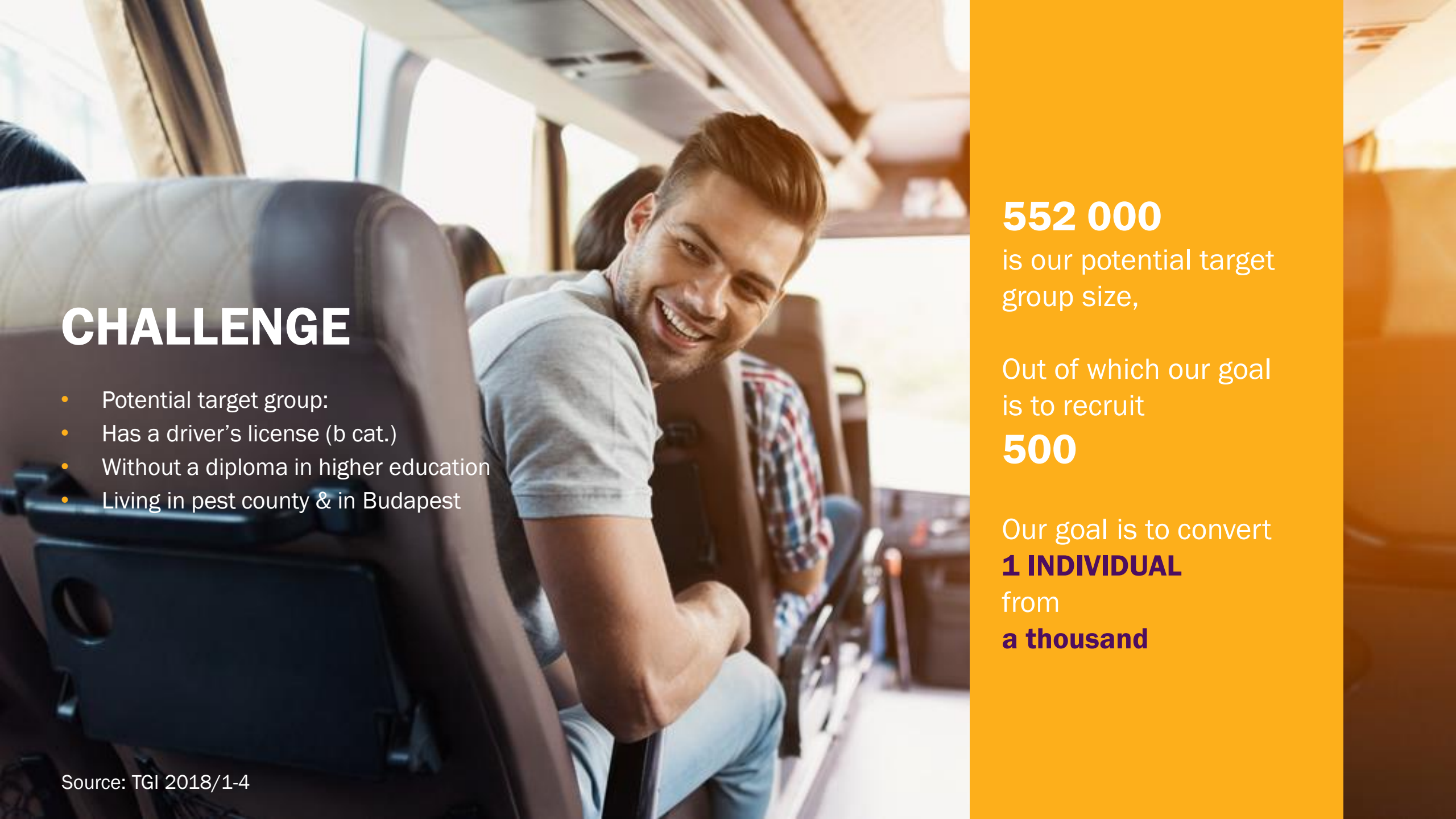
OUR TASK

Our task is twofold. However,

- Our no.1 priority was to recruit +500 skilled workers, while simultaneously increasing women-to-men ratio among BKK’s drivers

- Moreover, we also aim to improve BKK’s corporate image and its reputation.



CHALLENGE

- Potential target group:
- Has a driver’s license (b cat.)
- Without a diploma in higher education
- Living in pest county & in Budapest

Source: TGI 2018/1-4

552 000
is our potential target group size,

Out of which our goal is to recruit
500

Our goal is to convert
1 INDIVIDUAL
from
a thousand

OUR TARGET GROUP

- Social media has an important role in their everyday life
- They are looking for information on the internet firstly
- Couldn’t live without their mobiles
- Movies and cinema are very important for them
- Focus on Hungarian products
- Respect the traditions
- They appreciate a sense of community
- Would like to be attractive to the other gender

Source: TGI 2018/1-4

INSIGHT

Source: KSH Időmérleg 2009/2010

Day in, day out we spend a significant amount of time with travelling. Over the course of a workday, more than 10% of the sampled population spends time public transport during rush hour.

But how do we spend this time…?

Staring at our smartphones, reading, or daydreaming. We all catch ourselves fantasizing about something - or someone special. We all seek a micro-moment of love during rush hour, to find a mere second of hope on the busiest days, hope in the form of a handsome stranger’s smile. Young or old, a loner, or been married for decades; no matter who you are, we all seek that passing moment of romantic fascination.

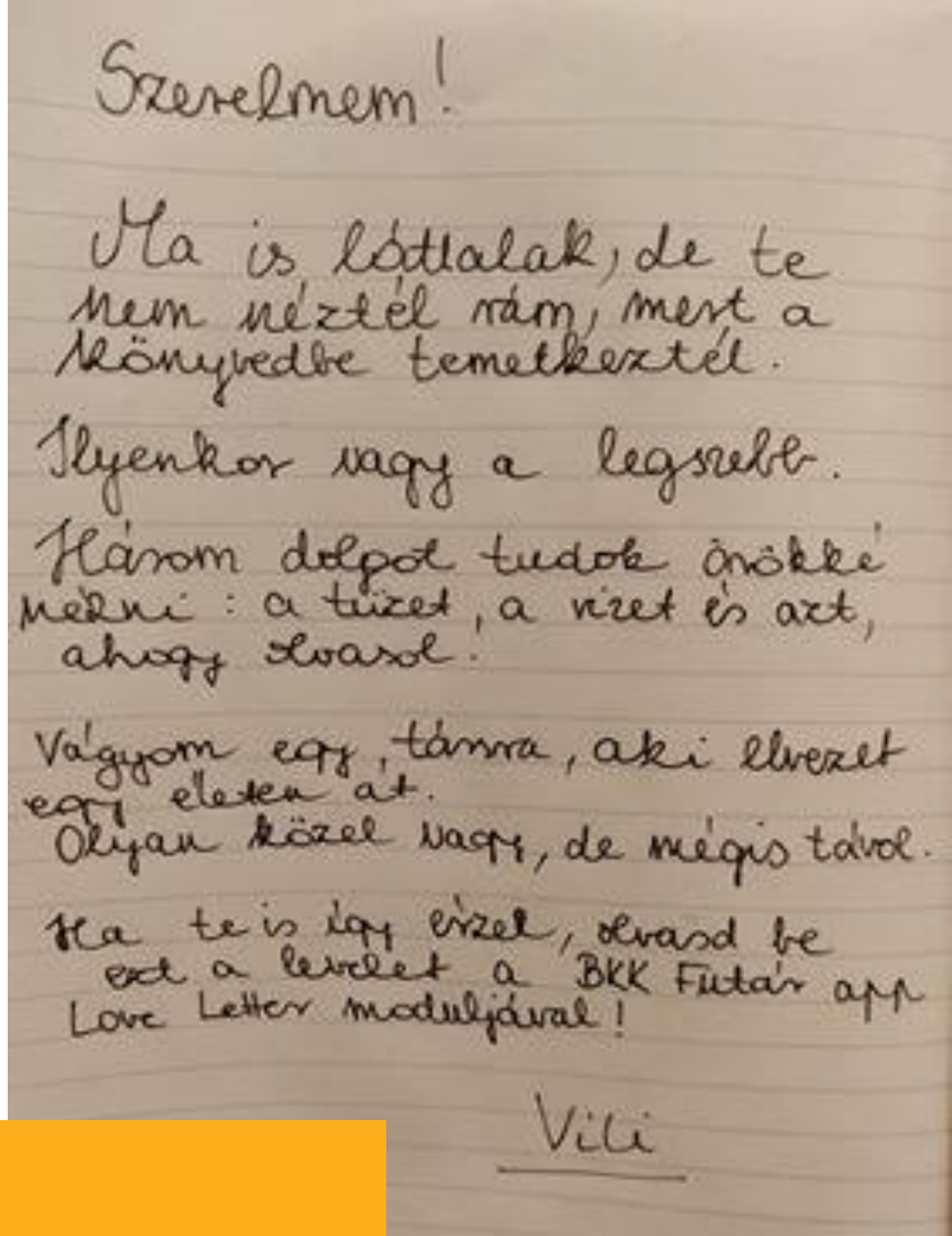
Our aim so to generate hype by building on the idea of these ‘romantic micro-moments’ we’ve all had when catching a stranger’s eye on the bus.

IDEA / THE HEAD OVER (W)HEELS CAMPAIGN

Core creative platform idea:

Leaving handwritten love letters on BKK's vehicles. The sender is the very vehicle they're traveling with, the vehicle who is seeking a lasting, romantic relationship with someone who could ideally take the 'driver's seat' to ride through life together.

Love letters tailored for our target group with variations for buses, trams, trolleys, and the subway.

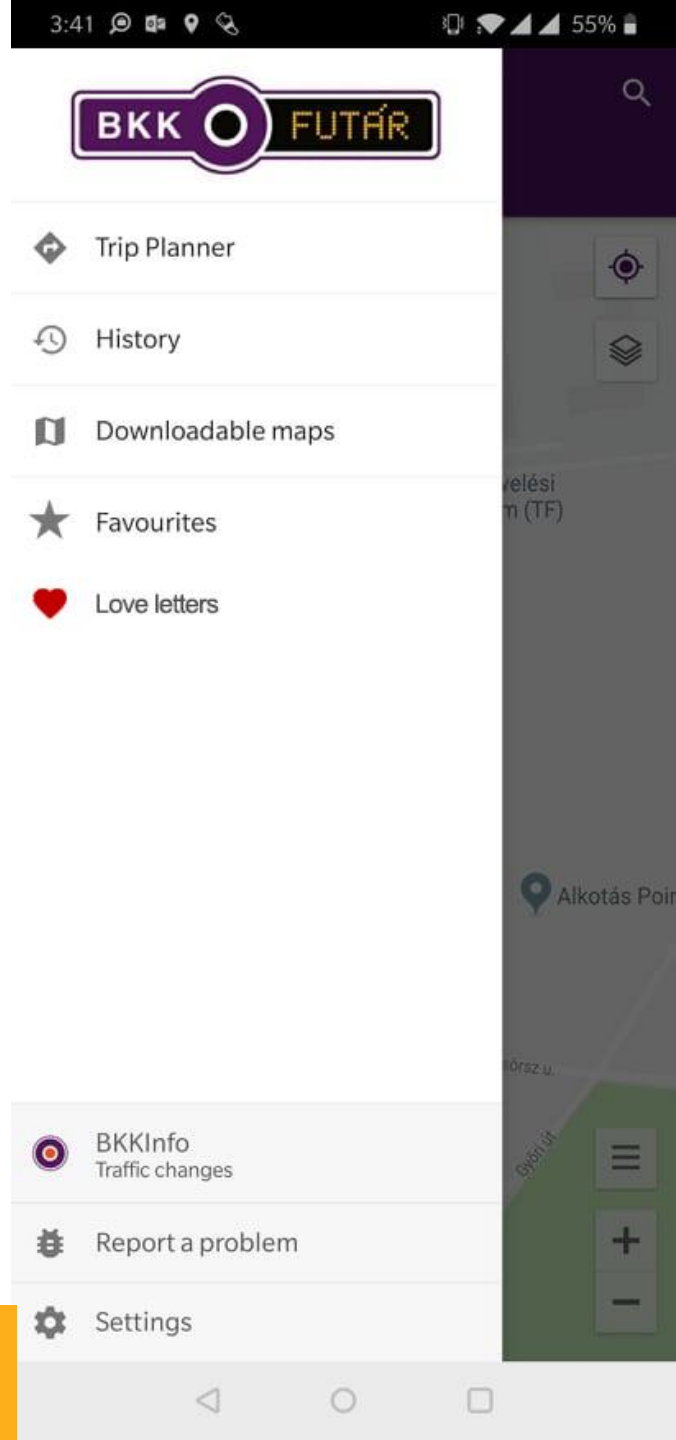


IDEA / JOURNEY / HEAD OVER (W)HEELS

The passenger's journey would start with finding handwritten love letters on public transport vehicle. Each letter ends with a CTA, urging users to connect with the letter's sender through the BKK Futár application.

In the app's 'Love letters' tab, users can scan the letters to activate a shareable moment featuring the sender, a personified public transport vehicle. So as an example, in order to help 'Vili, a villamos' find true love and a long-term relationship, people would share these moments on social media platforms.

The #BKKLOVE hashtag and a link to BKK's job postings would be added to the AR experience automatically, to drive traffic to the company's recruitment site.



TACTICAL IMPLEMENTATION

1 **LOVE LETTERS ON THE VEHICLES**
→ SCANNING LOVE LETTER IN BKK FUTÁR APP WITH AR
Generate hype, PR activity

2 **USE LOUDSPEAKER ON THE VEHICLES**
TO REMIND PASSENGERS TO SEEK LOVE LETTERS
Jingle: *„Szerelmem! Vágyok egy társra, aki elvezet egy életen át!”*

3 **ON-SCREEN APPEARANCES (VEHICLE AND STOP)**
Text: *„Szerelmem! Vágyok egy társra, aki elvezet egy életen át!”*

4 **VEHICLE DECORATION INSIDE AND OUTSIDE**
Text: *„Szerelmem! Vágyok egy társra, aki elvezet egy életen át!”*

*Production cost needed

VISUAL AIDS AND CAMPAIGN INSPIRATION

VISUAL AIDS AND CAMPAIGN INSPIRATION

BKK FUTÁR APP LOVE LETTER TAB

We could measure the amount of traffic which comes through the app’s AR activity.

MEASUREMENT

#BKKLOVE ON INSTAGRAM

Because the #BKKLOVE hashtag is inserted into the AR activity field when it is being shared on Instagram, the campaign’s success would be measurable by tracking the #’s popularity.