



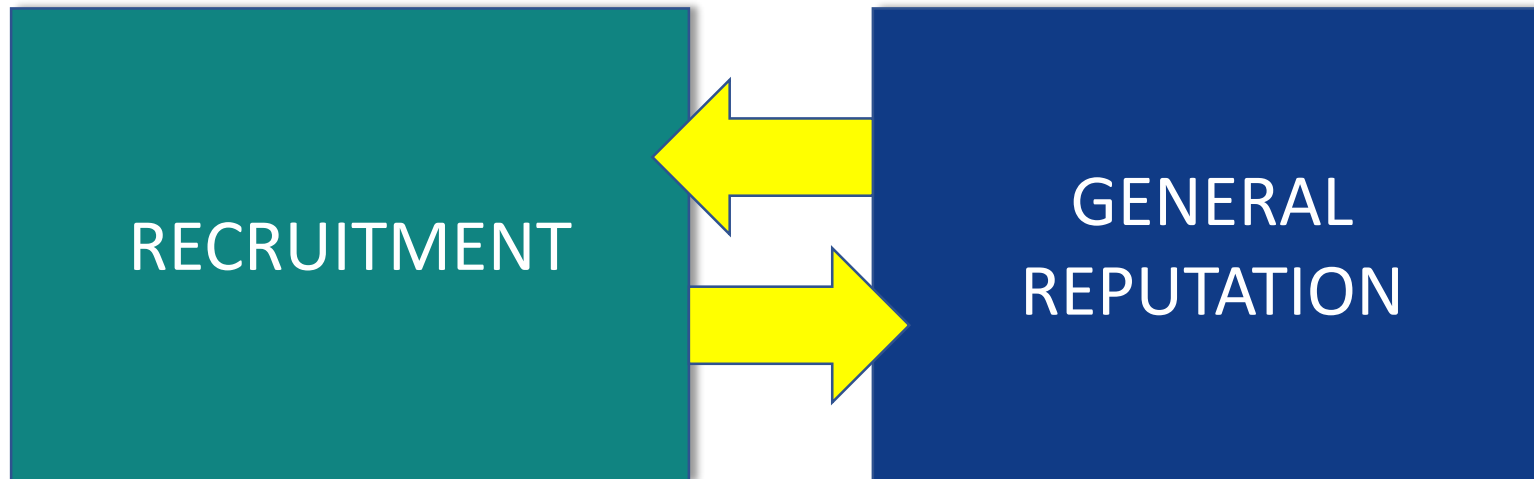
TRIPOLI for BKV

27.03.2019

BRIEF

- Background:
 - General labor shortage
 - Increasing demand for public transportation
 - Mostly negative public opinion
- Task: Creating a recruitment campaign strategy for BKV
- Goal:
 - Recruit 500 new drivers for BKV in two years – *Performance*
 - Improve public opinion of BKV – *Image building*
- Target group: 20-60 living in Budapest & agglomeration
- Tools available:
 - Use and maximize BKV's own media platforms
 - Google Ads and Facebook ads

KEY PROBLEMS IDENTIFIED



Nationwide labor shortage also affects BKV

Negative general opinion among BKV passengers

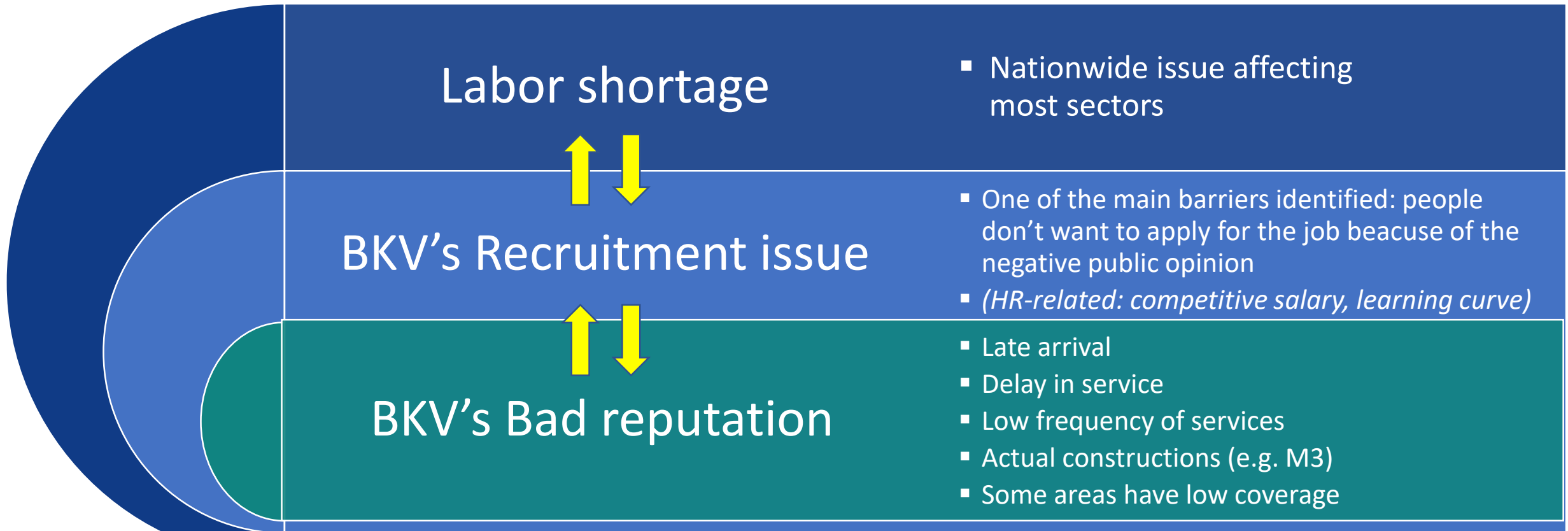
WHERE DOES BAD REPUTATION COME FROM?

- Ticket inspectors
- **Late arrival**
- **Delay in service**
- **Low frequency of services**
- **Actual constructions (e.g. M3)**
- **Some areas have low coverage**



**Can be improved by
employment solutions**

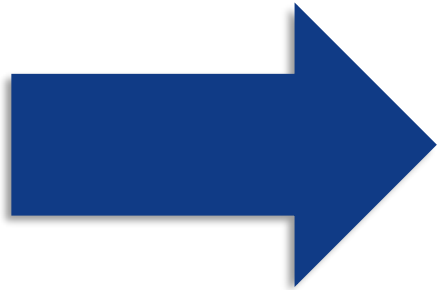
STRUCTURING THE ISSUE



UNCOVERING THE CYCLE:

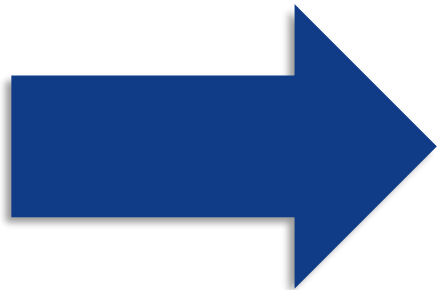
- Less workforce leads to BKV capacity problems, which causes consumer dissatisfaction.
- By improving the workforce, the satisfaction can increase.
- If the general opinion gets better, the workforce will be more motivated to work for BKV.

INSIGHT & SOLUTION



A CONCERN FOR BKV IS A CONCERN FOR ALL!

This concern arouses hatred towards BKV.



Make people aware that BKV is not the source of the problem.

**TRANSFORM THEIR HATE INTO
ACTION WITH HONESTY!**

HATE → HONESTY → ACTION

HOW CAN WE TRIGGER THEM TO TAKE ACTION?

Make them aware of the low workforce, thank for their patience and understanding



- Infographics
- Real-time statistics

Make them aware of the possible job opportunities and encourage applications



- Testimonials
- Job application encouraging messages

Broaden the employee referencing program by letting passengers reference it to their friends & family



- Encourage referencing with yearly BKV pass prizes

PHASE I: IMAGE BUILDING BY HONESTY



Infographics, real-time statistics on BKK Info & Futár

Example creatives:

- „Currently 125 bus drivers are working on satisfying BKV passengers’ needs.”
- Infographics about BP transportation, e.g. how does the number of passengers correlate to the number of drivers

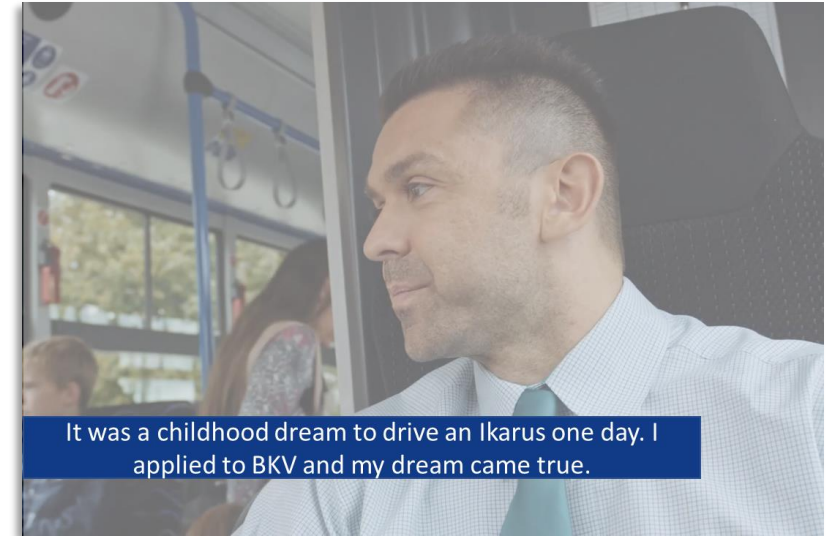
This serves the purpose to make them aware that there are less drivers than needed.



Testimonials on BKV owned citylight, public transport advertising, etc.

Example creative:

- A driver speaks about the specific bus/tram line – she has been working on this line for 5+ years, transporting millions of passengers each year. She thanks for their patience each day.



Testimonials on BKV Facebook & Instagram + YouTube (paid+organic):

Example creative:

- **Bringing BKV drivers emotionally closer to people:** by telling them how they found their profession here. (e.g. childhood dream of driving Ikarus etc.)



PHASE II: PERFORMANCE BY HONESTY



Testimonials extended with encouraging job application messages on BKV owned citylight, public transport advertising, Facebook and Google Ads:

Example creative:

- Honest testimonial message: BKV needs more drivers to improve satisfaction of passengers.
- BKV provides great opportunities for you, your family, and in the meanwhile improve millions of passengers' life.

Segmentation and different messaging:

→ **„Mass’ targeting on BKV owned citylight, public transport advertising, Facebook and Google Ads.**
Demographic based targeting: age 20-60 living in Budapest & agglomeration

→ **Niche targeting on Facebook and Google Ads:**
Targeting truck/bus/train fans & „fanatic” drivers & those, who show the greatest affinity being a possible candidate.
E.g.: Driving simulation players, drivers from competitive companies (MÁV, Volánbusz, Waberer, DPD etc.)



Broaden the reference program:

Example:

- Reference the BKV driver job to your friends & family. If the applicant becomes a BKV employee, the referee gets a yearly BKV pass

THANK YOU!

