

Problem.

Gen Z is THE digital generation. They are more connected than ever before yet never been more isolated.

Youngsters at the age of 14-17 have been born into the digital world, they have learned socializing online - but they don't know how to fit in the real world, how to connect offline.

Insight.

They think they know how to communicate and connect online & offline in the right way. But mostly it's shallow, quick and easy interactions (because that's what they have learnt online) - as a result they feel lonely, isolated, misunderstood and frustrated.

Solution.

An online platform. An exciting, daring, exclusive safe-place that talks in their language, that understands them. Where they unconsciously learn how to communicate, how to connect, how to nourish meaningful relationships. A place where they truly belong.

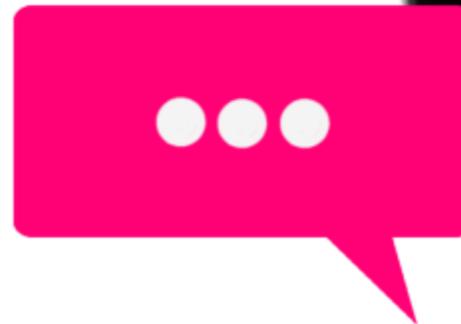
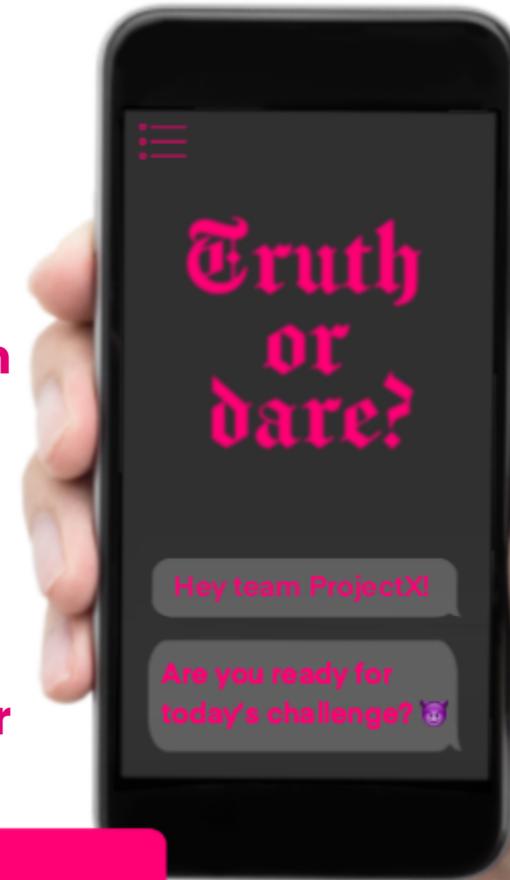
Meet the app:

Truth or Dare?

An exclusive underground society put together by mental health professionals, where youngsters can connect to each other while completing group challenges.

TRUTH: online challenges that unconsciously help them learn how to communicate with each other, how to share their opinions, how to talk about their feelings, how to deal with the online world.

DARE: offline challenges focusing on face-to-face connections, on creating content together, solving tasks creatively as a group.



Meet the gamemaker,

Gamma.

A.K.A. the very first digital influencer in Hungary – and the very first RELATABLE virtual avatar in the world, who is awfully honest, who is going through real stuff, who is setting an honest, realistic, healthy, yet cool example. Someone, who the younger generation can really relate to.

Gamma is The Gamemaker, who sets and communicates the challenges, who holds it all together on Instagram and TikTok.



The hype gets real.

Truth or Dare is an underground secret society - it doesn't have a Facebook or Instagram page.

Gamma does. And alongside other influencers that the young generation loves, they generate an insane hype about the app, this society with stories, videos, posts, sticker packs and face filters.

The hype will get real.

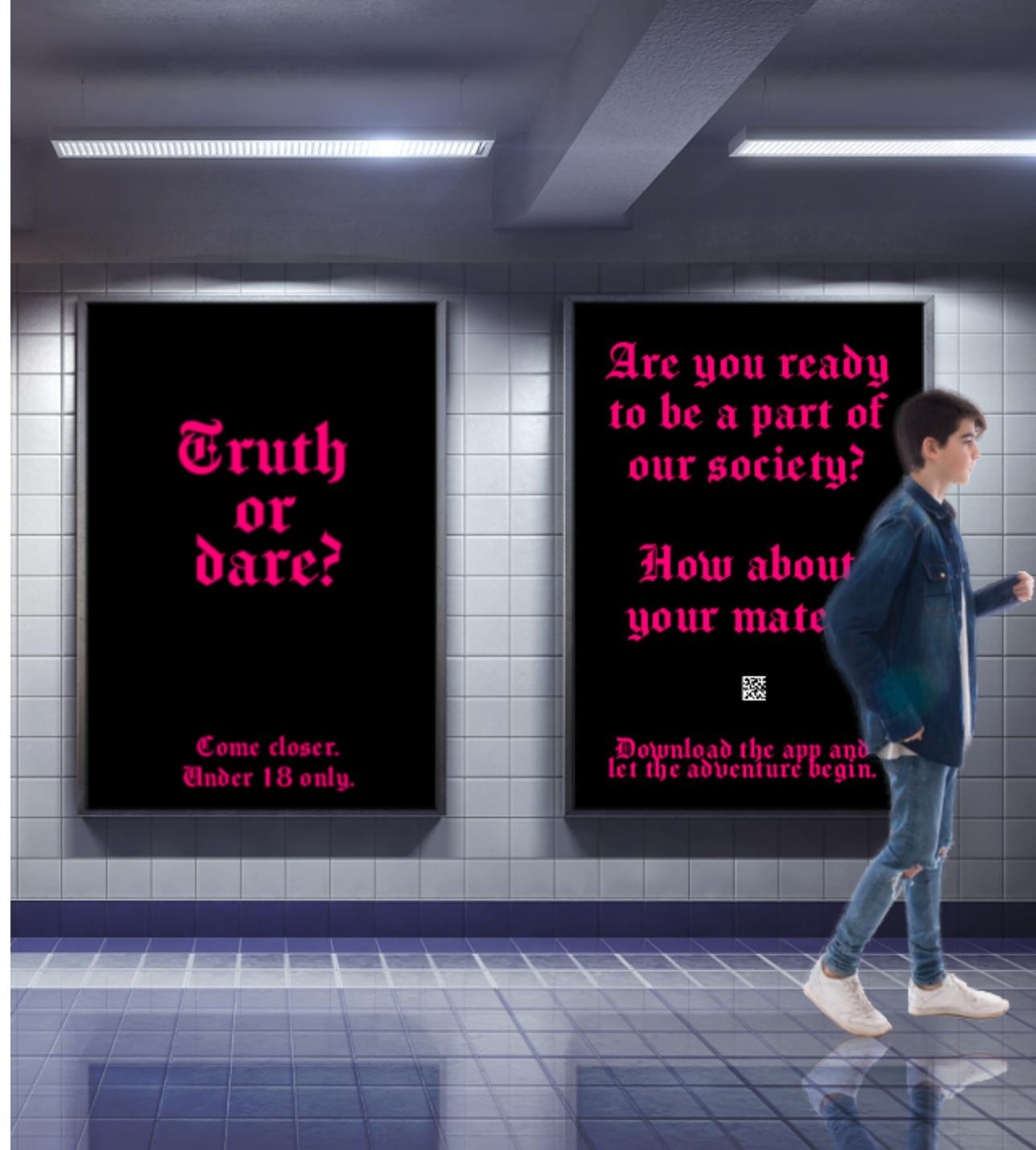


Tik Tok

Under 18 citylight.

#sorrynotsorry but interactive, hidden citylight messages only appear to youngsters under 18.

Yes, parents are forbidden to download the app. It's their exclusive society. It's their safe place - and their biggest adventure. A place where they can really be themselves and connect with their peers. Don't ruin it.



WHY WOULD IT WORK?

Because this app doesn't want to educate them, doesn't want to tell them how to live, but perfectly fits in to their digital lives – while unconsciously makes it more meaningful and gives them an exclusive, safe place to belong.

Because there's someone who holds it all together, an ambassador, who was also born into a digital world and doesn't fit into the real one, someone who they can follow, they can look up to.

Because all of the tools used are trends they know, understand and like, whether it's trash culture or different digital tools.

**See the hype for yourself.
We dare you.**



THANKS.