

Familiar Symbols



HORTOBÁGYI GALABURGYI
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Problem

Numerous **obstacles** often stand in the way of donating

01

Payment by card is more common, but there is a reluctance to make digital donations

02

They usually **don't know where the money goes** (distrust)

03

Difficult to personalize

04

"I don't know how much to give **from my already little money.**"



Insight

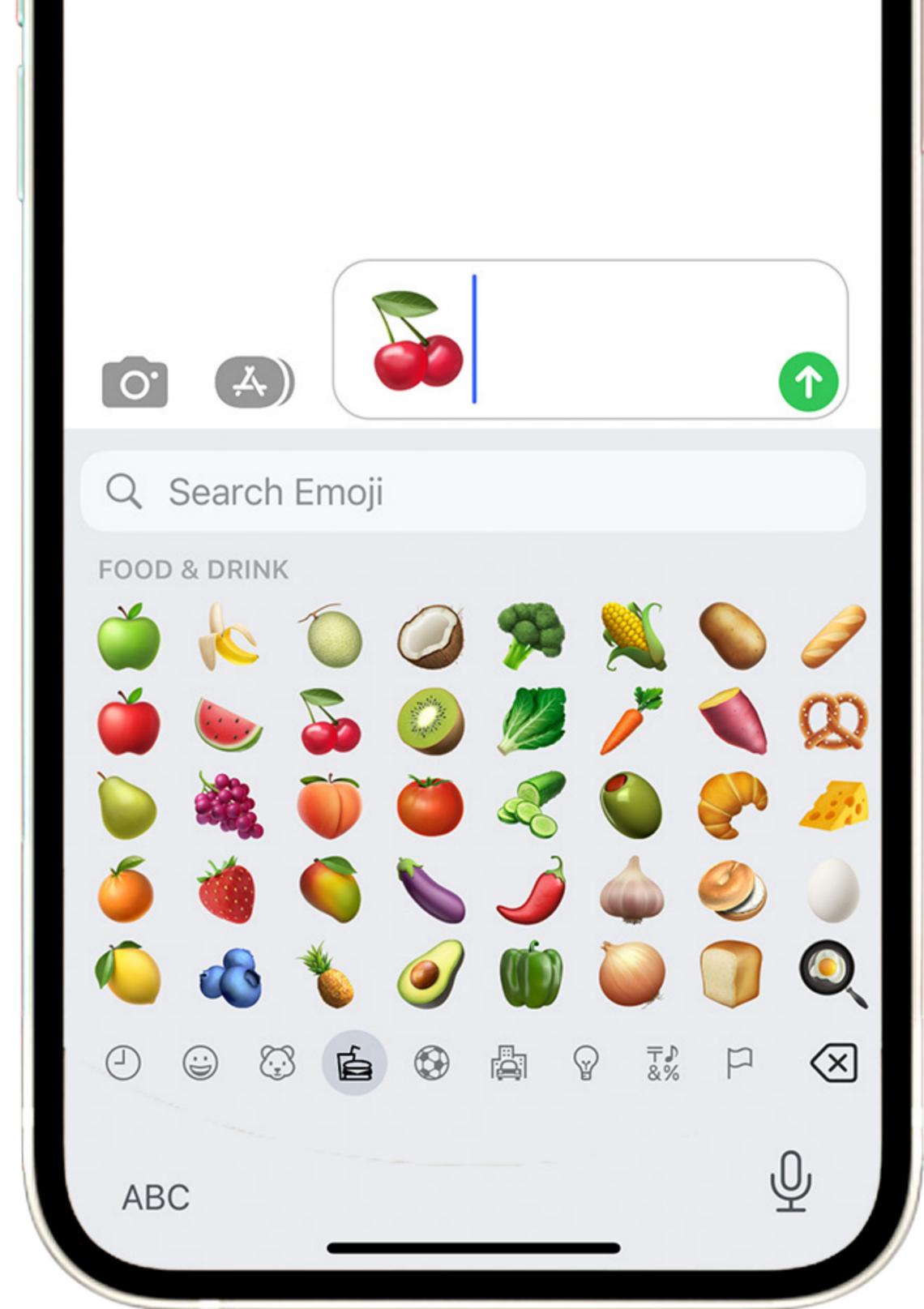
Even when we wake up from sleep, we know what **our symbol** was **in kindergarten**, and if someone else had the same sign, there is already an inexplicable bond, even when you meet a namesake.



Idea

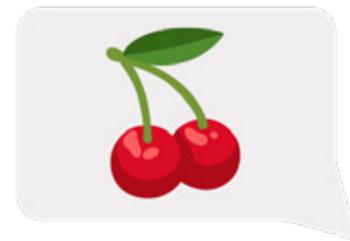
Donate with an emoji
by texting your
kindergarten symbol!

We give the chance to **feel connected**
to your fellow symbol owner, a child in need
who's undergoing a long-term treatment.



Mechanism

- 01 We **transform RMHC and McDonald's channels with kindergarten symbols** to highlight and emphasize our donation campaign.
- 02 After the orientation, people have nothing to do but **send their kindergarten symbol via SMS** to the given phone number **to donate 250 HUF.**



Text emoji to
1353



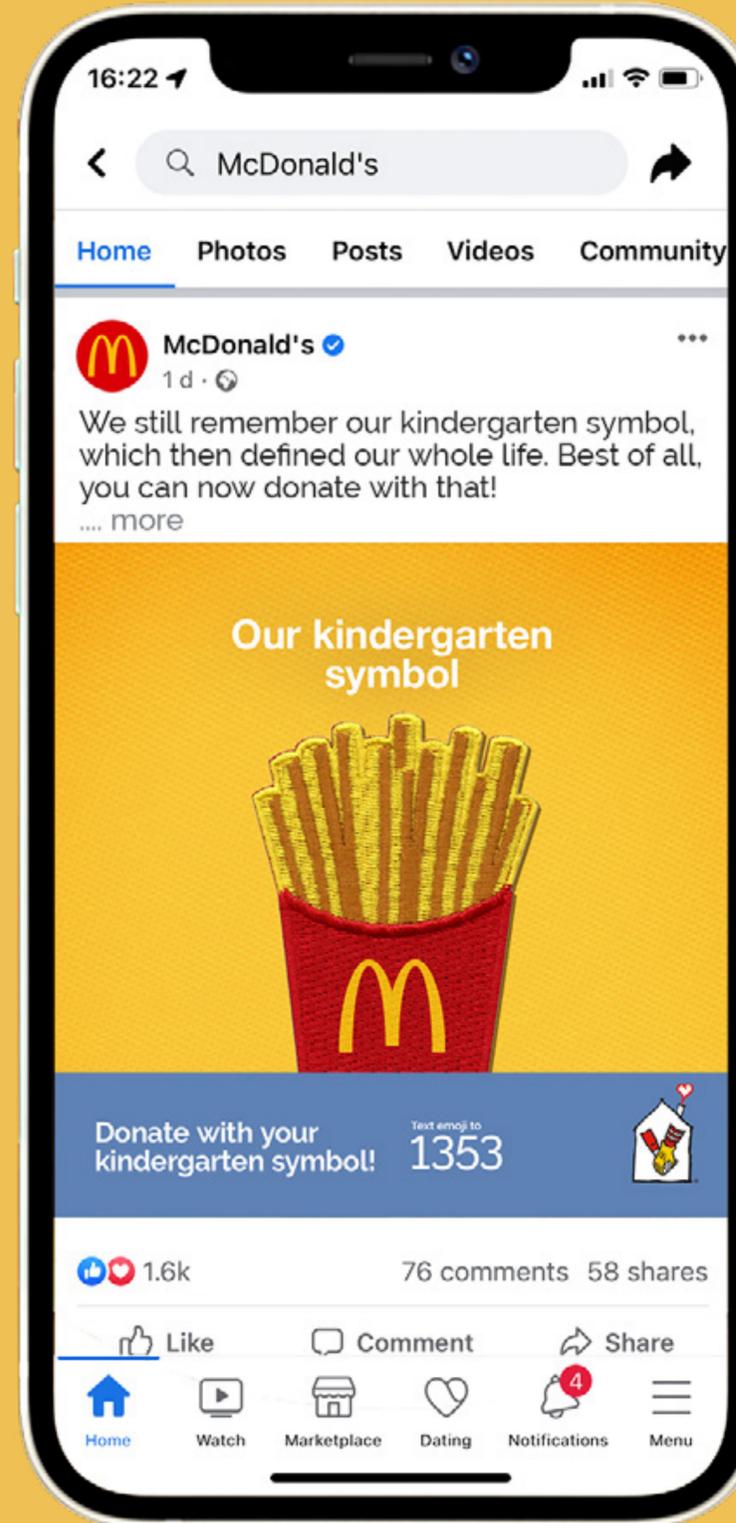
Digital

First we **launch the campaign** on McDonald's owned SM channels. (a)

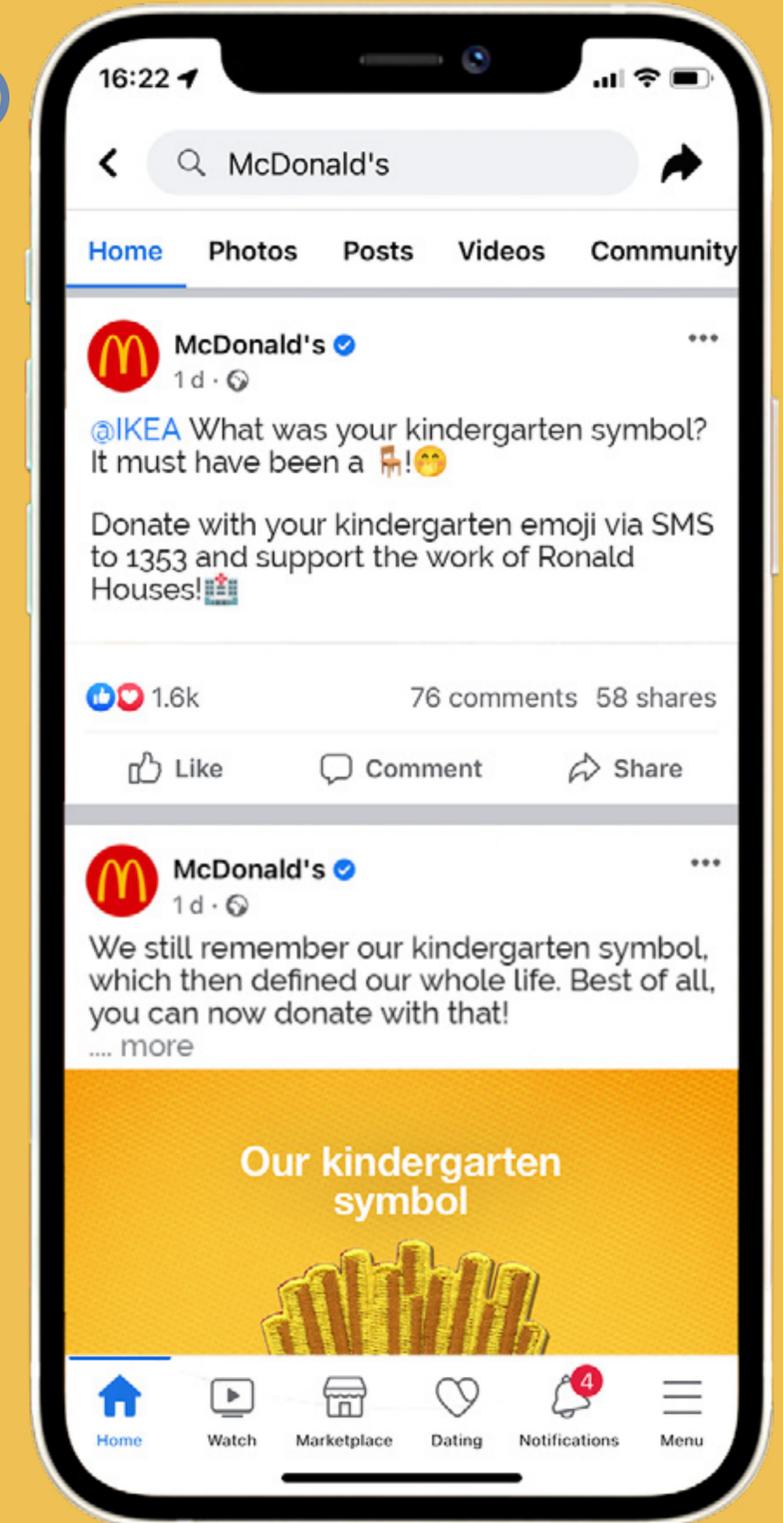
Then **start a buzz connecting with other significant brands** and ask them to tell us their fictive kindergarten symbols. (b)
This way we can generate a **high organic reach** for our donation campaign.



a



b



OOH

In the case of OOH, we take the **tone to personal levels**. We communicate about our fundraising in an attention-grabbing yet lovely and clear way that everyone can feel related.

Even in the fast-paced world, there is still time for an SMS, especially when the bus is late.



In-store

Our customers will be reminded about fundraising on several fronts.

First we **refresh the skin of the well-known donation box to overcome the cashless situations** by giving an option to donate via text message. (a)

We also **update the packaging materials** for the campaign's period with stickers, that can be used on **McDelivery** packages. (b)



a



b



Familiar Symbols

Idea

Donate with an emoji by texting your kindergarten symbol!

Mechanism

The sender of the emoji donates 250 HUF with one SMS.

Why does it work?

Independent from cash

Short user journey

Personal giving

Low effort - High impact

Positive Meki feeling

Cultural insight

