

TELEKOM

OPEN THE GATE

INSIGHT

In the rural regions of Hungary, the majority of the population is digitally lagging behind.

Infrastructure and assets are already available thanks to Telekom. Our task is to show the people who live there how to use them and open the gate to enter the digital world.



SOLUTION

**But how do we
open this gate?**

With a smart solution, called Telekom Gate,
where you can enter the digital world. Literally.



APPLICATION

How it works?

Users can log in with their Telekom or Facebook profiles.

The app collects pages and applications in one place that provide solutions to everyday problems and can be used for entertainment or educational purposes.

Through the application users can:

Keep in touch with their relatives, shop online, manage their official matters, have fun with movies, music, games etc, educate themselves.

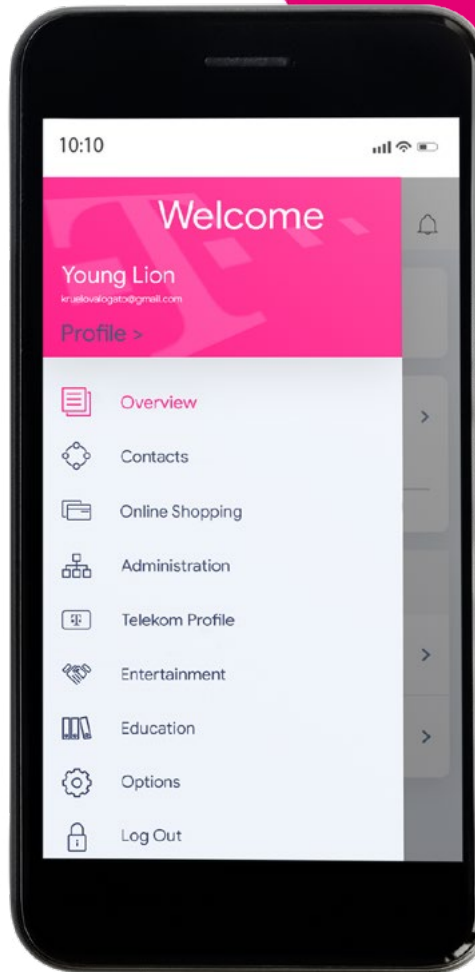


HOW DO WE REACH OUR TARGET GROUP?

We reach them personally where they go every day: in the community centre of the village. We set up a Telekom stand there, and show them how to use smart devices and the potential of the digital world through the Telekom Gate application.

People get smartphones from Telekom that have the application installed in advance.

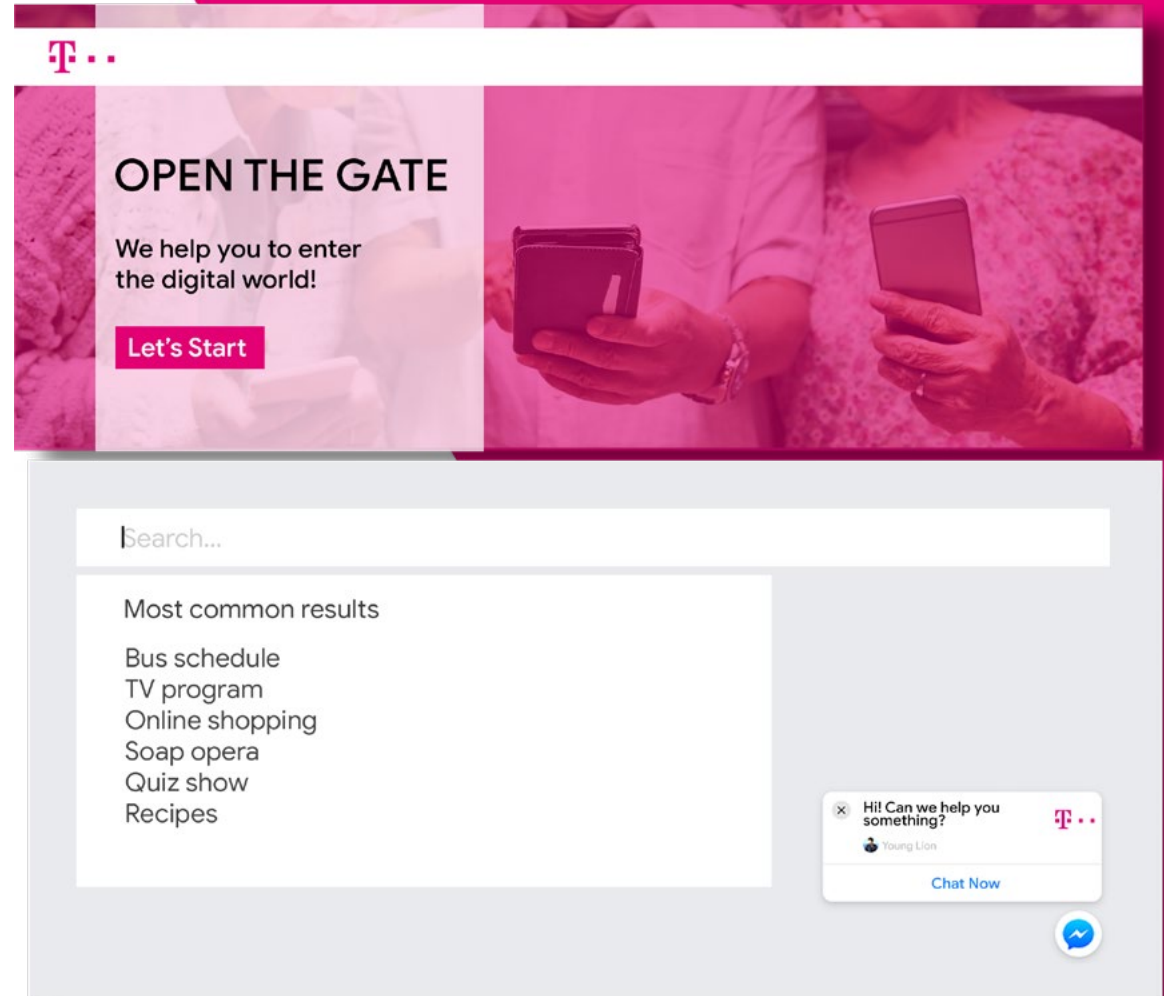
MECHANISM



MICROSITE

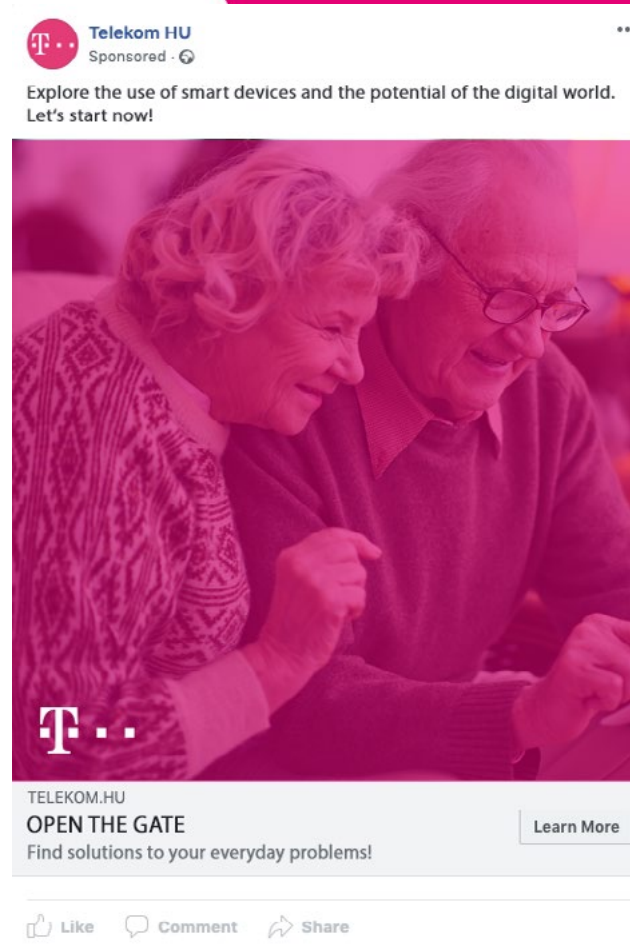
At the same time with launching the application, we create a microsite at telekom.hu/gate. On this site, besides the apps and pages that appear in the Telekom Gate application, we answer the most common questions about the digital world. We show how older people can use smart devices and services in a practical way.

We also integrate a Messenger chatbot into the microsite. Visitors can ask their questions, and the bot provides a solution for them: answers the question, offers a service or passes it to Telekom's customer service.



IMPACT

Through the example of Mákmartalóc, the campaign would reach other similar regions in the country. We would make a viral video about the use of smart devices and the Telekom Gate in the village, then use it with appropriate targeting on platforms where even the most digitally “unskilled” target group is the most accessible: on Facebook and in the television.



THANK YOU