***YOUNG CANNES LIONS 2019***

*FILM CATEGORY*

*TELEKOM BRIEF*

**BANGKOK: THE TALK**

**// SUMMARY & CONTEXT**

As we examined the topic of digital education and the parent-teenager relationship, we discovered that there’s one crucial thing that is the key to a healthy family relationship: open communication. Teenagers tend to keep secrets - a natural reaction in that age, especially, if the parents like to monitor their online and offline activities. We found out that the best thing to do as a parent is to talk openly about serious issues, not spying on kids in the hope of catching them doing “bad” things. Prevention is always better than cure.

The tone of voice of our film is not serious, but funny because we think that showing the dark and dangerous side of the digital world can be frightening and counterproductive, but after a good laugh parents will consider talking to their children about digitalisation in a more open and serious manner - like the way they do about sex.

Sex-ed talks with parents is a collective experience, that happens in everyone’s life at the beginning of puberty. It’s a bit strange, a bit funny, always awkward and makes both the parties uncomfortable. But we know it is necessary, because the teenagers will need those information to be prepared and avoid irreversible mistakes. We thought that this is quite similar to what the introduction to the digital world should be - so why don’t we make a digital education talk as well to our kids using the helpful tips one can find on Telekom’s website?

**// ABOUT THE FILM**

We see the whole film from the POV of a young boy.

The father knocks on his son’s door, who is scrolling on his mobile. The father looks nervous and tries to make a speech about something, but he just mumbles and speaks nonsense. The viewer starts to think that this is the beginning of a sex education talk, but at the end of the speech the last sentence makes it clear: he actually talks about the internet and digitalisation.

The film goes by the headline “Prepare them, don’t freak them out” and invites parents to make digital education talks (a.k.a. The Talk) with their children, instead of spying on them - which is quite easy with the help and useful tips Telekom provides.