

MADRID

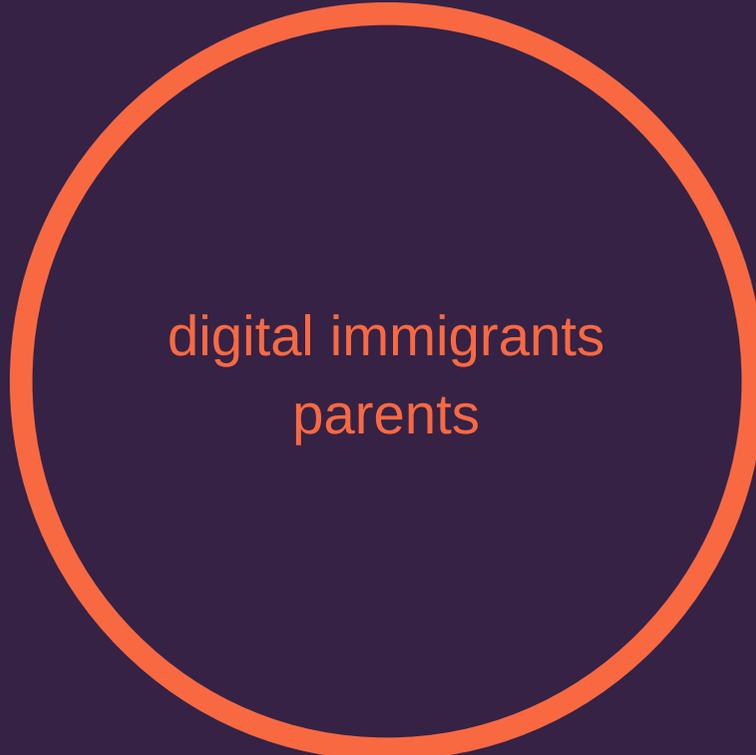
# DIGITAL GAP...?

Young Lions - Cíber brief - Telekom



digital natives  
teens

live their life online  
parental influence  
digital savvy  
don't spend time with  
parents



digital immigrants  
parents

late adopter  
want to be involved  
understand teens  
want to participating  
children's life

# **THE PROBLEM**

**There is a big gap between parents and their children because of the digital world.**

**These two separated worlds cause misunderstandings and effect on their relationships.**

**Parents would like to spend more time with them and understand them but they don't know how.....**

# AD IDEA

The last time when parents and children spent a quality and fun time together was when they went to the **amusement park**. There the whole family were together and collected new experiences.





**THE**  
**SOLUTION**

TELEKOM IS THE PROVIDER  
TELEKOM RECREATE THIS  
OFFLINE EXPERIENCE IN A NEW  
PLATFORM IN THE DIGITAL  
SPACE WHERE CHILDREN AND  
PARENTS COME CLOSER  
AGAIN. BY CHALLENGES AND  
GIVEN TASKS THE FAMILY WILL  
SPENT FUN TIME TOGETHER  
AND PARTICIPATE IN A NEW  
GAME.

**CYBER ADVENTURE  
PARK**

# MECHANISM



get the creative digital task on the dedicated Telekom chatbot



solve it with your parents and upload it



parent need to pass the final exam  
get the weekly rewards (+2 GB data), and go for the valuable main reward (festival pass, holiday, smart gadgets)



go to the Cyber adventure park, get the experience in the offline space

For example:

Find a receipt on tasty, cook it together make a video and upload it to your mum's new youtube channel. Or design a new living room, using a common pinterest dashboard together.

# CAMPAIGN FLOW



new platform launch

gamification

close event

- boost the campaign with influencers and interactive social media ads

digital content creation,  
social media games,  
etc.

visit and get the new  
experience together. ( VR  
theater, AR games, AI  
solutions, ..etc.)

**THANK  
YOU**