



YOUNG CANNES LIONS

KLM Takes Care - *Plane for the Planet*

INSIGHT

Being socially responsible can be hard sometimes. Firstly, people think that environmental issues are elusive and that they cannot achieve any changes by themselves.

“Environmental awareness is cool!”



CHALLENGE

To **educate** the target group in an easy and fun way how to be more eco-conscious.

To engage more customers through a memorable experience and an innovative way.

IDEA

The idea is a treasure hunt using capsules which can be only opened by KLM chatbot QR-codes'. Through the campaign, participants would get the information by influencers who invite them to the hunt. The participants have to download KLM app in which they would have to answer 3 questions correctly about environmental issues. After each question, a hint would be given where to find the capsule ('The capsule is within 5 meters.') which would open the next question on the app. After answering all 3 questions correctly, participants would get a recycled, branded gymbag. Thanks to the hunt, people who answer the questions correctly would get into a social contest through which 10 persons would win a retour ticket within Europe.

#1 PR EVENT - KICKOFF

PR event - exclusive experience in KLM aircraft

The campaign starts on Earth Day on the 100th anniversary of KLM with an airport based PR event with influencers, bloggers, and relevant editor in chiefs invited. In cooperation with MOL Limo, they spread in green areas of Budapest approximately 1000 capsules.



#2 INFLUENCER CAMPAIGN

To support our idea we'll make an influencer campaign where we are cooperate with famous, hungarian celebrities, influencers (e.g. Bence Istenes, Katinka Hosszú, Nőra Ördög), who are authentic and relevant for the KLM because they are flying a lot, they are big fan of travel.

The influencers will post about the treasure hunt to her/his social media channels (Instagram, Facebook, YouTube). They draw attention to the social contest in order to create more buzz for the campaign, to create brand awareness, to send our message in an easy way to the customers. In an Instagram post, the influencers tell people that they can play a fun, but an educative game.

PR ECOSYSTEM

Influencer campaign

Frequent travelers



Responsible parents



Health-conscious athletes



Paid

PR event

Lifestyle bloggers
Editor in chiefs
Relevant journalists
Celebrities

Platforms we reach them

Earned

Press Communication

Press release for the

- Lifestyle
- Daily
- Tabloid
- Economic

media outlets

Earned

APPROACH

REACH

- Raise awareness of KLM's environmental responsibility
- Generate buzz and WOM
- Make eco-consciousness fun

ENGAGE

- Educate youngsters
- Relevant to the target group

IMPACT

- Changing social norms
- Be adaptable
- Be socially engaged

BUDGET

Notes	Estimated cost
Press Event	8500 EUR
Influencer campaign	2500 EUR
Press communication	1000 EUR
IT development	1600 EUR
TOTAL	13 600 EUR