



BRIEFLY ABOUT THE BRAND:

Magyar Telekom started to build a new brand platform with a brave approach and dramatization. Accepting that we are digitally optimistic, knowing that this expression might be ambiguous for some people although it simply expresses that we believe in increasingly better opportunities, knowing that digitalization will help to live a better life both domestically and globally. Not only the tone of communication is more daring, **the company's commitment to society is also braver than before while questioning things that were thought to have been set in stone.** The digital tools provided by the brand are not only necessary for our everyday lives but it is also the most important and simplest way to progress, prosper and develop.

THE PROBLEM:

Each year, Hungarian tax payers have the opportunity to donate 1+1% of their previous year's personal income tax to any NGO. Since the introduction of 'eSZJA' the number of people submitting the form is decreasing. Last year only 53% of Hungarian taxpayers took this opportunity claiming that they don't have time for it or that it is automatically filled in by the government so they don't care about it anymore.

BUSINESS OBJECTIVES:

We'd like to **raise the '1+1% tax donation' rate with the help of MT's 'Network of Acts' platform**, which provides clients extra fast internet in order to donate their 1+1% in a simple and convenient way whenever or wherever they are.

COMMS OBJECTIVES:

- To raise awareness about this problem.
- To launch a discussion and generate engagement about the topic in social media.
- To convince people to donate their 1+1 % for an NGO.

TARGET GROUP:

Those passionate and true sport fans, who have strong affiliation to their favourite team and their fan-peers.

- **Core fans**, who are always at the stadium to support their teams.
- **Regular fans**, who are usually watching their favourite team on TV at home.
- **Seasonal fans**, who are just following the major sport events such as the Olympic Games, Football EC etc.

CORE INSIGHT:

Sport fans in Hungary tend to support their teams when they're in a big winning series. On the other hand, missing out on a promising opportunity and therefore losing the entire game makes them feel angry, disappointed and unsupportive.

The concept draws a parallel between the two sentiments: a favourite team losing an entire game due to a missed opportunity (eg. a goal) and an NGO losing critical funds due to lack of a simple action - filing the 1+1% tax declaration on time.



BRAND OPPORTUNITY:

Magyar Telekom is one of the biggest sport sponsors in Hungary, so **here and now we have all the opportunities to use the power of fans during the sport games** to take action and support their loved NGOs.

STRATEGIC PROPOSITION:

Make fans feel the burden of a missed opportunity (through their favourite sports).

IDEA - **BROKEN GAMES**

Every sport fan knows what a dramatic moment it is when their favourite team misses out on the opportunity of a goal. **Our idea is to interrupt an important game (live and via stream as well) in a crucial moment - before a goal - to give a few minutes to the fans to submit their donation to any chosen charity.** While doing so, we would show real-time how many people submit their donation.

CAMPAIGN PHASES AND TIMELINE:

The deadline for the submission of personal income tax declaration is 20 of May 2020 and people love to do things last minute therefore the timing would be the following:

- **PR stunt:** FTC - Újpest game on 2 May - start the conversation and raise awareness
- **Social media campaign:** 2-20 May - make people donate and keep the topic alive

BUDGET:

- **PR stunt:** 10.000.000 HUF + VAT (without media spending)
- **Social media:** 5.000.000 HUF + VAT (with media spending)

HOW DO WE MEASURE SUCCESS? - KPIs

- To increase the '1+1 tax donation' rate by 15%
- To earn 40 media mentions
- To reach 2.000.000 million people on social media reach
- To achieve a 5% social media engagement