

Let's talk about nothing!

by Santo Domingo

PROBLEM?

Nothing.

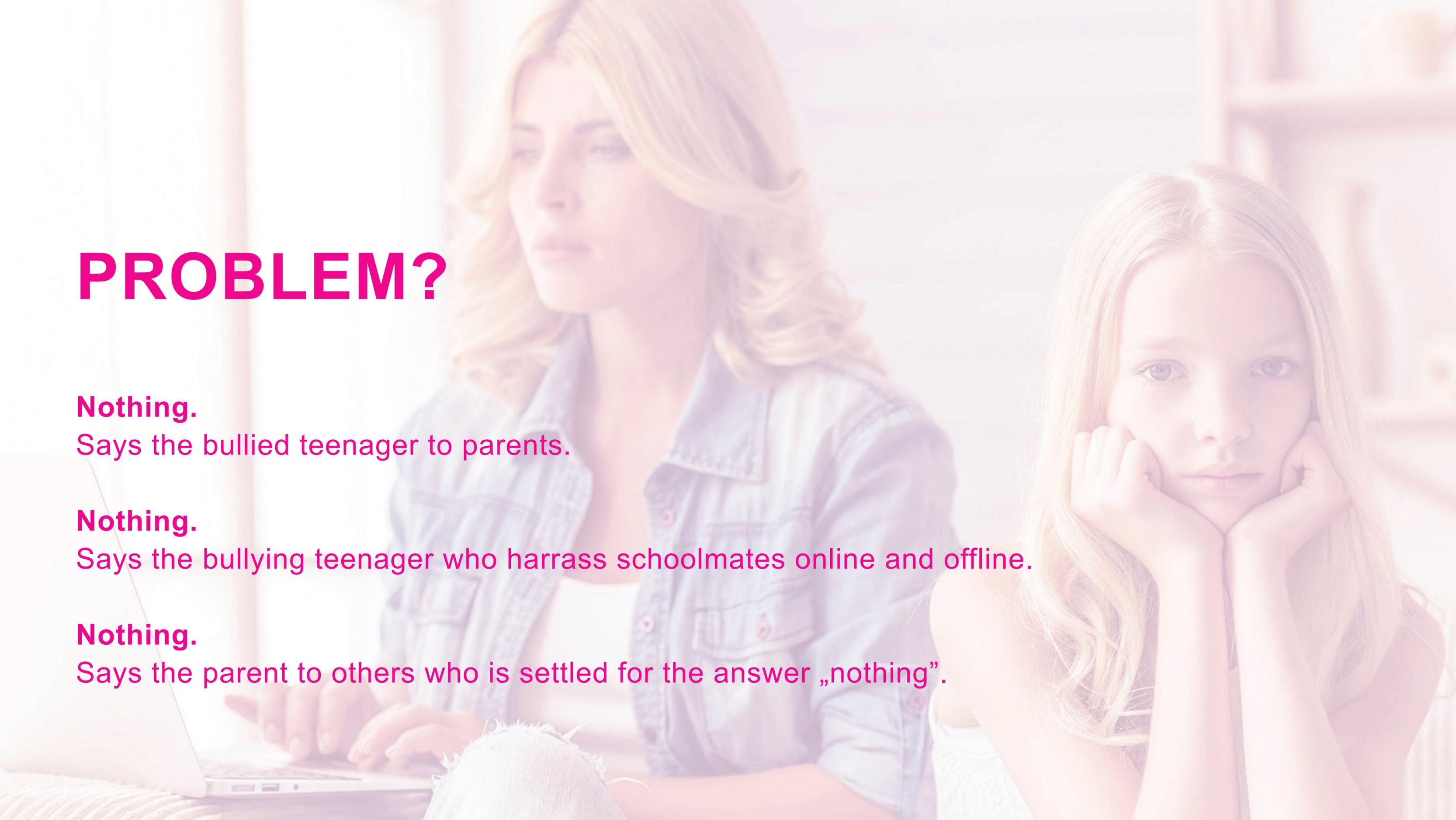
Says the bullied teenager to parents.

Nothing.

Says the bullying teenager who harrass schoolmates online and offline.

Nothing.

Says the parent to others who is settled for the answer „nothing”.



SOLUTION?

Teenagers' life is not just about hormones and rebellion. It's about the evolution of identity. Nowadays it means digital identity because they are online all the time. And can't avoid areas and situations that would put them into close proximity with a bully. Anywhere they go, even when they are alone, they can be reached by a Cyberbully.

And the only solution is: TALK ABOUT IT.



IDEA

Telekom is the base of digital life.
The first mobile, the first internet connection,
the first experiences in digital life. So..

**Telekom takes the first step to organise the conversation about
cyberbullying with an educational microsite and an invocation to join**

ONlinezaklatásOFF

Wifi neve
domingocafe
Wifi jelszó
ONlinezaklatasOFF

As an intro, we make a buzz
to **ONlinezaklatásOFF**
programme with a wifi password
changing activation.



Beszéljünk az online zaklatásról, ami akár a te gyerekedet vagy testvéredet is érintheti!

RENDBEN

NEM, KÖSZI



Every shop in service sector can change the Telekom wifi password to **ONlinezaklatásOFF**.

After typing the password users need to answer some informative questions about cyberbullying.

1



2



3





If user says SHE'd like to talk about cyberbullying with the children who come round her/his, won a gift from Telekom: a code with **1GB free data or 60 free minutes** to talk with her/his child. It can be used if SHE has a T prepaid or would like to have one.

HOW IT WORKS?

1: Everybody use wifi, so we record the ONlinezaklatásOFF concept in minds with the intro campaign.

2: Our base is the microsite. A microsite with short educational films, contents to parents and children, psychological articles, helpful forums and advices.

3: #ONlinezaklatásOFF hashtag campaign.

We encourage people to use ONlinezaklatásOFF hashtag on Facebook if they are involved in cyberbullying. It's like #metoo but teenagers don't want to tell the truth in social media, they just need to feel: they are not alone.

So many persons are cyberbullied, adults and children too.

Let's talk about it!