

# **Team Baby Blue**

A Young Cannes Lions presentation

## **We have a problem.**



Even though modern technology connects everyone, people stray further and further away from each other. Our relations become shallow, our feelings repressed, and of all generations, teenagers get the least support in these troubling times.

## So, how can Telekom aid the generation of the future?



By getting help from the past.

Every teenager is a unique personality and faces different challenges in the digital life. Only their parents know them enough to help them overcome all the obstacles.

Or do they? The generation gap is too big. Nowadays parents and children rarely have deep conversations with one another and know little about each other's world. So let's bring them closer together by playing a game.

TELEKOM PRESENTS




A fun application of trivia with a twist that teenagers and parents can play together on their smartphones. The parent and the teenager take turns of answering questions about their opponent's generation.


T.. ☰

two gens

What is the relation between these:



and



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☀

■ ——— ■

T.. ☰

two gens

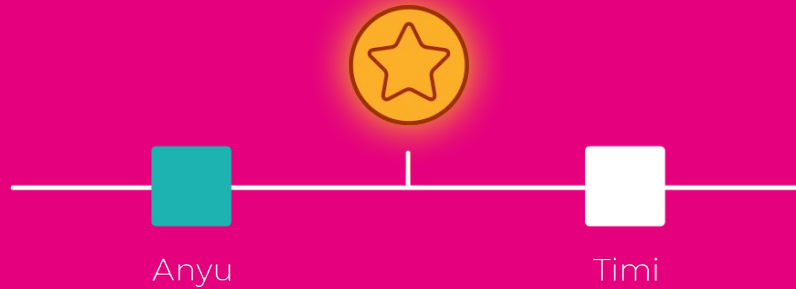
What is a MEME?

- a A humorous image, video, or text, that is spread on the internet.
- b A type of TikTok video.
- c A form of dance in the game 'Fortnite'

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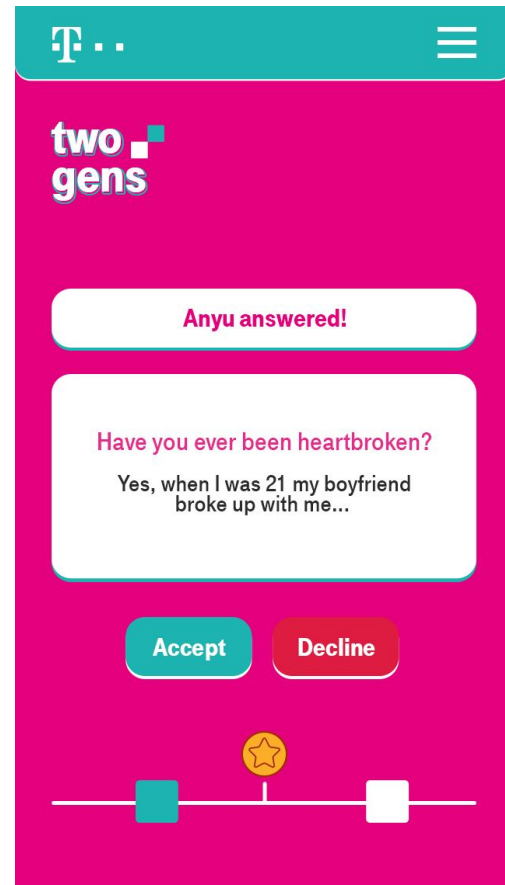
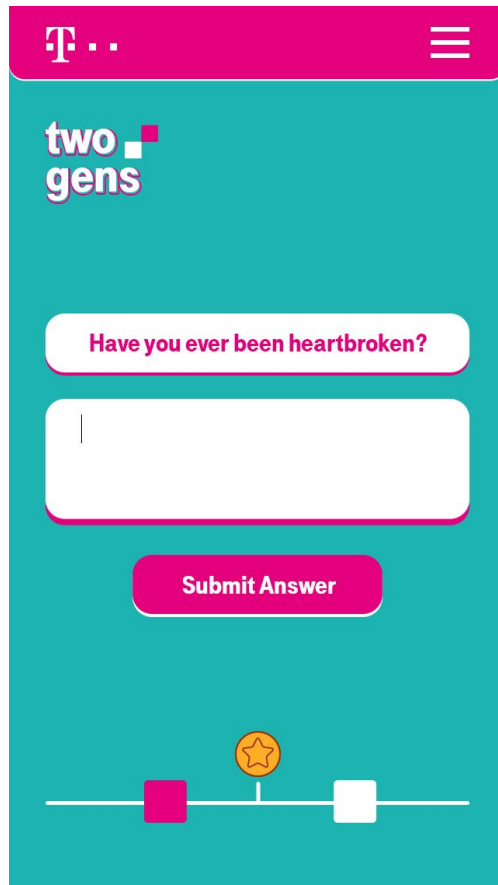
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There are two dots connected with a line on the bottom of the screen. One dot for the parent, and one for the child. Each time a player answers a question correctly, their dot moves closer to the center. The goal is to connect the two dots, and thus, the two people.



Here's the tricky part. As the two dots move closer, the questions change. They get personal, and require the players to open up a little. In order to earn the points, the opposite player has to accept the answer by tapping on the accept button.

**In order to win the game, both players have to answer one final, rather difficult question about themselves.**



Cool, now we have a game. But how could we raise awareness of it among the youngsters?

## YouTubers.

YouTubers are the most popular role models of generation Z. We ask them to do a “TwoGens Challenge” video with their parents and share their experiences with their followers.





And what of the parents? Let's give them a short quiz on **Retro Radio**, while they're bringing the kids to school.

**"Hey Dad! Do you know what TikTokking is?"**  
Ask your kid."

**"Hey kiddo! Do you know what a floppy disk is?"**  
Your dad will answer the question."



**Thank you for your attention.**