

LOSS.

Do we realize the true value of something in time, or only when we are about to lose it or already have lost it? According to social media, we do the latter.

We destroy our surroundings, the nature willingly or unwittingly, and

We started to protect our environment and wildlife more consciously, but what about our culture / cultural knowledge?

Have you ever wondered about conserving our knowledge, the written valuable, culture-shaping thoughts which made us to the top of the food chain?



444

March 20 at 8:36am · ©

Már csak két nőstény maradt az egész alfajból.



Elpusztult Sudan, az utolsó hím szélesszájú orrszarvú - 444

Nem bírta tovább.

444.HU

Judit Tompe, Vanda Fatime Zsóri and 1.2K others · 23 Comments · 77 Shares



Index.hu

March 14 at 6:12am · ©

Like Page

Ha minden igaz, épp egy fűreglyukban száguld a galaxisunk fekete lyukjának eseményhorizontja felé. Jó utat, és kösz a könyveket!



Meghalt Stephen Hawking

A világhírű angol fizikus forradalmasította az elméleti fizikát, és egyben a populáris kultúra sztárja is volt. A világ legokosabb embernek tartották, 76 éves volt.

INDEX.HU

8.6K

165 Comments · 2K Shares · 188 Saves

The key challenges

- ▶ Losing some part of our common knowledge is an unrecognized threat as we have access to a tremendous amount of information
- ▶ Contribution to digitalizing books has a low profile, an unknown value of making some change
- ▶ People read less and less which makes it harder to convince them to fight for related cause
- ▶ The campaign has to be relevant to everyone

The insights

- ▶ People love the feeling of making some change.
- ▶ As soon as something feels threatened, people tend to value it more.
- ▶ Hungarians are proud of their cultural heritage.

The physical world is fragile. Make an impact. **Digitalize.**

Telekom and its partners are dedicated to digitalize Hungarian literature to reserve our common knowledge and culture. To reach this noble cause they want to team up with one more, essential player: the community. In the name of a culture mission we're inviting everyone to help to make 545 years of tradition immortal by injecting it into the digital world.

How the community can contribute?

- Sending text to a given number

- Typing in sponsored validation fields

- Typing on a given Telekom landing page

Who's helping us to reach our goal?

Basically everyone. The young and the old, the ones who read and the ones who don't because the sense of losing value has relevance in everyone's' life. Choosing platforms to communicate the common cause will make a difference though.



DIGITAL NATIVES

Socially active
Mobile firsts

That can be reached:
On social media
On the world wide web
On the go



DIGITAL LEARNERS

Still fond of offline media types

That can be reached:
On Facebook
On cultural events and places
On the go
Via print

MASS AWARENESS CAMPAIGN targeted to our TGs

MEDIA HACK

We start off our campaign with a media hack in cooperation with one of Hungary's leading news portal, Index.hu.

On 5 June - all of a sudden - every news article, headline, content disappears or gets "damaged" variously on the site, raising awareness to the importance of the issue.

Later on, in June, every article which is posted more than 24 hours ago, also gets halved - making the content uninterpretable.

CAMPAIGN LAUNCH

From 6 June, having the necessary publicity and hype around the topic, we launch other campaign elements

Online video / social content

We dramatize the issue and the importance of the topic with a video on Facebook and with pre-roll campaigns, offering the solution: help our cultural mission.

Citylight / print ads /display

Those users who have already seen our video, with the help of interactive banners, we can easily give them a hint of the cultural activity. They have to fill out a missing word from a very popular quote or proverb which comes from previous centuries.

These quotes appear on prints as well, organic traffic is led to a special landing page to execute the task.

Hacked invoices for Telekom clients

For those clients who receive their invoices by mail, we create a hack which make a little confusion.

On the back of the hacked invoice they find a little piece to digitalise - all they have to do is to send it in text message to our dedicated number.

What happens on the microsite?

Registration

Filling out an online form about preferences

Digitalization

Based on the preferences given during registration, a scanned part of a book appears that needs to be digitalized.

Why would anyone want to do that?

Besides contributing to the cultural mission, after every character typed-in, Telekom credits the user with points. Points can be transformed into discounts on Telekom-related cultural events.

How can we keep people in the loop?

By relevant messages based on their interests and the upcoming Telekom events.

One more aspect of the mission: how can you digitalize something that you don't know it exists?

The first phase that was introduced earlier has an aim to raise awareness to the cause. On the long run though Telekom could start building a deeper engagement by encouraging people to start searching in their own environment to find very rare books and authors that no one else might know of.

THANKS!