

Conscious future  
with *e.on* mobility



# The task

- Raise awareness to the importance of e-mobility
- Use the GenZ as a channel to reach their parents and friends so they will know more about the movement
- Highlight the importance of the Eon in the process
- Bring the electric cars, scooter and the charging point into the front line of the communication

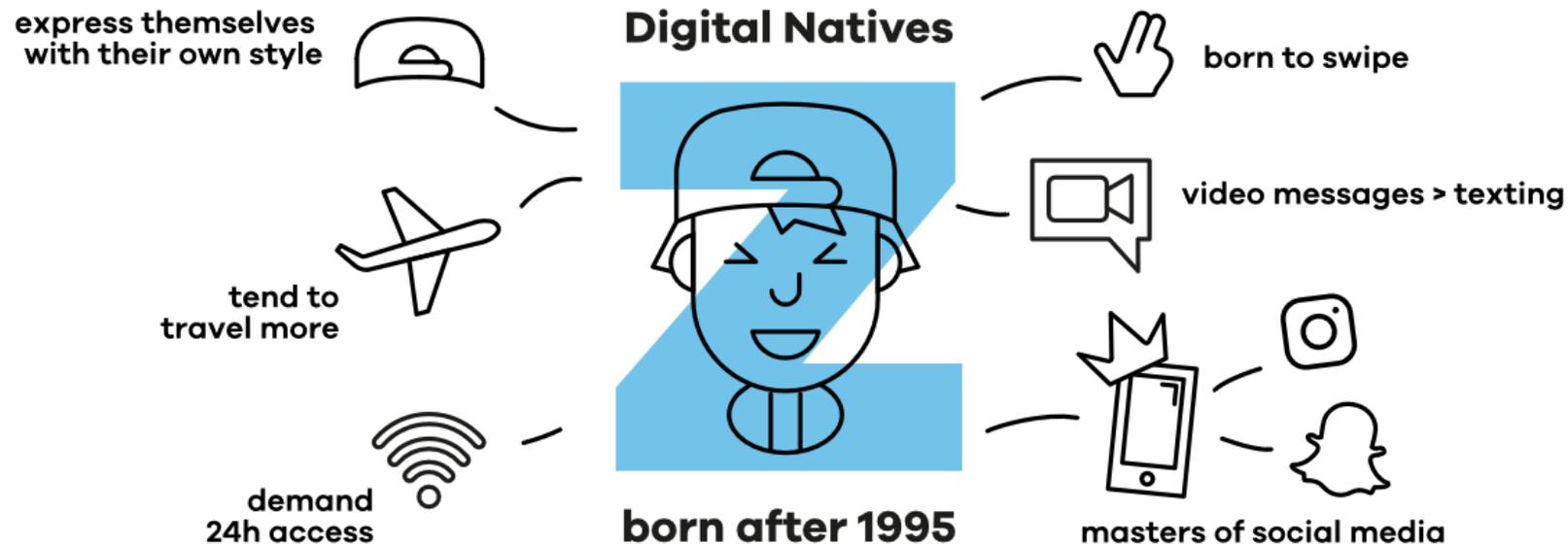
# The challenge

- E-mobility is not easily accessible
- Not enough people is concious about their enviroment
- The infrastructure is not developed enought

# The target group

Generation Z youngster  
Conscious about her environment  
Fights for sustainability  
Belives in climate change

People caused the global warming – so they are the ones who can do something against it  
Experiences climate anxiety



# The persona:

## *She...*

- Is 16 years old
- Lives in Budapest with her family
- Loves to chat with her friends
- Loves to create funny content to TikTok and Instagram and watch others
- Is conscious about her environment
- Experienced the climate anxiety among her friends and she would like to do against it



# Lola

## *She...*

- Wants to be independent
- Controls her future
- Wants to make smart decisions
- Gives advices to her elder relatives about the changing digital world and she can even influence them

## The insight

- Our target group commutes day-to-day to the school or to the workplace. Most of them are at the age, when they are eligible to have a driver's license (for motorcycle the age limit is 14, for car it's 17).
- Financially it is demanding for the parents or for the young adults, as these cost quite much.
- Sooner or later most of them will need to **have a license to be more flexible**. They also want to be independent from the early age and having a licence is a good start for becoming one.
- What is important is that they have a **green mindset** and they are conscious about the global warming and it's effect. They willing to and want to make a difference by stopping it and keep the world a livable place.

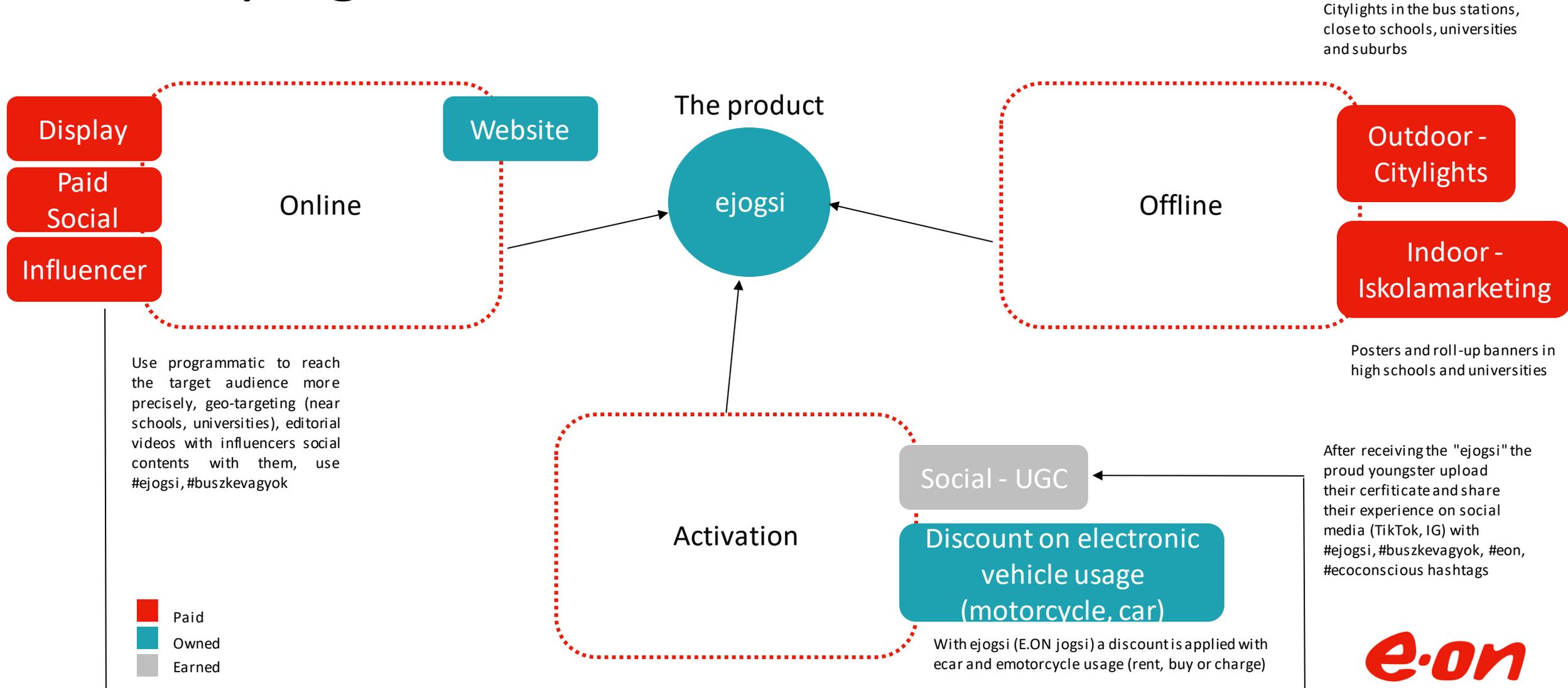
**E-mobility is the solution for this generation to be flexible but environmentally conscious at the same time.**

## The idea

- Everybody should be able to drive a car so when they need it, they won't have to rely on anybody else. That's why we created the **edriving licence (ejogsi)** the product that will give the GenZ a slice of their future & freedom. We know that having a driver's license **requires a lots of money** which is usually **paid by the parents** as their kids don't have that amount. So with Eon we made this a lot cheaper and **beneficial** for both party!

- If you take part in **E.ON's driver's license programme** you will not only have a valid licence for **less money**, but you and your family will have a **discount for the renting and buying the electric cars and scooters and for the charching (from the selected partners selection)**. In the programme the participants will learn how to drive a car with electric cars and scooters so they will have the knowledge about the positive side of the usage of them, so they can give **first hand insights to their parents & grandparents** and influence them.

# Campaign structure



# The implementation – Paid Media

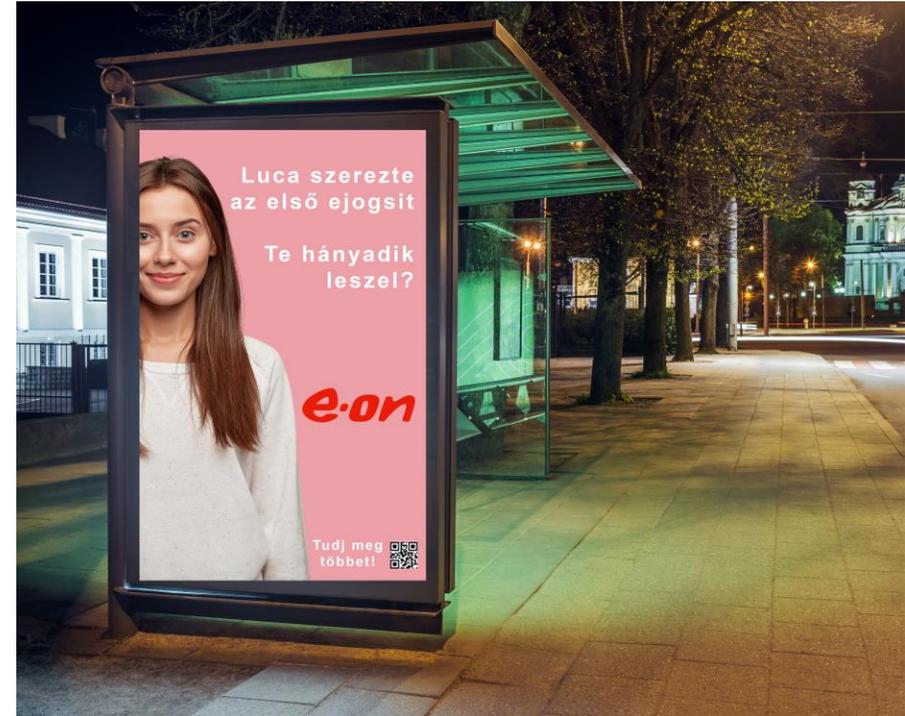


Egy hétig elektromos autót vezettem! -  
Heti vlog

100E megtekintés

3 órája

It is well known that Viszkok Fruzi loves driving so she will inspire her followers to be brave and have an ejogsi – be independent and conscious.



We will display the "everyday" heroes who have ejogsi on citylight's in order to spread the word among those how usually use public transportation.

**e-on**

# The implementation - Owned / Earned Media



E.ON will also post pictures to make advertisement for their Instagram page and collect potential users for the retargeting phase of the campaign.



The activation part will be all about those youngsters who can celebrate (with #buszkevagyonok & #buszketanc) their ejogsi on TikTok and spread the word about this amazing opportunity.

# Campaign successfulness

We set the objective for this campaign to **build awareness** and **reach the target audience**. With their help we will be able speak to the elder generation as well and **influence their decisions**.

As we planned with an activation, we need to run a campaign for **long-term** to be able to reach our objectives. A precise KPI is to **track how many ejogsi will be completed** but as it requires a big commitment, we need to look at this campaign successfulness from a different aspect as well (reach, impressions and UGCs).

In a **short-term** we will **create buzz** around E.ON and **raise awareness** about emobility and it's services.