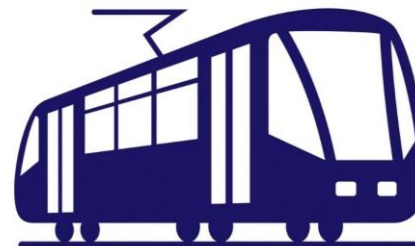




**BKV<sup>ZRT</sup>**

**AZ ÉN BKV-M**  
**MY BKV**

***SOFIA***



# CHALLENGES

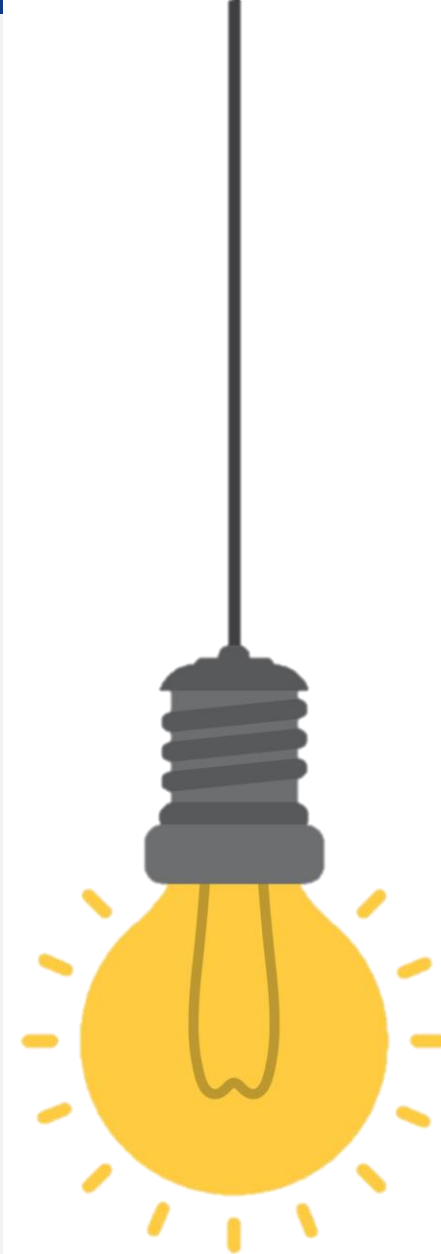
*BKV Zrt. is in a special sector, where it is harder to find new employees - they have to hire them in bulk*

- **Age tree is getting old**, youngsters are leaving to a different country
- Less people want to work as a public transportation driver
- Due to the construction of metro line M3, replacement buses require **more and more drivers** in everyday life
- Tram and metro drivers are also needed, as the 2019 employment charts show
- **Negative perceptions** of BKV Zrt.

# INSIGHTS

*What is the conventional approach of BKV Zrt. as a company and as a workplace*

- BKV is not a desired place to work at
- The vast majority of the equipment is outdated, old and contaminated
- A **general negative attitude** towards state-funded companies
- A lot of overtime, stress and lack of personal life



# MY BKV – THE FACES OF THE COMPANY

*Bring BKV closer to people - choose 4 personalities from existing BKV employees*

- Have them tell their very **own BKV story** via short video series on a **new platform** launching at the same time – different face being in the center each half year
  - Shared on existing social channels
- BKV's self-grown influencers, with **100% reliability** – highlighting the diversity and advantages
- Sharing how their day goes by - at work, after work, social life at BKV
- Every gender and targeted age group could **find themselves** in one of them
- Use the faces in their completely new, redesigned creatives in owned media



# GUY FROM ÚJBUDA



Young entrant, who is a big vehicle enthusiast

Currently enrolled in BKV's training program

He would show how the training program is and the „young side of BKV”

*Gyuszi, 25*

# MOTHER FROM ZUGLÓ



Married, mid forties with kids

Successful trolley bus driver

She would show how flexible BKV is by  
having time to spend with her family

*Márti, 47*

# MAN FROM ÚJPALOTA



30+ years at BKV

Hard-working, loyal employee, part of a labor union, few years until pension

He emphasises the stability that BKV provides

*Sándor, 59*

# GIRL FROM ÓBUDA



Mettle of youth, few years at BKV

Downtown tram driver

Empowers the fact that women have a place at BKV and can be appreciated

*Bettina, 31*



# BKV SIMULATOR AT OOH EVENTS

- Support existing out of home activities
- Creating a message of "I'll believe for my own eyes" - having a **first-hand experience**
- The idea of **BKV Simulator** - trying out different ways of transportation → **bring vehicles closer to people**
- Presenting the simulator at the following **BKV branded events**:
  - Job fairs
  - The day of the Transport Culture, May 11.
- **Pop-up simulator events**, location would be communicated on the new platform, where applications are accepted



# COMMUNICATION ACTION PLAN

