

Be the new Sári!



Who is Sári?

BACKGROUND

Drivers are invisible. We use public transport on an everyday basis, however, we have no idea who is driving the vehicle. We have no idea who takes us to work, who takes our children to school. **Who takes care of us?**

Being a public transport driver has no prestige value. It is not a desired profession, people are not dreaming about to be a bus or tram driver.

Though it should be more popular, since there is an increasing number of passengers: a little more than 4000 drivers are not enough for a daily 900k traveler.

CHALLENGE

Hire 500 employees in the next two years

To reach this, perceptions of the company BKV and related associations of the profession drivers should be improved
Targeting mainly women and young adults is advised

INSIGHTS

A driver is/should feel like...

- I own the city
 - I feel free
- I know the streets
- I know the people
- I have responsibility
- I have power to use wisely
- Passengers trust me

Source of growth: extend the potential target group
and not „steal“ from related professions

STRATEGY

Establish a human connection by
personalizing public transport **drivers**,
in order to **improve the perception** of the profession
and provides justification of its prestige, which
increases the personal interest
to become a member of this professional community.



I didn't come to work by bus nr. 110,
Sári brought me in.

Passive

Trigger

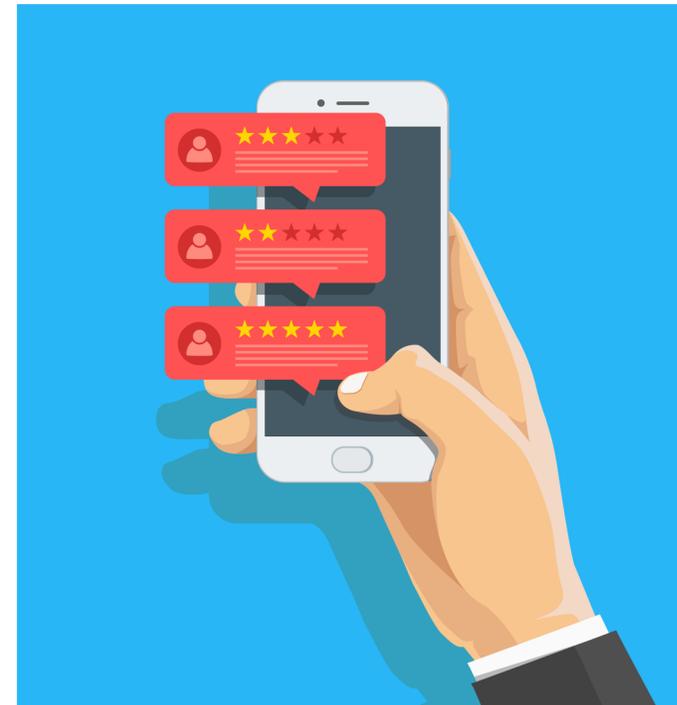
Active

Personalizing the drivers, building a closer connection with the passengers:



Platform: **BKK Futár** app, which is already popular among passengers:

Travellers can rate their journey and driver, by answering a short pop-up notification with stars:



Dennis Harvey

★★★★★ February 16, 2019

the best public transport app i have used in any country. use it instead of google as it is easy to store favourites. no login required.



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Passive

Trigger

Active

After the rating, the app will pop-up a thanking page and an invitation to play:



Game description: While playing the friendly game you can find out the real driver feeling. Here you can pick up passengers, avoid obstacles and get some bonuses which contains information about the profession (good environment, stable background, competitive salary, various job)



After the game is over, the app will invite the user to take it to real life and find out more about the job offer by browsing on the website or even visit the next, upcoming open day.

Passive

Trigger

Active



Here they can apply easily.

Otherwise: **app remarketing**

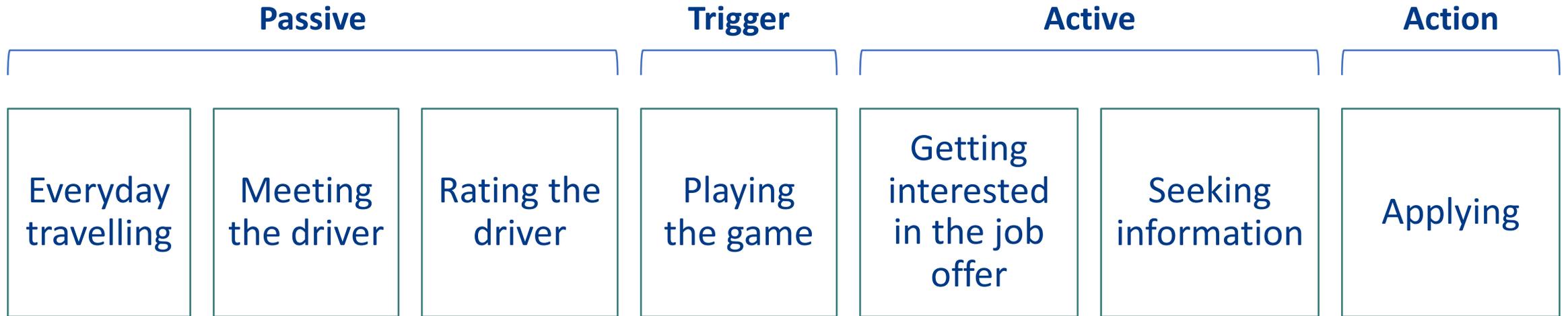
Retarget the users who have played the game, clicked on Apply, from where they visited the site without conversion.

Here they can read more and about the upcoming **openday:**

VR: They can try the „BKV driver feeling” by experiencing a journey on a virtual reality device

Environment: The stuff can help them with their questions and getting to know better the potential future colleagues and history

CONSUMER JOURNEY



OWNED MEDIA

- Website
- BKK Futár application

EARNED MEDIA:

- Positive experience
- Generating buzz
- eWOM
- Press reviews

PAID MEDIA

- Google Search campaign
- Remarketing campaigns
- Videos and articles of opinion leaders within the BKV fanclub

Thank you!

