

**Anything interesting happened at school today?**

**Nothing really.**

**Could you be a little more specific?**

**You know, same as usual.**

**And what about that new young substitute teacher? I heard he is just like Timothée Chalamet.**

**MOM NO!**

# INSIGHT

These conversations are part of the everyday of the teenagers since forever.

But what we see here really is a malfunction in communication between parents and children, which is one of the main causes of isolation at home.



# IDEA

We think what we need to solve this situation is teenagers who feel safe to open up in these conversations, and all they need, are **the right questions.**

# TABLE TOPIC

Telekom's way of helping teenagers open up, by giving them the control in conversations.

**Telekom will give the opportunity to young adults to finally tell their parents in advance what they don't want to talk about that day.**

In exchange: they also have to tell what are the topics what they would happily discuss.

# AT HOME

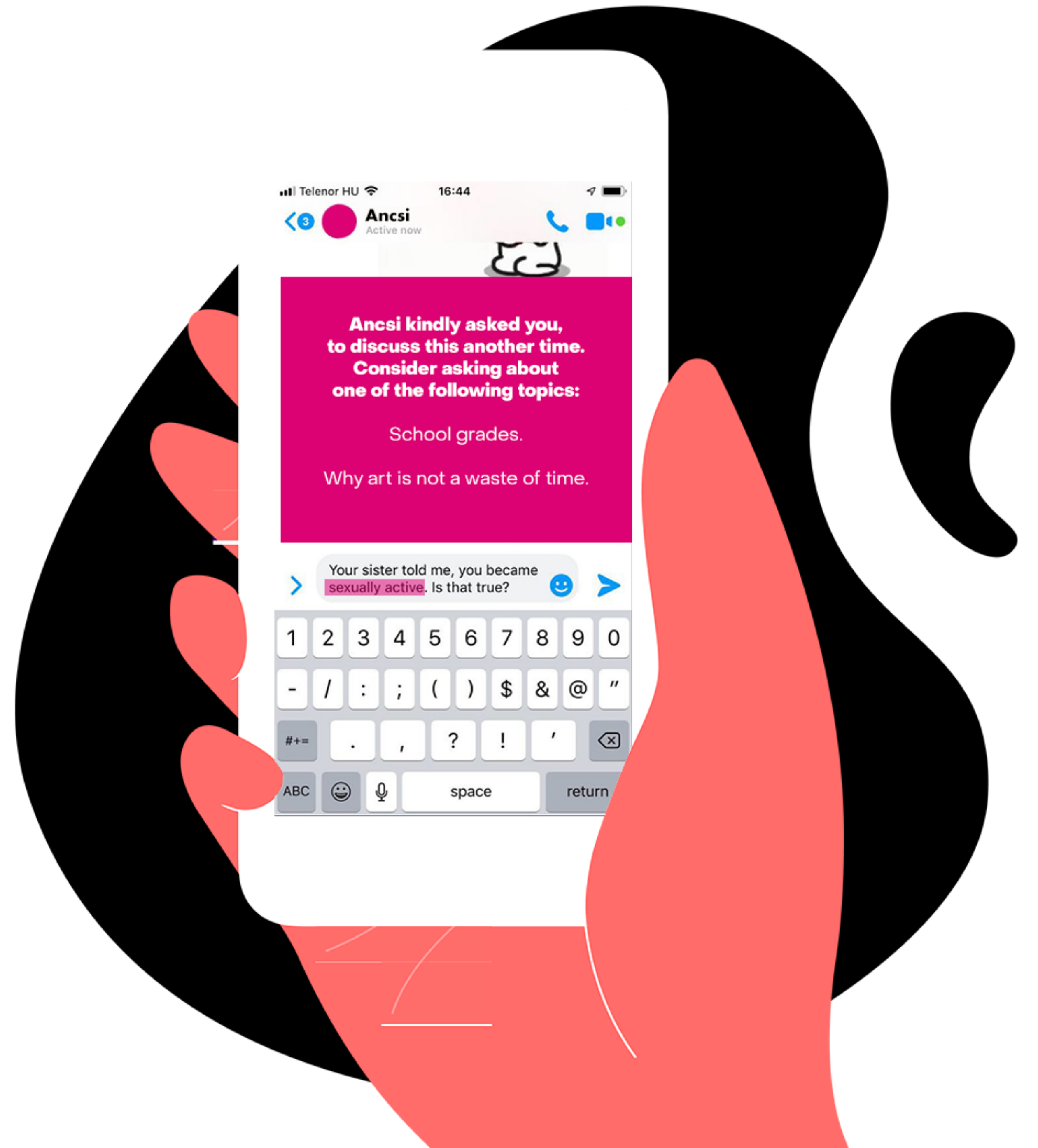
We will create a platform where teenagers can register with their families, type in the subjects they would love to avoid, and give some other suggestions instead.

The topics will be delivered in a message to all of the family members before dinner.



# ONLINE

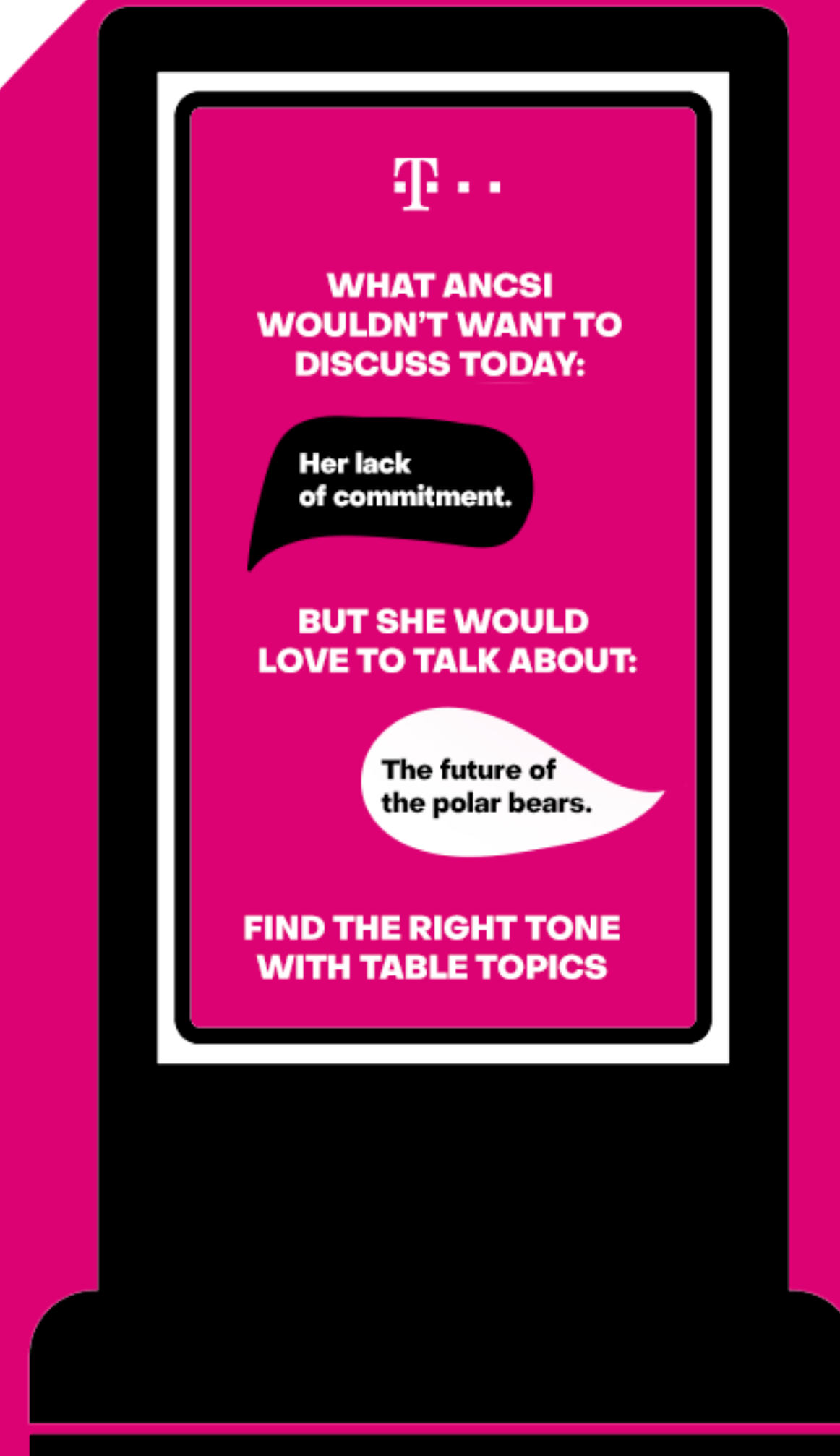
Table Topics will work on the online world as well, with the help of a chat plugin. With the help of the program, their phone can alert the parents when they try to ask something what would make their kids leave the conversation immediately.



# OUTDOOR

Besides the parents, the whole country should also find a way to understand the young adults.

Telekom can amplify their voice with the help of digital citylights broadcasting constantly changing user generated topics.





We don't think this campaign would help to avoid uncomfortable topics forever.

On the contrary, it would be a much needed help to keep the conversation going on, and make children and parents both think about when and how to discuss these questions.

And this is how Telekom can bring real change with digital communication.