

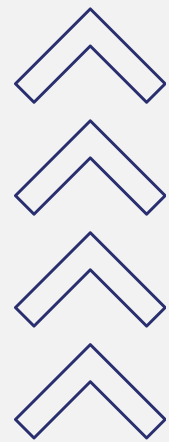
TENDER HOMES

WHERE TENDERNESS FEELS LIKE HOME.

Milka



SZALLAS
GROUP
CEE YOU THERE!



Business Problem

- **Szallas.hu**, Hungary's leading **travel platform**, faces off-season underutilization and under-activation of its 50+ users—despite their relevance to growth.
- There's untapped potential in converting this audience from **passive guests** into **active hosts** and experience providers.



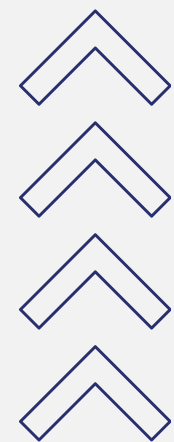
Customer Problem

The 50+ generation is an **undervalued community**

The 50+ generation is often excluded from brand activation

31.5% of 50+ (men and 44.1% - women) feel lonely, with 7% experiencing **persistent loneliness.**

Parent face rising **summer camp costs**, many seniors live on **modest pensions**.

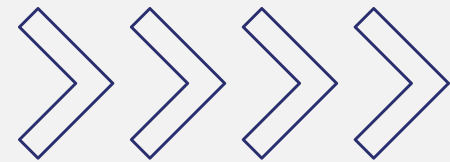


Insight

They raised families. Built futures. Held generations together. Now, the world moves on—like their story is over. But inside, a quiet voice remains: ***“I still have dreams. I wish someone would ask.”***



Strategy

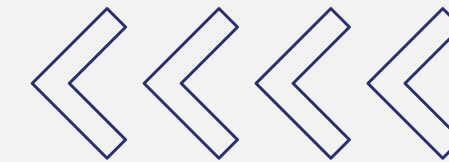


Parents

Seeks affordable,
trusted care for their
kids.

Mutual Value

Szallas.hu - Milka
both feel seen and
essential



50+ generation

Seeks connection and
purpose

Creative idea

Tender Homes — Where tenderness feels like home.

Szallas.hu

- Year-round service: stays and activities
- Existing and new 50+ homes
- POI
- Tender reviews

50+

- warm, trusted, experience-based stays
- mentors and emotional leaders
- proud, indispensable force in society
- forming local communities

Milka

- product support and sponsored
 - welcome kit
-

Marketing & Media Strategy

Objective Reframe Hungary's 50+ generation from passive and overlooked to emotionally essential and socially valued—while driving brand love for Milka and deeper engagement with Szallas.hu.

Tone of Voice Warm, proud, human. Confident but kind

Message Warmer than camp. More meaningful than a workshop.

Marketing & Media Strategy

Target Audience

- Adults aged 50-75 — resilient, tech-adaptive, emotionally rich. Often feel unseen, yet eager to contribute.
- Parents aged 30-45 — city-based, busy, trust- and value-driven. Seek meaningful, safe childcare alternatives.



Marketing & Media Strategy

Key Deliverables

- Design: Milka Welcome Kits, gifting pack, Tender Homes logo, host/family microsite
- Communications: Landing page, social & influencer campaign, PR kit, press events, TVC



Marketing & Media Strategy

Price Point

- Tender Homes: 25–35,000 HUF/week

Budget

- 60M HUF — 25% production |
 - 50% media
 - 12.5% kits
 - 6.25% dev
 - 6.25% contingency
-

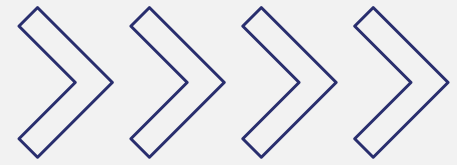
Marketing & Media Strategy

KPIs

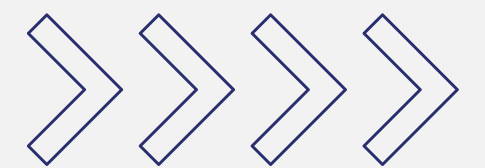
+20% positive mentions
3M reach
1,000 hosts
500+ UGC posts

Timeline

Concept approval: Apr 15
Production: Apr-Jun
Launch: Jul 1
Winter spike: Dec 1-24
Wrap: Jan 15



THANK YOU
FOR YOUR ATTENTION





1. Brand Insight / Business Challenge

Business Problem:

Szallas.hu, Hungary's leading travel platform, faces off-season underutilization and under-activation of its 50+ users—despite their relevance to growth. There's untapped potential in converting this audience from passive guests into active hosts and experience providers.

Customer Problem:

The 50+ generation is an undervalued community. Though they've raised families and adapted to social change, they're often excluded from brand activations. In Hungary, **31.5% of 50+ (men and 44.1% - women) feel lonely**, with **7% experiencing persistent loneliness**. Meanwhile, parents face rising summer camp costs (45–90,000 HUF/week), while many seniors live on modest pensions (~208,000 HUF).

Insight:

They raised families. Built futures. Held generations together. Now, the world moves on—like their story is over. But inside, a quiet voice remains: *"I still have dreams. I wish someone would ask."*

Strategy:

These two groups—parents and the 50+ generation—share complementary needs. One seeks affordable, trusted care; the other, connection and purpose. Bridging them, Szallas.hu and Milka create mutual value—where both feel seen and essential.

2. Creative Idea

Tender Homes — Where tenderness feels like home.

Szallas.hu, with the sponsorship and product support of Milka, launches a year-round service where verified 50+ hosts offer warm, trusted, experience-based stays for children and families.

By turning overlooked individuals into mentors and emotional leaders, Tender Homes reframes the 50+ generation as a proud, indispensable force in society.

Children enjoy staying in welcoming 50+ homes—full of care, wisdom, and comfort. In **summer**, Tender Homes become a **softer, more meaningful alternative to traditional camps**. Kids join others to explore **local points of interest**—zoos, lakes, museums—led by trusted hosts. Grouped by location and time, hosts form local communities rooted in care, connection, and trust.

Szallas.hu builds a platform for both new and existing 50+ hosts to offer services by date, region, and family needs—**expanding emotional value**.

Year-round, hosts lead baking and craft workshops with **Milka Welcome Kits**. Families leave **Tender Reviews**, spotlighting kindness, connection, and Milka's spirit of tenderness.

3. Marketing & Media Strategy

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