Background

- Mass collaborations and sharing communities are on the rise worldwide (Kickstarter, Couchsurfing, Space Apps Challenge) while **most of the Hungarians are still fence sitters** looking at the changes happening around them.
- **Telekom can unite the nation** and include Hungarians of all ages in and outside of Hungary to work together for the greater good, the greater goal to digitalize our own national heritage and make it available to everyone.
- **Through careful segmentation of our target audience** we can identify the barriers they face and help them overcome them.

Target Audience Segmentation

Target Audience: Hungarian speakers of all ages in Hungary and abroad, **segmentation based on life stages, digital literacy and human insights.**

Underage

- Under 18
- Eager digital learners
- Feel strong team spirit and are very competitive for external appraisal

Adult

- 18 - retirement
- Active digital users
- Limited spare time but want to contribute to the change

Elderly

- Retired
- Late digital adopters
- Long for meaningful activity that allows for social interaction

Campaign Overview

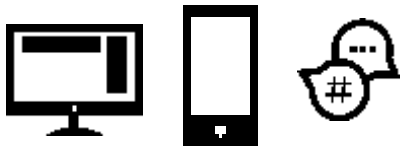
Teaser

Influencers

activization power, credibility building

Early Adopters

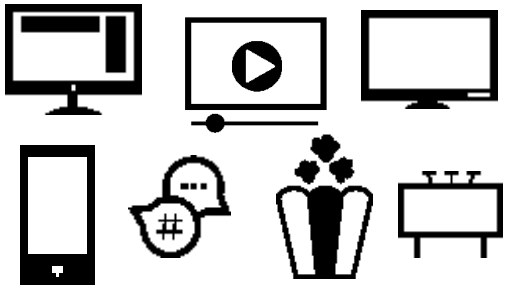
typical KOL in micro groups, teacher, book worms, e-book readers, university students to set an example



Live campaign

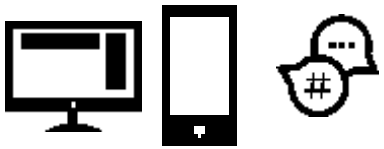
Mainstream

mass awareness building



Personalization

incentivizing, reatargeting based on behaviour, lookalike audiences



Budget split:	**10%**	**15%**	**55%**	**20%**

While paid media gives the backbone of the campaign, interested parties (e.g.: influencers, publishers, cinema operators) are invited to join in the contribution and share the message.

Target Audience Specific Execution

Underage

- Nation wide **online class based competition** (as paper collection used to be), which provides an opportunity for digital literacy improvement and literature education in the classroom with team prizes for top contributor classes
- Main platform for contribution: Telekom landing page

Adults

- **Light painting** on the new Telekom office and other prominent buildings
- **Target rare free moments** when they have time to contribute (bus stops, airports, post offices, traffic jams) with location and behaviour targeting (e.g.: Waze, Blis, Selectivv)
- Sponsored validation fields are **embed**ded in user's platforms (i.e.: social chatbot) to save time + energy to prevent dropping out of the funnel
- Main platform for contribution: sponsored validation fields

Elderly

- **Direct Mail** to senior hobby clubs to provide guidance and social interaction
- Main platform for contribution: sending texts to a given number

Incentivizing

Based on Benkler's (2002) findings, **people have three main motives to participate in mass collaboration projects** (see below with concrete examples).
While this is an important input to **find the right messages to activate them**, it can only be implemented once individual profiles are set up based on previous behaviour (website page visit, participation in sweapstakes) and campaign interactions (actions on campaign assets i.e clicked ads, micro conversions, views).

Monetary rewards	Hedonic Intrinsic rewards	Social-psychological rewards
• Free service benefits (free minutes, data package) • Promotional gifts (festival voucher, eBook) • Extra features (free download, abstracts)	• Pleasure of personal value creation (personal contribution statistics) • Giving back to society (list of underprivileged needs)	• Visible achievement (toplist of contributors, badges) • Peer support (forums, social syncing) • Group participation (senior hobby club)

Telekom Owned Assets and Their Role

Thanks to the wide array of owned assets we are able to increase our reach cost-effectively and provide personalized messaging based on CRM data.

- Telekom webpage with dedicated microsite – to house all content and information about the project (e.g.: real time visualization of progress, top list of contributors and cities, forum, already available books, etc.)
- Telekom hello holnap! App – awareness building with personalized message to recruit contributors
- Telekom social platform (Facebook, Instagram, Twitter) – exploit organic and paid targeting options to recruit users with custom-made messages
- Telekom YouTube channel – awareness building
- Telekom e-dms and dms – awareness building with personalized messages
- Telekom events – awareness building and education
- Telekom shops (line numbers, posters, mobile models) – awareness building and activisation
- Telekom customer service line – awareness building and education

Key takeaways

- While all Hungarian speakers are part of our target audience **it is crucial to segment the audience to find the most relevant touchpoints and messages to activate them** and engage them on the long haul.
- **Personalisation will come alive thanks to continuous campaign data management and optimisation to increase relevance**. Pre-defined segments have their own planned consumer journeys, but users should be given the chance to also reallocate to other subsegments by showing them alternative messaging and monitoring their response.
- Taking advantage of Telekom's owned assets and technology can reduce campaign costs and enforce connection to the project, which drives emotional bonding and loyalty with the brand.