

Yettel.

You also need to charge

Challenge

Texting while driving is an everyday problem. Although its danger was communicated in very bold ways before, the number of distracted drivers is still extremely high.

Insight

Why are they on their mobile during driving? Because of the FOMO. The constant „beeping” of their phone makes them think that they are missing out. But in reality, missing out for a few minutes is better than missing out forever caused by distraction.

Tension

People are totally aware of the potential risks of distracted driving, but they do not perceive it as something which can happen to them.

Target Group

Millenials – the generation which is struggling with FOMO the most.

Idea

Reinventing driving as a calming „me-time activity”
and supporting the balance of being „on” & „off”.

Because you also need to charge...

PR Ecosystem

Paid

- Influencer campaign – Influencer accidents
- Driving technique event – Influencers and Press

Owned

- Own social pages - Posts&Stories on Instagram and Facebook
- Spotify playlists
- Social activation – prize game

Earned

- Press releases
- User generated content

Educative lifestyle content about the calming effect of driving and about the proper techniques to drive safely

Paid

Influencer campaign – Influencer accidents

To kick-off the campaign, some responsible influencers would go out of character. They would act like they start a live stream on their own Instagram page while driving. Suddenly, it would look like that they suffer a minor accident.

A few days later they will reveal the campaign and create a post and some educative content about driving safely and how to transform mandatory driving hours a relaxing activity.

Driving technique event – Influencers and Press

To enjoy driving it's necessary to know safe driving techniques, so we would organize an event where influencers and press colleagues can learn about it from professionals to boost me-time driving to the max.

It would be sponsored by Groupama Insurance, thus it would be held on the Groupama Training Field.

Owned

Spotify playlists

Music is always part of the perfect chill experience. So we would create Spotify Playlists on Yettel's own channel to support relaxing activity during the commute. We would have lists with different lengths fit for different routes and mood.

E.g:

From Érd to Yettel headquarters – 20 minute long playlist

From Göd to Kolosy square – 40 minute long playlist

Social activation

We create the ChargeYourself app and challenge. Before leaving with car you can start the app which is able to track your route and whether you touch your phone. If you reach 100km without being on phone, you should share it on Instagram with the #iamcharging hashtag and win a Ford Mustang Mach-E test driving.

Own social pages - Posts, storys on Instagram and Facebook

Earned

Press releases

To support every event and activity we would launch press releases.

E.g.:

Regional newspapers, big reach generator
Online mediums like Telex.hu, Index.hu,
444.hu, and driving and telecommunication
magazines

User generated content

With Charge Yourself challenge we could reach UGC, but additionally we would release a branded sticker package with the signs of „I’m Charging”, „Chilling while driving is sexy”, „No texting, just flexing”, „Drive and vibe”, „Drive now, catch up later”. which can be used freely on Instagram.

Journey

Reach

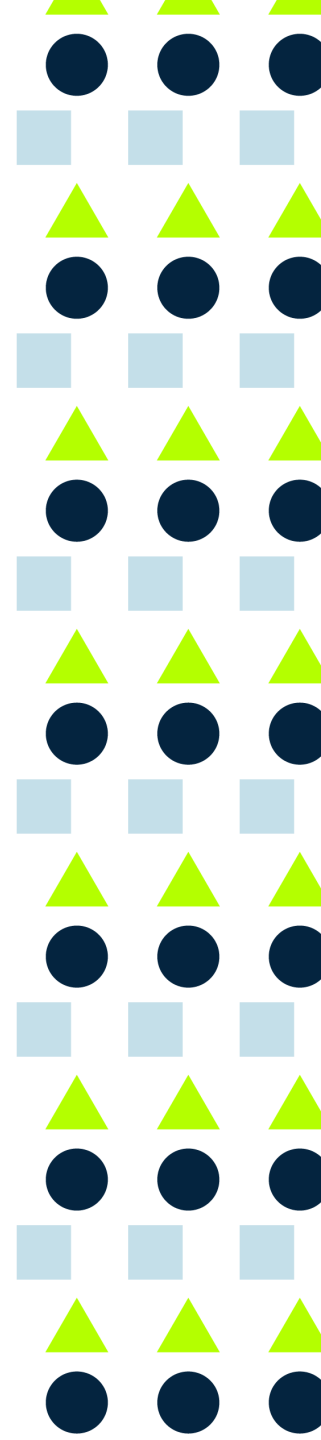
- Teaser: Influencer Accidents
- Launch: Influencer Reveal
- Driving Technique Event
- WoM
- Earned press content

Engage

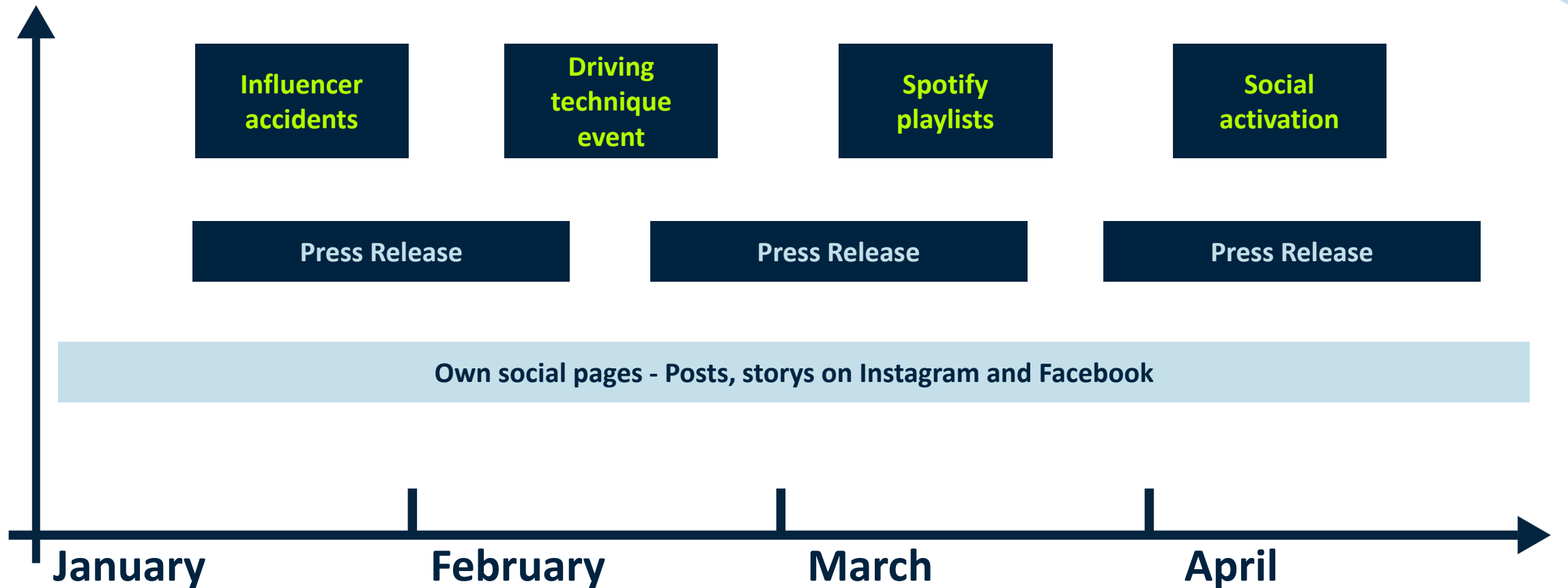
- Educative lifestyle press content
- Social Activation
- Sticker Package
- Spotify Playlists

Impact

- Reinventing driving as a relaxing habit in everyday life.
- Emphasizing that missing out for driving can be chilling and a life saver too.



Timing



Thank you!

A decorative graphic in the top right corner of the slide. It features a large yellow circle partially cut off by the right edge. A dark blue diagonal line extends from the top right towards the center, intersecting the circle. The background of the slide is a solid dark blue.