

# Our challenge

In Hungary, we are **not quite ready to adapt** the EV approach as it is now in Scandinavia or in western Europe.

Since self owned electric cars are not available for everyone, our task now is to broaden the minds of those who are reluctant towards EV transportation.

To broadcast the idea, we are going to use the members of **Gen Z as mediums**, who are far more opened to create a sustainable present & future.

# Insight

Gen Zers care about alternative energy because they see it as a way of mitigating climate change and addressing pollution. They have high hopes that the near future will be cleaner, but they are also afraid that their voices alone is insufficient for making changes. Sounds like that they need something more to support their ideas.. How about one of Europe's market-leader energy suppliers?

E.ON has already made significant steps for a creating a better and cleaner tomorrow, so it is time to let these young people know that even large energy companies aspire for a change, and they are ready to back them.

We believe that by activating and supporting the members of Gen Z, they will have the power to make an impression on their parents to become more recipient of electric transportation means, thus eliminating their might be negative perceptions.

# Status & approach

## Our target group's attitude

- They are very competitive in most areas of life.
- They care about alternative energy.
- They have strong opinions and want them to be heard.
- True digital natives.

## E.ON's mission

- Showing a sustainable alternative instead of fossil energy
- by providing convenient electromobility services.



To match **Gen Z attributes** with **E.ON's aspirations**, we have created a challenge that's aim is to **increase the use incentives of EVs**, while involving older generations.

# Platform

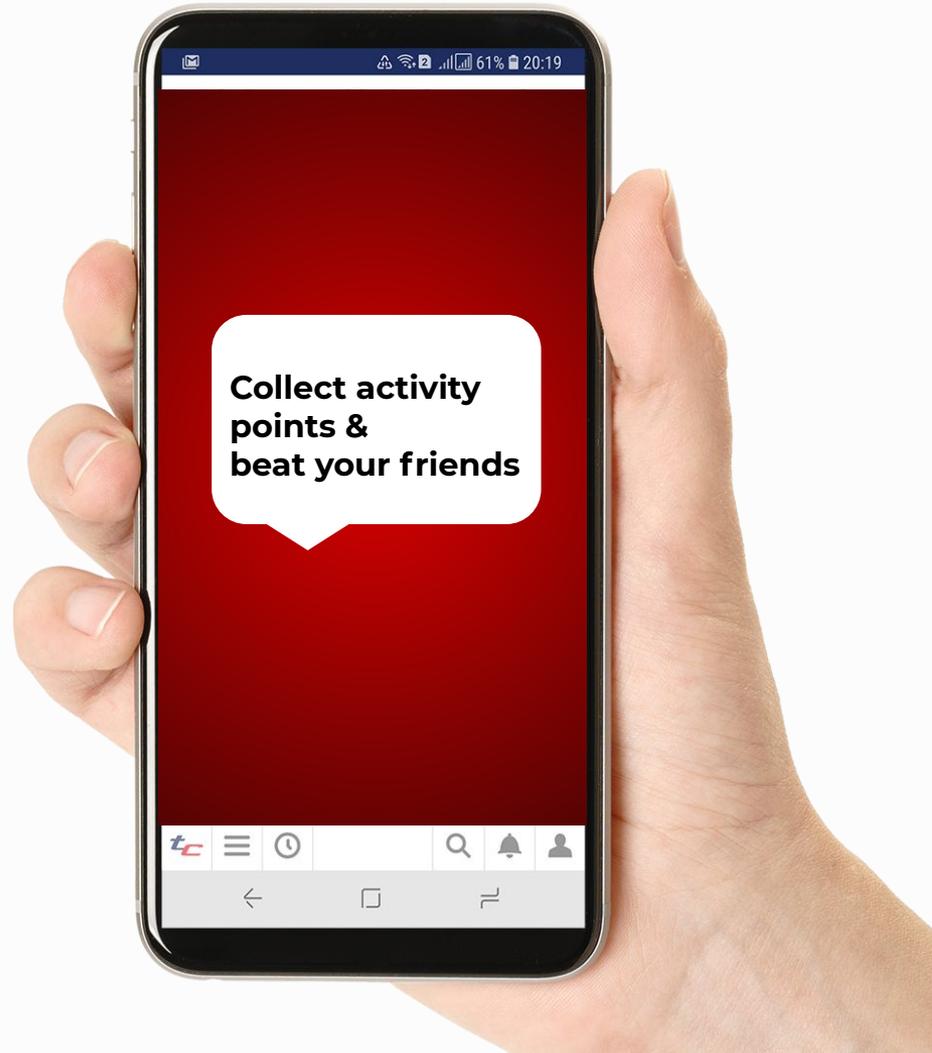
## A mobile application

That tracks the user's positional changes (btw which app doesn't)

to use this information for creating an opportunity to ask the user...

about what transportation mean did they use this time.

Based on the given answer, the user collects **Activity Points**.



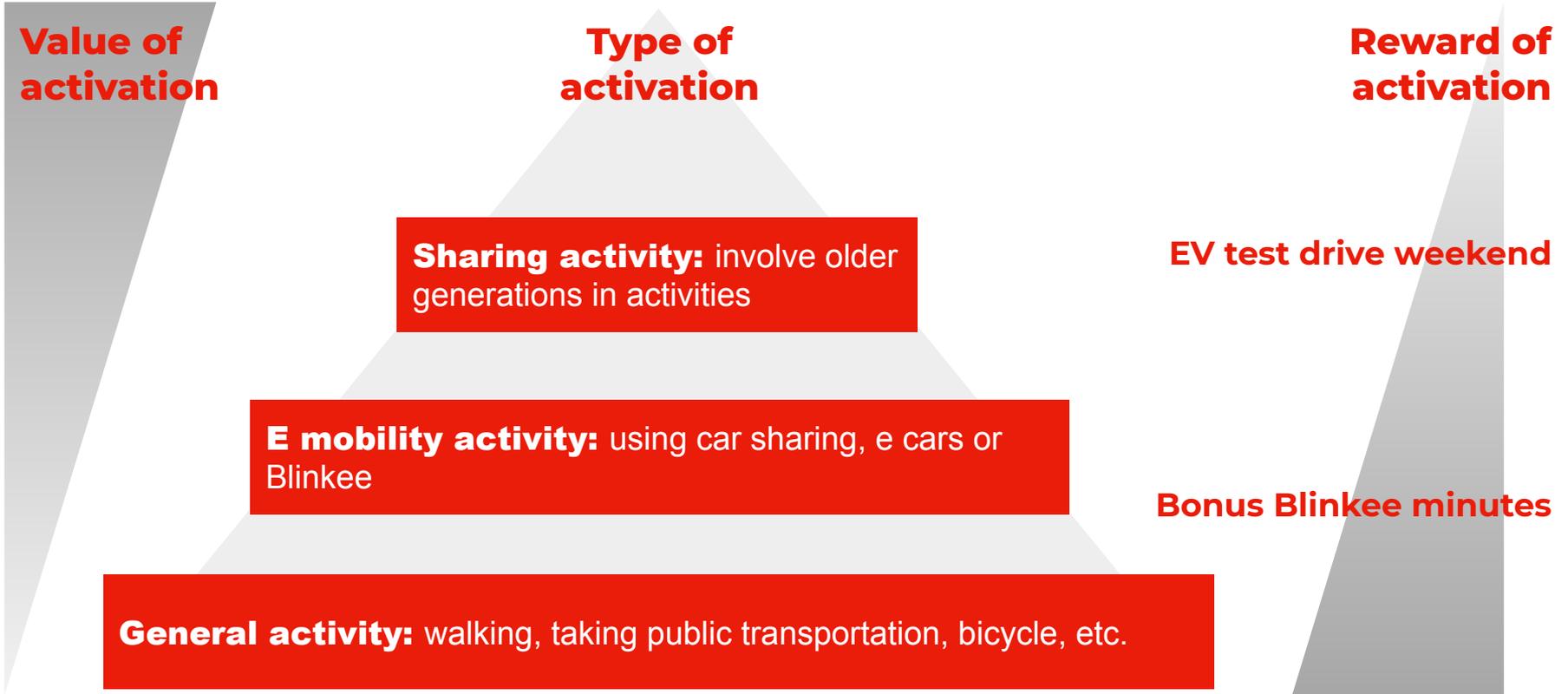
# Platform

In case the user was engaged in an EV transportation, they receive multiplied APs as rewards.

The method of proof is via taking a group photo of everyone involved in the activity after the ride. Only realtime in-app uploads are possible.

Should these ride proofs include any older generations on them, the AP rewards increase according to the Gamification scoring.

# Gamification scoring



# Media

Our communication is split into two phases.

Teaser phase (see-think): Influencer marketing on platforms -> Instagram, Tiktok, Youtube

Message: “Lately I’ve been using this app to track my means of transportation by answering simple questions after my position is changed..”

Activation phase (do): App install campaigns throughout Instagram, Snapchat, Google Ads - Youtube Trueview for Action & Influencer marketing with enhanced messages.

Message: “Now it is time for you to join a challenge, and earn valuable prizes for trying out new means of transportation, even with the help of your parents..”

# Media

## Teaser phase

Influencer marketing

Youtube (640k reach)

Instagram (760k reach)

TikTok

**Creating awareness, getting people know about it**

SEE/THINK

## Activation phase

Influencer marketing - Calling to the challenge

App install campaigns - Google Ads

Youtube - Trueview for Actions campaign

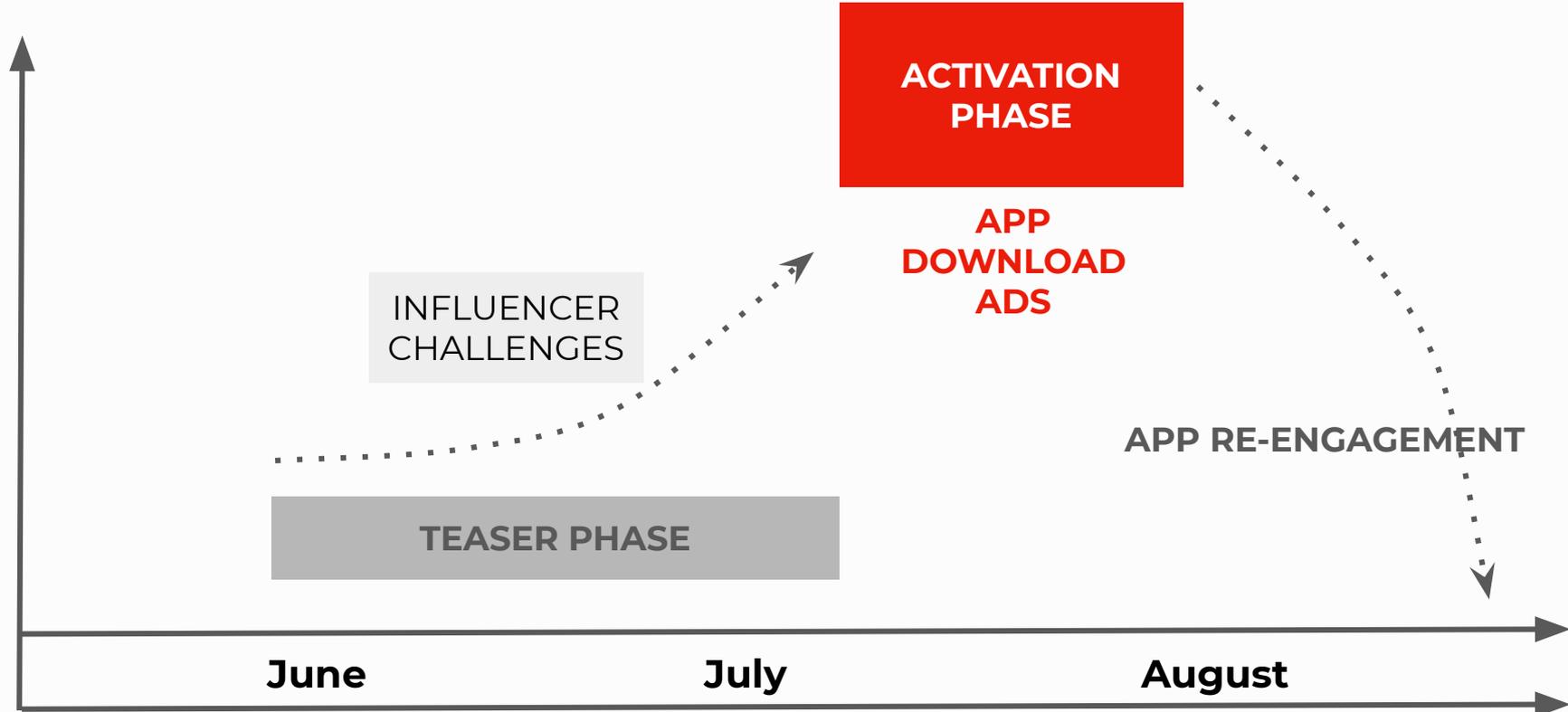
Instagram - App install CTA

Snapchat - App install campaign

**Call to challenge messages for downloads an app activity**

DO

# Media timing



# Measurement

App traffic measurement by  
**Google Firebase**

In-app behaviour analytics

Alternative route change  
suggestions that offer EV  
transport methods

Based on the collected data,  
personalized messages for  
re-engagement

