

**DRIVE SAFE,
TAKE CAR-E!**

Yettel. X TEAM LEVENDULALILA

Having a phone in your hands in the wrong time
at a wrong place can be the cause of ...

...not being able to do that ever again.



INSIGHTS

Urban millennials is a generation that has grown up with two things in their hands: **wheels in the left and smart phones in the right.**

What is the problem with all that?

This generation is the master of multitasking, but when it comes to phones and cars, it can cause accidents. Or even end lives.

4 out of 10 Hungarians - according to their own confession - say that they usually use their phone during driving. Frequency of texting and social media usage is extremely high among the age group of 18 and 39.

OUR TASK

What? We want to draw our main target group's attention to responsible telco usage on the roads.

How? By giving a slice of what COULD happen if someone was texting in between the green light changes to red.

OUR IDEA

You need a ride, so you use car-sharing. You found the vehicle and quickly check it. Oh wait, there is something: a dent on the bumper!

You take a photo and upload it to the car-sharing app, but then suddenly audio starts playing. You hear a car crash and a screaming, then a story of a fatal accident caused by irresponsible driving.

After the unexpected experience, you are asked to put your phone in the glove-compartment, use the in-built navigation system and drive safely.

You arrive and get your phone back. Another message shows up in the app: “Congrats on your phone-free and safe journey! Yettel surprises you with a gift that can help you re-balance yourself after such a shocking experience: a festival ticket, a voucher for IKEA, a voucher for yoga.”

In partnership with a car-sharing company, Yettel displays different scenarios with different damages on a car, e.g. dent on the bumper, a stain on the seat or a collapsed airbag. When users scan them, different stories are shared to raise attention to the possible outcomes of irresponsible driving and users are encouraged to put their phone away during their journey.

PR ACTIVATIONS

We invite journalists to a **press conference**. Of course, they arrive with a slightly damaged car-sharing vehicle ;)

At the event representative of the police talks about Hungarian road safety, data on accidents and a psychologist gives tips of how to let the urge of staying online go.

After the event we deliver a **press release** with the key learnings and tips to public, lifestyle and automotive media.

Infographics and short educational videos created in partnership with the police representative and expert are shared on **Yettel's own social media channel**.



INFLUENCERS

A traffic jam is inevitable and can easily waver our balance.

Let's be millennial and multitask a bit here: use up the extra time safely in the car to find our inner peace again, without having to check our phones in every 2 secs.

How? By using our campaign hashtag (#driveandbalance), influencers show in Instagram posts, TikTok and YouTube videos what they do to find their balance while driving.

E.g.: *"I finally have time to listen to my favourite podcast online!" "I like to sing my playlist while I drive!" "I connect my USB aroma diffuser to smell lime. I get in total chill mode!"*

Giveaway in the posts: followers can win smartphones if they comment how they balance themselves while driving

All the posts are to be reposted on Yettel's social accounts.



INFLUENCER SUGGESTIONS



[Kárpáti Rebeka](#)



[Dobó Ági](#)



[Istenes Bence](#)



[Tokár Tomi](#)

ECOSYSTEM



Earn

Word of mouth
- car-sharing experience

Press conference

Press release



Paid

Influencer campaign



Owned

Expert-led video contents

Infographics

Reshared influencer posts

WHY TO INVEST IN OUR IDEA?

It is not only investing in a PR campaign but investing in the change towards responsible driving and road safety.

- Car-sharing is getting more and more relevant among young urban drivers: in Budapest the majority of car-sharing customers are men and between the age of 25 and 34.
- In addition to traditional PR activations, we focus on having relevant contents on social media, where millennials are reachable.
- Our idea is based on an impactful activation as we would like to consciously avoid shocking and traumatizing our target group. We don't want to alienate them from the problem and from the brand.