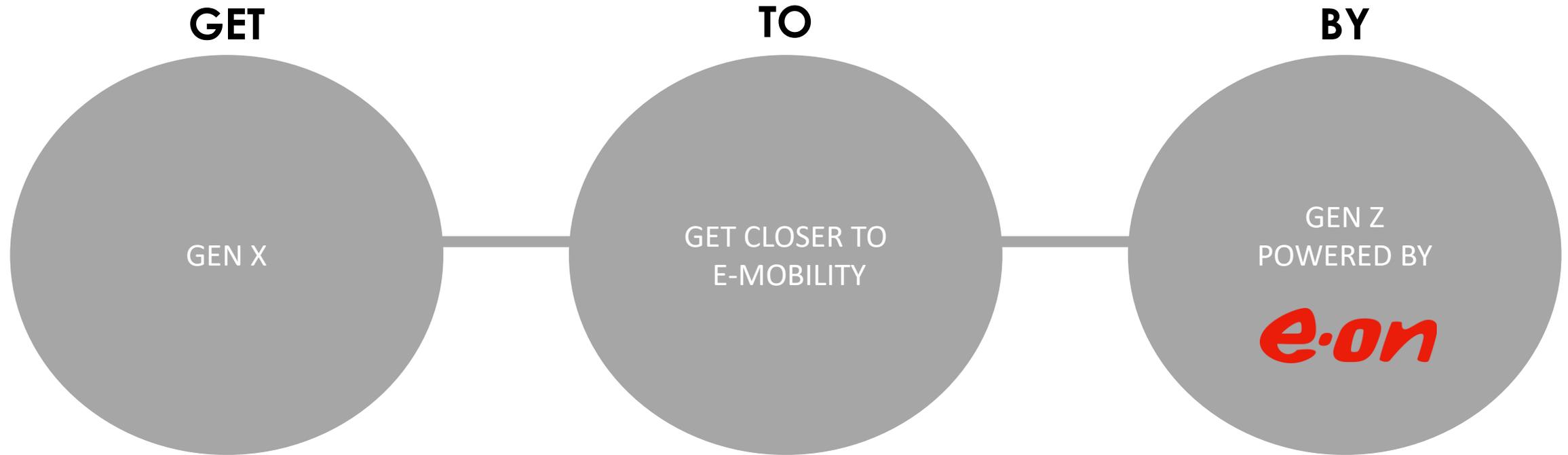


**Can the world be saved
without heroes?**



Team Ribizlipiros
2020.02.03.

- Our challenge is to activate the older generation by the already engaged Z-s



— Generation Z wants to be heard



	X (1960-1979)	Y (1980-1994)	Z (1995-2010)
CONTEXT	<p>Political transitions</p> <p>Capitalism and meritocracy dominate</p>	<p>Globalization</p> <p>Economic stability</p> <p>Emergence of internet</p>	<p>Mobility and multiple realities</p> <p>Social networks</p> <p>Digital natives</p>
BEHAVIOR	<p>Materialistic</p> <p>Competitive</p> <p>Individualistic</p>	<p>Globalist</p> <p>Questioning</p> <p>Oriented to self</p>	<p>Undefined ID</p> <p>„Communaholic“</p> <p>„Dialoguer“</p> <p>Realistic</p>
CONSUMPTION	<p>Status</p> <p>Brands and cars</p> <p>Luxury articles</p>	<p>Experience</p> <p>Festivals and travels</p> <p>Flagships</p>	<p>Uniqueness</p> <p>Unlimited</p> <p>Ethical</p>

Trends that are important for Generation Z

01

Climate change

They are frightened of what might happen to their future. Trying to stop and turn back the consequences.

02

Zero Waste

Eliminating waste through recycling and reuse. They prefer recycled products e.g. clothes, shoes even cups at festivals.

03

Natural products

Buying bio, fair trade, preferably local food. Veganism is an uprising way of living.

04

Responsible brands

90% of them expects brands to take a responsible approach to environmental and social issues.

05

Viable alternatives

Choosing products that use alternative energy sources: e.g. solar powered phone cases

AND THAT IS WHY THEY ARE ZERO HEROES

„What about my tomorrow?”

„I worry about my family's safety”

„Don't just watch us, join us!”

„It's so hard to see the future right now”

„I worry because of the climate change”

„I worry that the world is going to end”

„Act now or we will!”

DON'T SHOOT
NO!!
JUSTICE
NO 
PEACE

FACE
NOT
WAR

 **OUR FUTURE**
OUR CHOICE

WE'RE ALL IN THIS TOGETHER





How to encourage Gen Z to make themselves to be heard

This **generation was born into e-mobility**. It is not a new form of transportation for them, it is **their present**.

Generation X had to **adapt** to the new technologies and they are still learning but we are out of time.

We need change now.

Based on the fact that **Gen Z** is opinion leader we try to get them to reach through to their parents and **educate** them **about** the already available and **viable alternatives**.

They are **Zero Heroes** too, they try to live their lives as environmentally friendly as possible.

They have the ability to share their honest opinion and make a change they just have to show Generation X the way.

The **best motivation** for every parent is their **children's future**.



The idea for activating Zero Heroes to educate Gen X

We need to **bring the future** here. Today. You only believe what you see and can experience.

With the help of **e-on** we can **show** today's parents the **future parents** aka their grown-up children.

Generation Z is afraid they don't have a tomorrow, they won't get the chance to have a long, healthy life.

The idea is to **build a town** that is **from 2040**. Parents of 2020 can visit this „installation” and have a look at their children's life from 20 years from now.

In this town they can **see, study** and **try out** all of the already available **e-mobility vehicles** and some prototypes too. There is no added pressure, they can ask for help, see the possibilities for themselves and see what can happen if they cooperate with the youth.

For a campaign that huge we need a **company** that **has** all of the **resources** to make this possible: technology, know-how, experts, accessibility and experience.

It would be a town **exclusively powered by e-on**.

But why would Gen Z go that extra mile for educating their parents?

e-on town would be open for everyone but **only real Zero Heroes** will have a **chance to win an electric car**. Anyone who make a 1-min long video about what being a Zero Hero means and what they are currently doing and are willing to do in the future to be one will take part in a competition.

At the end one participant will win **an electric car for their family!**

Activation idea that will gain cultural buzz: Be our Zero Hero, prove it and show what your plans are to save the future

Call to action through Media Ecosystem

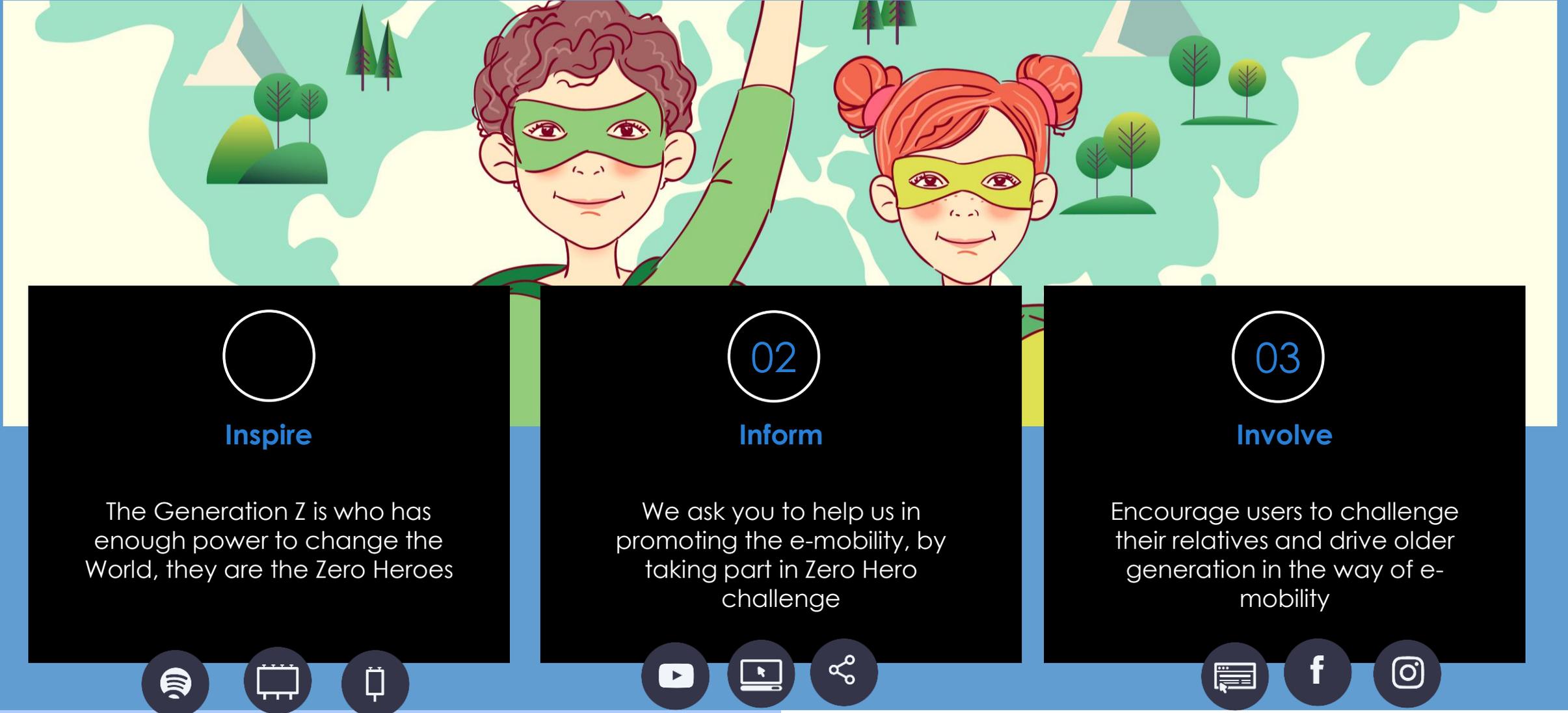
Zero Heroes upload a short video about their fears and ask their relatives to act for the future

The users vote for the best videos

Users who vote instantly get the opportunity to visit the E-ON 2040 Town

The best Zero Hero video will win e-mobility vehicles (electric car, e-scooter)

Communication architecture



Budget allocation (in HUF) by Media types

INSPIRE

Media Types

Building net

Citylight

Digital lights

Spotify

1st July- 3st August

Zero Hero Challenge

5 m

20 m

5 m

5 m

16th September-
30st September

Post
Communication

INFORM

Online Video

Influencer marketing

Content cooperation

5 m

4 m

3 m

2.5 m

INVOLVE

Display

Social

Programmatic

Search

6 m

4 m

4 m

1 m

2 m

Total Net Net Mediacost:
66,5 Million HUF *

*without production cost