

## BALANCED LIFE IS A BETTER LIFE

What are you choosing? Missing out for a little while, or forever?



## Goal

Direct our target group's attention to **responsible telco usage on the road.**

## Insight

Our lives are highly driven by the **fear of missing out**. We miss the chance of living in the moment, instead we depend on the newer and bigger impulses. But there are cases when **we have to decide**: we miss out **for a while** or we probably miss out **forever**.

## Target group

Busy urban **millennial drivers**, who are always on and on the go at the same time.



## What do we know about the target group?

Their most common used Social Media platforms are Facebook, Instagram and YouTube.

Dividing their attention between platforms.

Preferring videos, photos and news letters.

They love when a brand stands up for socially important issues.

Importance of getting connected to brands and having the chance of making their voices heard.

They love influencer marketing and have much more trust in companies.



# Big idea

## SEEING is BELIEVING

Due to National Safety Council, 1.6 million crashes are caused by drivers who use their smartphones while driving each year, but people tend to **extract problems** from themselves. They don't want to imagine the consequences of driving and texting. However, **seeing is believing!**

Let's show them "**what if**" with the technology of **deepfake**, and some **real experience** to make the problem closer to them.



# Communication phases

From raising awareness to long term behavioural change

## Lack of balance

### Goal

Raising awareness of the problem that **texting while driving is** a major threat, the **lack of balance** in our life.

### Message

Multitasking took over the control in our lives, we have to learn the **responsible way of using technology** and keep in balance between the online and offline activities.

## Facing the problem

Make the millennials **realize that they are not responsible** phone users, and texting and driving can have **serious consequences**.

Excessive multitasking is the modern interpretation of "being drunk". **It is your choice**: you let the fear of missing out take control, or you choose to be part of the online and the offline world in **the right place and time, showing zero tolerance to texting and driving**.

## Finding the balance

Let people know they have the chance to **live their life to the fullest** online and offline as well.

**Learning the right way** of multitasking is inevitable. We have multiple chances to use our mobiles in a safe way while driving: using speaker, listening to podcasts etc. **Multitasking can led to positive things, texting and driving is not one of them**.

## Keeping the balance

Realizing that keeping the balance is an **ongoing process** without an ending point, and we have to **constantly** try doing it.

Finding the balance is not enough, **keeping** it can be much more harder. The key is to **adapt** to the newest challenges.

## Pilot phase

# ■ Lack of balance

### Communication tools:

- Research on texting and driving in the case of millennials
- Revealing the results of the research as a press release
- Organising a test driving with D.Tóth Kriszta and then an event for influencers and people who want to try it
- Video of the test driving event in Social Media



### Earned media

#### Research and press release

Volunteered millennials agree to have their driving recorded with a camera.

In a personal interview after that, they have to estimate their amount of minutes spent on texting and driving, and then show them their real number. Recording their reaction and publishing a montage video with the reactions and the explanation behind it.

### Paid media

#### Test driving with D. Tóth Kriszta

As an episode of "Elviszlek magammal", D. Tóth Kriszta and a guest from Yettel complete the test driving. The road has different obstacles on it, and the driver has to write messages for more and more seconds, as the track gets harder. By doing so, we symbolize the seconds we spend on texting and driving.

### Shared media

#### Test driving event for influencers and people

Organizing an event where we invite influencers to try the test driving session. On the same day but in a different time, average people have the chance to do the same. Both can share their results on social media.

## First phase

# ● Facing the problem

### Communication tools:

- Press event, where we show the participating journalists and influencers the shocking reality with the technology of DEEPPFAKE
- Press release after the press event
- DEEPPFAKE installation at the parking lot of shopping centres
- Using our own Social Media channels
- Paid PR articles and influencer cooperation

### Earned media

#### Press event and press release

Can you imagine that the danger of driving and texting can happen to you as well? If not, let us show you how close this threat can be to you, if you are not careful! At the press event we scan the face of the participants, and then, if they want to, they can watch two deepfake videos with their own faces in it: one when they cause an accident while driving and texting, and one when they are the innocent victims of such a case. Of course these videos would be shocking, but not brutal.

### Paid media

#### PR articles and influencer cooperation

We communicate about the event not only in press release, but also in paid articles (WMN, Index, Forbes). We also cooperate with some influencers to try this video and communicate on their channels.

#### Suggested influencers:

- Magyarósi Csaba (tech-lover influencer)
- Alexy Vivi (she posts a lot from her car, and she is also a mother, which makes her responsible for her family)
- Sebestyén Balázs

### Shared media

#### Deepfake installation

An installation at the parking lot of shopping centres. With the same method that we showed at the press event: people can see the possible consequences of texting and driving with their own faces on screen. They can share the main message on their SM platforms if they want to: it is better facing the problem than facing the consequences.



## Second phase

# ▲ Finding the balance

### Communication tools:

- Educational press release
- Cooperation with "Mélylevegő Projekt"
- A risk reducer application from Yettel to monitor your driving

### Earned media

#### Press release

There are a lot of ways of using your phone safely on the road. You have to work? No problem, use a speaker! You are bored? Don't text, listen to podcasts instead! This educational press release is to show people - who previously faced the problem - solutions how to keep the balance between the online and offline world.

### Paid media

#### Instagram cooperation with Mélylevegő Projekt

Multi-tasking is the constant stimulation of the mind not to get bored, trying to escape from regular stress but actually increasing it. In a cooperation with Mélylevegő Projekt, thematized Instagram posts show the users: hidden psychological causes of multi-tasking and texting and driving, and tips how to reduce stress and calm your mind.

### Shared media

#### Risk reducer application from Yettel

A Yettel - developed application to help people in a safer way of driving without texting.

- Reminder notifications in the morning and afternoon: don't text while driving!
- A counter that shows you how many times you touched your screen while driving
- Daily tips to keep the balance



## Third phase

# Keeping the balance

### Communication tools:

- Research **and** press release **using the informations of the application**
- Social Media challenge and game: **share your results of the Yettel application**

### Earned media

#### Research and press release

Of course Yettel follows the results of the application users. We can observe if the time spent on texting and driving decreases.

### Shared media

#### SM challenge and game

Show your results of the Yettel application. We draw a winner from those who could decrease their numbers.



# Timing



## Lack of balance

July-August

A lot of people decide to go on a summer vacation by car. These are opportunities to conduct a research on their texting and driving habits.



## Facing the problem

September-December

With a longer phase we give time to the deepfake method and the test driving to get hyped and create media buzz.



## Finding the balance

January-February

New Year, new me! New year resolutions always be made in this time of the year, reducing driving and texting could be one them. It is the perfect time to help them achieve this.



## Keeping the balance

March-April

With the coming of the first glimpse of sunshine, people are tend to focus more on the positive vibes of life. This can give a boost to keep the balance and focus on the achievements.