

Young Lions 2018
Addis Ababa

problem

Adults don't know how their kids using the internet.

insight

The internet is a natural habitat for the kids, but not for their parents. This difference is standing in the way of understanding children's online behavior. It can be resolved by starting new conversations between generations.

All they need is a good conversation starter...

solution

Let's give a common ground for the conversation among different generations, by highlighting the topics what interests both the adults and their kids.



Trends by Telekom
your matching interests

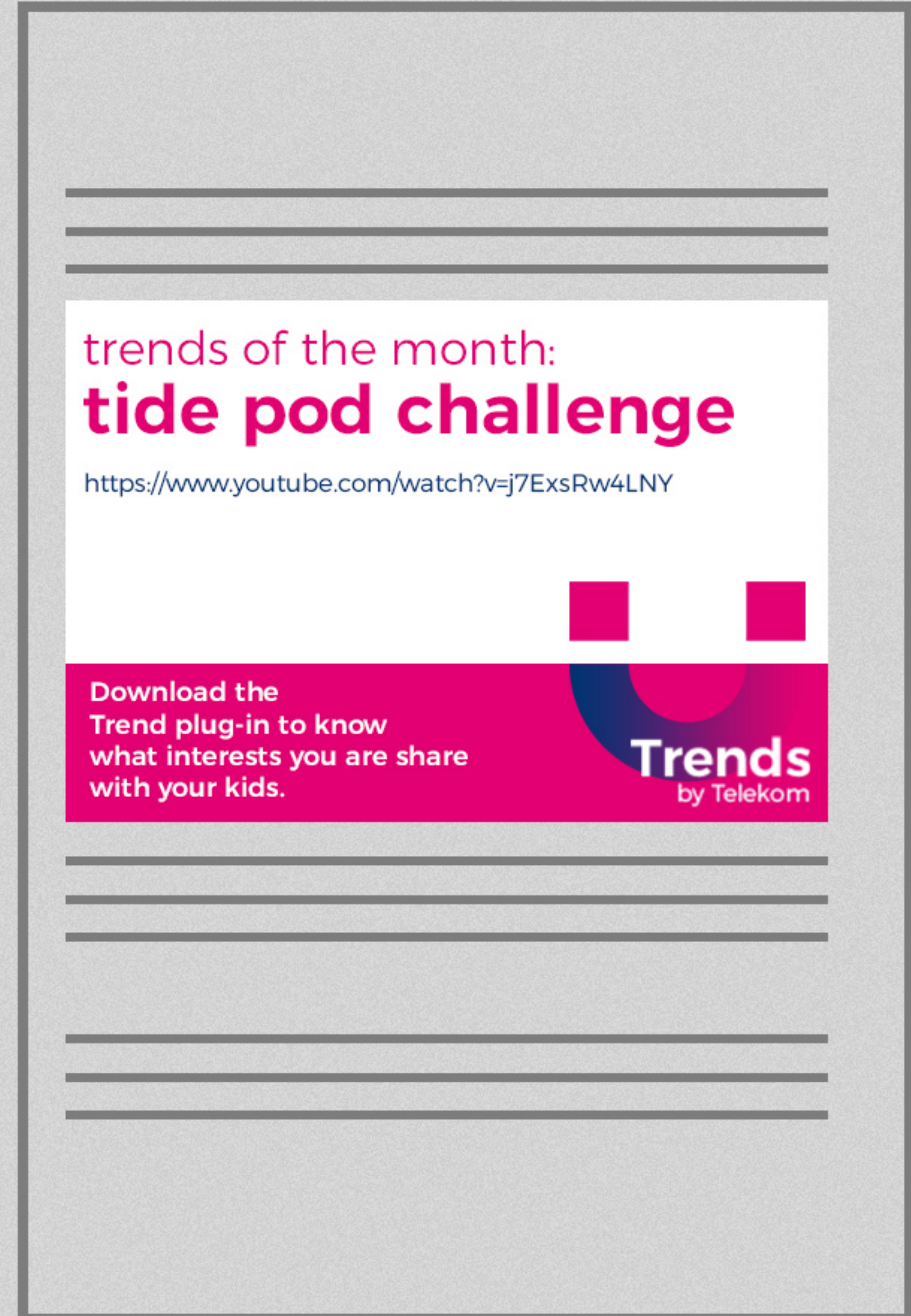
Mechanism

Telekom already has a knowledge of the internet using habits of their young users. Based on data about their interests we could notify adult users when they are checking the same topics which interest youngsters in their area as well.

invoice letter - browser plug-in - targeted banners

invoice letter

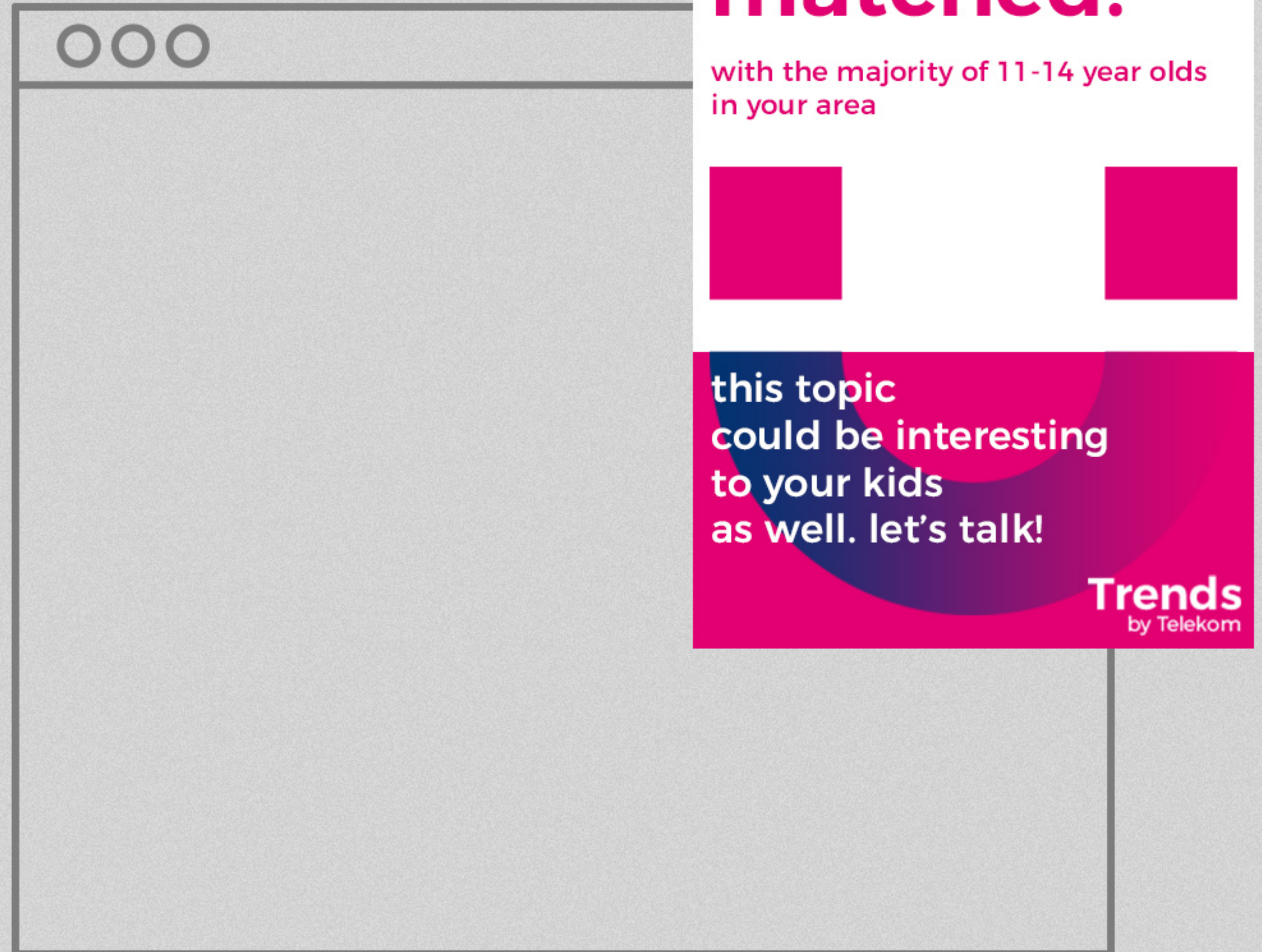
Telekom will attach information on the hottest trends among young internet users to the monthly invoice of their adult subscribers. The invoice will also contain a CTA to download trend plugin.



Browser plug-in

When users log in, they have to tell if they have children, and how old they are.

Users will receive a notification, if they are reading the same articles, watching the same videos as the members of the younger generation.



targeted banner

Our message will appear on different sites when someone is reading about a topic which is highly visited by younger users.

○ ○ ○

**this topic
is trending
among youngsters
now!**

download the
Trend plug-in to know
what interests you share
with your kids

Trends
by Telekom

Thanks!