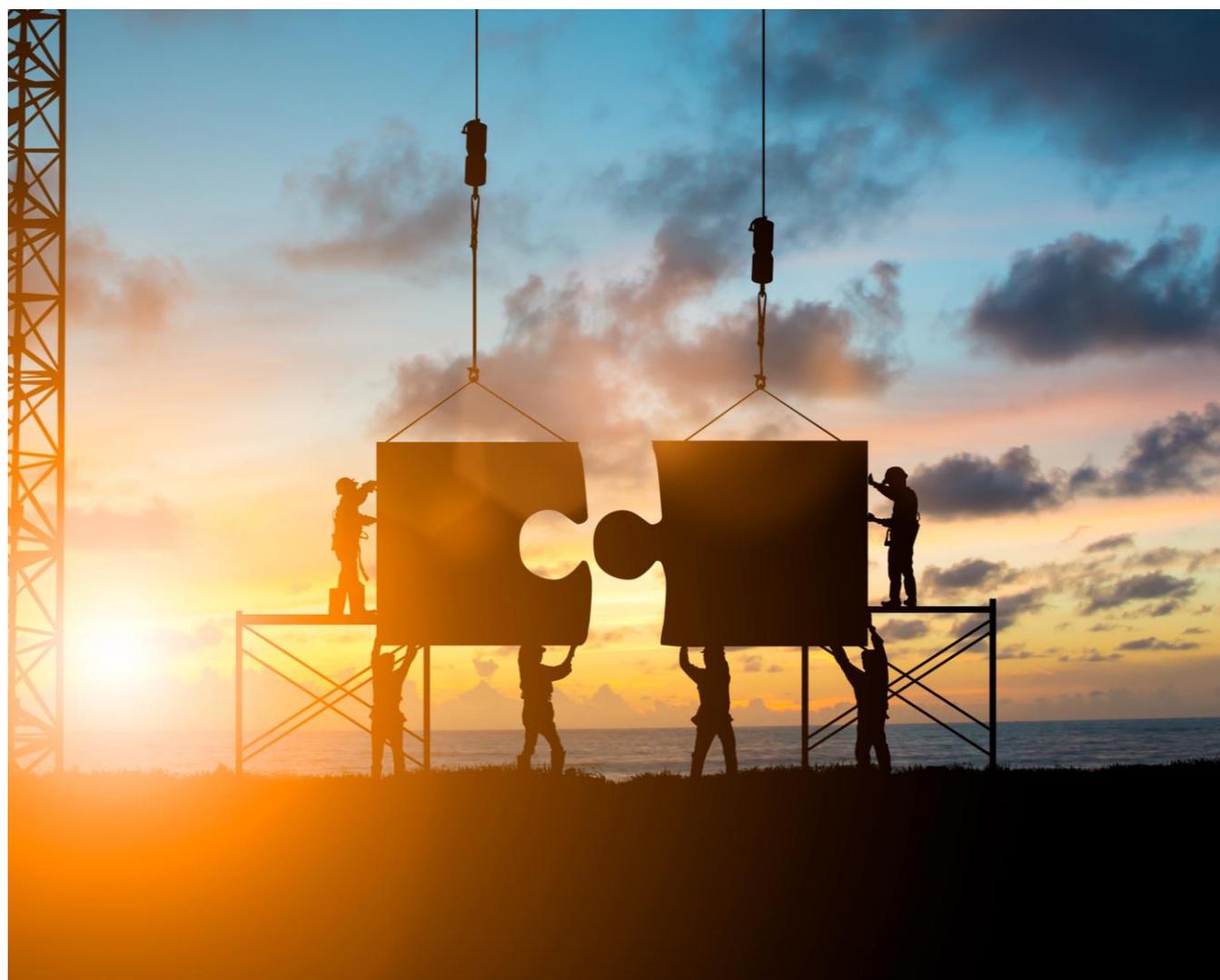
Promote the activation through the following media channels

Digital: Find **laser** and **retargeting** solutions

Social: Target bookworms and people with book interest. Widen with movie targeting based on books. Use hashtags to share the message on every platform **#Telekomlibrary**

OOH: Use interactive CLP so people can **read** the novel while you **write** in real time

Activate the community of Hungarian authors to promote the platform among writers to share their own stories



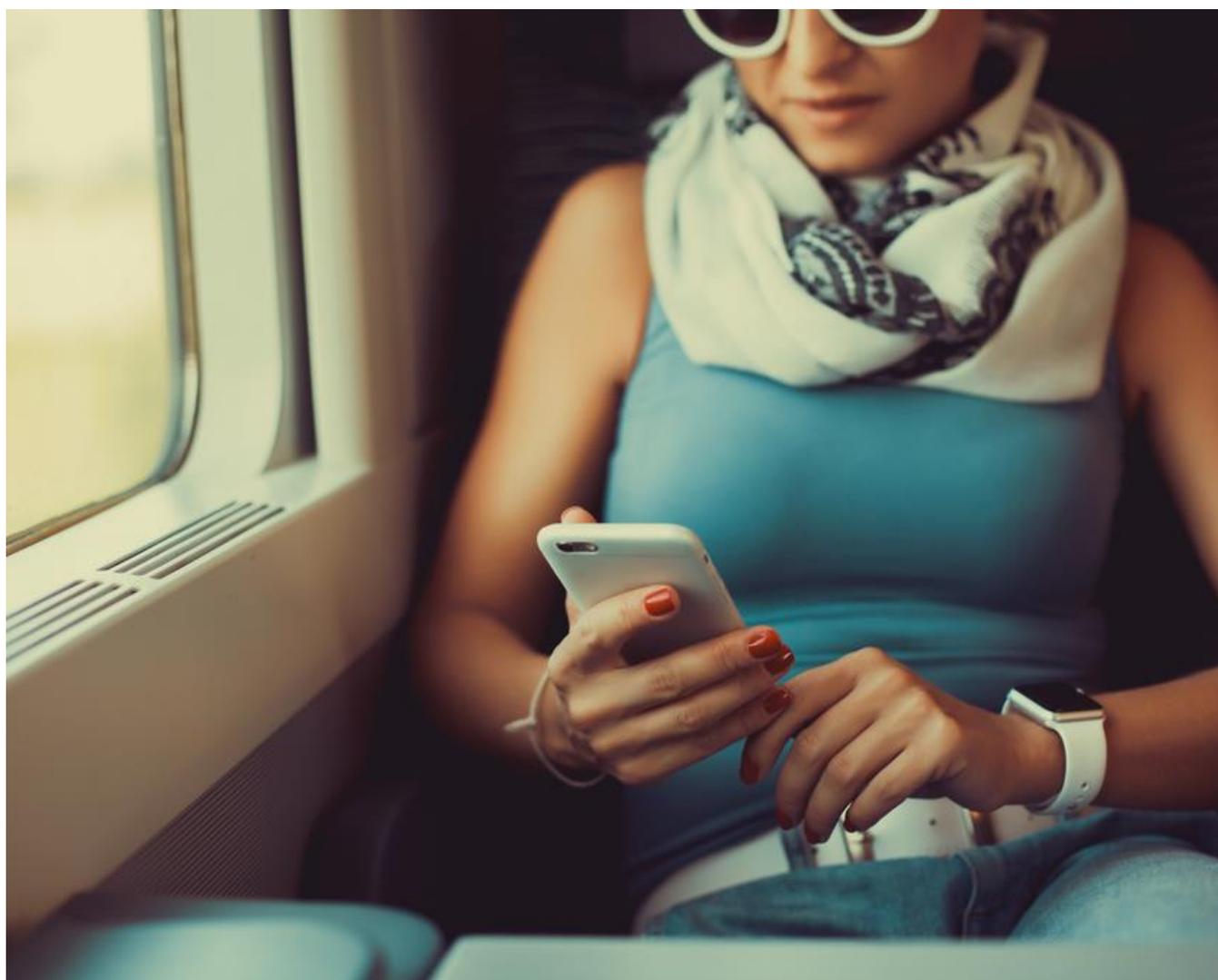
Execution Phase 3: Sustain

Use the power of social media to
keep the hype alive

Boost Telekom's owned media
platforms and CRM system

Retarget users who clicked but
haven't uploaded

Use eDMs databasis



How to promote the different mechanisms?



Send text:

Use influencer to introduce the digitalization in form of text message.

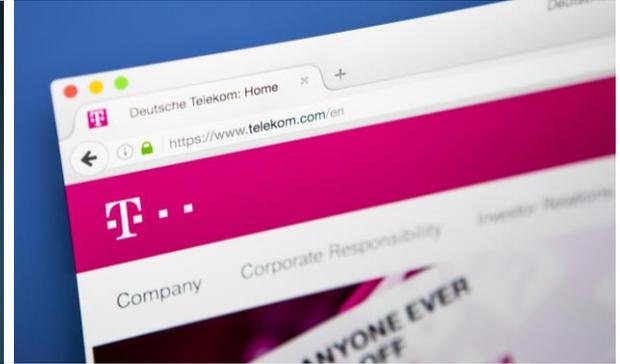
Show on education vlog post by using voice detection to type the messages faster.

Eg.: Ask Siri to write a text



Typing in sponsored validation fields:

Boost the validation field sponsored by Telekom on social platforms/channels



Typing on a given Telekom landing page.

Use this as a landing in case of cobranded communication.

Create similar user segments to target and drive more traffic to the landing page

Timeline, budget and KPIs

For the following years we recommend to use the learnings of the current campaign.
 It is recommended to have at least one awareness phase each year to boost recall and the hype.

	JUN	JUL	AUG	SEPT	OCT	NOV	DEC	('000) EUR	%
Phase 1 - Awareness KPI: Reach	█	█	█	█				60	60%
Phase 2 - Activization KPI: number of uploads		█	█	█	█	█	█	30	30%
Phase 3 - Sustain KPI: continuous consumer engagement					█	█	█	10	10%
								100.0	100