



# BKV strategy

By team Dakar

# Challenges


- Expand the potential workforce beyond personal recommendations
- Improve reputation of BKV as a service provider and employer as well
- Overcome perception of being an outdated company
- Propose efficient media mix taking into account budget limits



# Insights



- Two types of attitudes can be observed regarding job applications, (reinforced by actual employees we asked)
  - Financial pressure combined with earlier driving experience
  - True passion for the profession
- There are niche groups, deeply interested in these vehicles and their mechanics, collecting and exchanging transportation relics
- One of the employees shared with us of in-house driver competitions in BKV
- For many, it is their childhood dream job to become a driver



The wheel is yours to drive.  
With the help of BKV now you can  
experience first hand the world of  
transportation.

# Interactivity - the driver of conversion

Many of us thought about the possibility of driving a bus, tram or metro at least once. However, this opportunity has not been given freely, even though it would serve well for nurturing a passion for driving.

Instead of the usual, mundane everyday commute, we give people a chance for a more exciting, interactive route by providing them the very equipment they always wanted to try out. This will bring the average person closer to those, responsible for our everyday commuting and to BKV.

Our final goal is to use these touchpoints to gather more applications for job positions from the most passionate audience, which would be integrated into the events themselves.



# Engaging events in detail



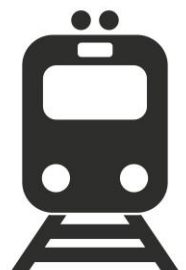
While travelling on the tram, passengers can try out exhibited tram dashboards on the vehicle.

Timing: week long



Public bus race on Hungaroring to provide an extraordinary experience of driving. Speed race, obstacle course, test drive.

Timing: weekends, one or two days



Evening metro tunnel tour, at the end you can grab the wheel and look into the everyday life of metro drivers, spend some time in their cabin, explore the metro tunnels and its secrets.

Timing: weekend nights

# Campaign summary

## Communication objective

Recruit drivers, KPI: min 500 employees within 2 years (bus, tram, metro drivers)  
 Improve BKV image, position the company as an attractive employer  
 Address older and younger audiences as well

## GET

### WHO

### TO

### BY OVERCOMING

### AND CONVERT THEM BY

- Job seekers in Budapest area
- Passionate about driving huge vehicles

- To try out a more hands-on experience about transportation
- Ignite their passion for driving
















- Perception of stressful working environment
- Lack of connection between the passengers and BKV
- Missing knowledge about the actual working practice as a driver at BKV

- Maximize the engagement with the brand
- Collect application forms on site

TG: Budapest residents, ages 20-60, auto-motor interest; Universe: 200-220t people (TGI 2018 1-4)

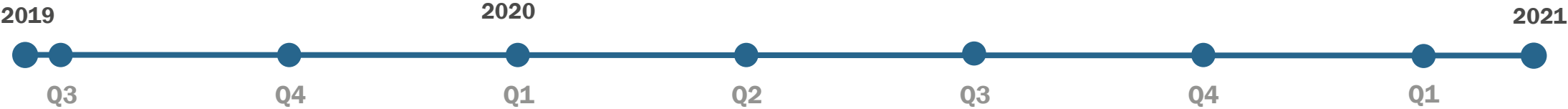


# Touchpoint recommendation

Goal	Touchpoint	Media Approach	KPI
 AWARENESS	    OOH Facebook Instagram Print	Utilize owned media channels, such as vehicle surfaces, social media and also use Lokál as a traditional print media	# of contacts # of impressions # of sold circulation
 CONSIDERATION	    Website PR Word of Mouth Blogs, Forums	Drive consideration with own website, internal communication platforms (internal magazine, newsletter, word of mouth etc.), PR activation (ex. press releases), relevant blogs and forums.	# of visitors # of press appearances # of clicks
 CONVERSION	    Events Search Website Job offering sites	Collect applications or contact information on previously established events, use paid search to generate traffic to our website and other job offering sites.	# of attendees on events # of applications # of contacts



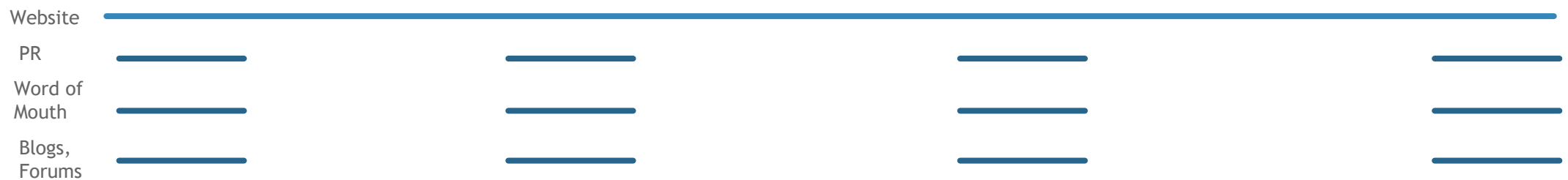
# Timeline overview



AWARENESS



CONSIDERATION



CONVERSION





**THANK YOU!**