

Client Brief: Spend 4 minutes quality time with your mother Magyar Telekom

BIO

Magyar Telekom is Hungary's leading telecommunication service provider, offering both fixed and mobile services and a wide range of device from feature to smart phone, smart TV to standard TV sets, and kidtracker solutions and other accessories to cover family and personal digital needs. To learn more of the Telekom device and service range please visit www.telekom.hu

SITUATION

We are true digital optimists: believing that digital solutions bridge distances close gaps and provide unprecedented opportunities for all. However digital also seen as a disruption in everyday life- some believe (with or without a solid reason) that digital divides us and disturbs us in living our moments in full.

Last year we have introduced a Mother's day campaign- dedicated to raise the attention and change behaviors by advising each and every of us to spend another / additional 4 minute a day with our beloved parents (mothers at first but this initiative can and should be extended to our beloved family members we are living apart from) Please check the campaign video here: <https://www.youtube.com/watch?v=jRyR5NFMLC4>

The campaign welcome and understanding were mixed and unbalanced. We have raised the attention to the pressing issue of separation, overload of everyday duties and demands and a fear to perform in all our many roles as parents or children. However, many people felt offended, misunderstood or challenged in their own way of life.

THE TASK

Based on our findings and the mixed reception of the campaign we would like to create a movement: a movement whereat people find it natural to spend an additional 4 minutes with their beloved ones without any frustration fear or outside (peer) pressure.

Your task is to create a campaign which works both TV, OOH and online and shows support an empathy for people living a very busy lifestyle by offering a light hearted positive and supportive solution where any extra dedicated minute with your parent / child would come naturally.

With the help of the digital toolkit of the Magenta 1 (a converged service bundle of fix and mobile with matching device) real life meetings or digital meetings are no longer differ.

You should create a favorable campaign structure, messaging and assets which work on different touchpoints where your chosen target audience may feel relevant and engaged. Position organically the digital toolkit of Magenta 1 as a handy resource to fulfill this very valuable challenge.

The task is that you raise natural understanding and desire for every people to reconnect or give deeper meaning to their connections and offer Magenta 1 whereat is

it is relevant as a helpful choice. Remember Magenta 1 offers both fix and mobile services together and devices too!

Your audience is most likely working young and middle aged Hungarians who have left their parenting family nest- or those whose children already left their home.

Remember ideas that inspire, engage and position organically the Telekom services are most likely to be liked by decision makers within Telekom and more importantly would help us to reach our goal to create a nationwide movement for family reconnection.

we welcome new media ideas, as well as usual ATL but please develop creative assets and content with an ambition to engage with your audience in the most relevant form and manner.

The aim is to launch this by the first Sunday of May and generate as many impressions, engagement and discussion as we can. Your ideal media and production budget should and would no exceed 100 million Hungarian forint.