

The Silver Innovators Club

Bordó csapat – Young Cannes Lions 2025

Young Marketer



The business challenge

By 2030, Hungary's 50+ population will reach 4.1 million (44%). As younger demographics spend less on daily goods, the 50-59 age group's purchasing power is growing. As a digital leader, **we must ensure technology resonates with them**, since digital innovation usually not designed for the elderly.

Consumer insight

Over half of Hungarians over 50 **feel too old** for certain activities, limiting their engagement with innovation. This reinforces the stereotype that innovation belongs to the young, overlooking older generations' potential.

Cultural insight

Older adults use digital tools but often lack confidence to experiment, limiting innovation. **Many feel "too old" for bold ideas or fear being unheard.** While 92.7% of Hungarian households have internet, only 21% of those over 60 have used AI.

Campaign objective

Telekom aims to **challenge this perception** by proving that digital innovation is not reserved for the young, it belongs to those over 50 as well.

By **reshaping the narrative** around innovation, we want to show that bold, transformative ideas are not the exclusive domain of younger generations.

In fact, data reveals that in many cases, older individuals are even better at generating impactful ideas and can be powerful drivers of innovation.

Creative idea

By launching 'The Silver Innovators Club' in collaboration with Milka, **we want to enable older people to speak up their minds on innovation and represent them as a source of great ideas** by showcasing their ideas around the country.

By raising awareness and providing a platform that can be used by older people to send in their ideas and is easy to use and can be accessed both by them and the society at large, their ideas will be seen by many around the country.

GET

Hungarian elderly (between the age of 50-70) who believes that their thoughts are not valuable enough and think about themselves as someone who have no contribution to the society and thinks they lack innovative thoughts and power.

TO

To change their self-perception and make them value themselves as an active member of the society who take part of (digital) innovation.

BY

By starting the „The Silver Innovators Club” initiative with an ATL that proves that this generation has great ideas that are worth sharing by empowering them to share them with us on telekom.hu/silver website.

Timing

Phase 1 – fall of 2025

Launch an **awareness campaign** on that not only the young have great ideas. We would also like to launch a website where they can share their ideas with us. Starts on the 1st of October, the international day of elderly, a perfect moment to change the narrative.

Phase 2 – potential launch in 2027

Develop a commercial product together with the target group.

Phase I. communication

The campaign that utilises both Telekom and Milka as medium.

| Channel | Objective | Target Group | Timing | Media budget |
|---|---|---|-------------------------|---------------------------------------|
| OOH (CLP) | Awareness building to visit telekom.hu/silver website | 50+ (also mass) | 01.10. – 15.11 | 20 000 000 Ft |
| TV non spot in prime time | Awareness building to visit telekom.hu/silver website | 50+ | 01.10. – 15.11 | 20 000 000 Ft |
| Radio – content collaboration | encouraging older people to be part of innovation | 50+ | 01.10. – 15.11 | 3 500 000 Ft |
| Online news media – content collaboration | encouraging older people to be part of innovation | 50+ | 01.10. – 15.11 | 10 000 000 Ft |
| Social media | encouraging older people to be part of innovation (FB groups) | 50+ | 01.10. – 15.11 | 10 000 000 Ft |
| eDM to Nettlevalók Participants | encouraging older people to be part of innovation | People who have already participated in Telekom's Nettlevalók program | 1st day of the campaign | - |
| Telekom.hu/silver website | Have a subsite dedicated for showcasing the ideas generated by our target group | 50+ | | In-house, free of charge |
| Milka collab | To broaden our reach by involving an other brand who also could encourage older people to be part of innovation | 50+ | | We have to discuss it with Milka team |

Milka collaboration

For Milka it is also important to portray the elderly as an active part of society, like in the **Generation UnGap** campaign.

We believe they are the **perfect partner** to participate in our campaign, since we could use some tenderness.

Collaboration idea: we would like to broaden our message and ask Milka to join our The Silver Innovators Club initiative by utilizing their packaging as a medium.

We believe that together with Milka we can achieve the perception shift, so we are open to discuss further collaborations.



Mockup was made by AI

Goals, KPIs

1. Successfully change the self-perception of people aging 50-70. *How can we measure it?* By utilising qualitative sentiment analysis – an increase in self-perception by 10%.
 2. To have a positive impact on the social perception of elderly. *How can we measure it?* By utilising qualitative sentiment analysis – an increase in perception by 5%.
 3. To have at least 2000 user generated ideas on the platform sent in by our target audience. *How can we measure it?* By counting how many ideas were submitted.
 4. To launch a commercial product developed together with the silver innovators – at least 1 digital product that can be monetized.
- +1. Collaboration KPIs will be discussed with Milka

Deliverables

For the creative agency:

- An appealing name for the Silver Innovators Club initiative
- Developing a creative platform to engage with the target group
- Creatives (CLP, display banner, TV non spot)

For the media agency:

- Momentum based targeting
- Content collaborations with leading news websites and radio channels

Thank You!



The images used in this presentation were made by AI.
Collecting data was made with the help of AI.



Background: Telekom is making digital progress accessible to all, empowering people to enhance their lives through technology. Believing that digitalization should benefit every segment of society, Telekom has launched initiatives like Hello Szülő and Hello Biznisz to showcase its impact across all aspects of life.

Business challenge: By 2030, Hungary's 50+ population is expected to reach 4.1 million, 44% of the country¹. Meanwhile, the purchasing power of the 50-59 age group is on the rise, as spending on daily consumer goods declines among younger demographics but grows dynamically in this segment.² To keep our market share, we must ensure that technology and digitalization resonate with them.

Cultural insight: In Hungary, 56% of people over 50 have felt too old for certain activities, and 37% have avoided trying something new due to age concerns. This perception often prevents them from embracing digital innovations.³ Despite driving social and economic progress, innovation is still widely seen as the domain of the young. Studies show people associate creativity with youth, while older generations are depicted as frail and dependent.⁴

Consumer insight: Elderly people do, in fact, use digital tools and the Internet.⁵ However, they don't feel empowered to experiment with these tools,⁷ or trying out new digital solutions. They may feel "too old" to come up with bold ideas, fearing that their voices won't be heard or valued. According to KSH, 92.7% of Hungarian households have internet access. However, while 53.7% of households under 30 have used AI, only 21% of those over 60 have done so, and 53.6% are entirely unfamiliar with it.⁶

Campaign objective: Such representations leave a significant portion of the population unheard and overlooked. Telekom aims to challenge this by proving that digital innovation is not reserved for the young. By reshaping the narrative, Telekom wants to show that bold, transformative ideas are not the exclusive domain of younger generations.

In fact, in many cases, elderly are even better at generating impactful ideas and can be powerful drivers of innovation. Studies show that the average age of successful startup founders is over 45.⁷ **This highlights a fundamental truth: great ideas require courage and a willingness to experiment, not a specific age.**

Creative idea: By launching 'The Silver Innovators Club' together with Milka, we want to enable older people to speak up their minds and represent them as a source of innovation by showcasing their ideas. By raising awareness and providing a platform that can be used by older people to share their ideas.

¹ Magyarország népességének száma nemek és életkor szerint, 1870-2070 (ksh.hu)

² <https://www.vg.hu/vilaggazdasag-magyar-gazdasag/2014/05/meglepo-vasarlas-szokasok-az-otven-ev-felettieknek>

³ Magyarországon legalább 1,4 millió embert érint, és még szavunk sincs rá! | 24.hu

⁴ Exploring representations of old age and ageing. <https://ageing-better.org.uk/sites/default/files/2020-03/Exploring-representations-of-old-age.pdf>

⁵ https://www.budapesttimes.hu/hungary/hungary-internet-usage-rate-among-top-ten-in-eu/?utm_source=chatgpt.com

⁶ Telekom's own research

⁷ <https://www.statista.com/statistics/1220545/founder-age-startups-usa/>