



OUT OF HOMES



TEAM KÉK

TARGET GROUP

Digitally-savvy people who care about homelessness - **and** those who are suffering by this: homeless people.

GOAL

Activize people around the issue by offering them a **simple and surprising solution** to help homeless people have a fresh start.

TENSION

There is a phenomenon, let's call it **homeless-blindness**. We all know how this works, we see a homeless person and **we turn our heads away**. But it doesn't mean we wouldn't want to help. **Just don't know how.**

INSIGHT

And **ad-blindness exists as well**. But let's be honest, **we still would rather look at an ad** on the street, than a homeless person. True and not okay. So **let's take advantage of it.**



**OOH
FOR THE OUT OF HOMES**

IDEA

Our digital idea is built on out of home ads. The reason behind it is simple: this is the best way to reach **the ones that are really out of homes**: homeless people. Also, it is an easy way to **build a connection between** them and the socially responsible, digital savvy part of the society.

People are changing their phones like there were no tomorrow. They don't really give them away or even sell them, but let them rot for eternity in a dusty box at home. But for those in need **it would mean just the right tool for reintegration.** Reintegration into society but beforehand **into the labour market.** So let's invite and incite the ones willing to **help by offering their old smartphones** to members of the homeless community.

But a phone without a network and people to call with them is kind of useless. That's why we are going to change it into **a tool for reintegration** by giving them a digital social capital. Let's call it the **Telekom Out of Home's Algorithm.**

THE OUT OF HOME'S ALGORITHM

The algorithm works really simple. Scanning a **single barcode initiates a free of data reinstall** on the old phone. During the process of reinstallation **it is going to place only the necessary apps**, features and contacts on the phone soon to be owned by a homeless person.

What kind of tools are we talking about? **Apps helping them in reintegration into the labour market**, headhunter contacts, administration facilitators, helpcare and aid assistants. And even the contact of the person who offered the phone, in case the new owner wants to express his gratitude to the old one.

How exactly are we going to get along these phones to them?



MECHANISM FOR TARGETING GIVERS

We are using nationwide OOHs at busy locations where not only a lot of people passes by, but also homeless people are around.

We transform our CLPs into special digital lockers where people can hand down their used phones.

First, they scan a barcode and the Telekom Out Of Home's Algorithm quickly formats their old phone and installs apps and features of the digital social capital. All of it runs free of data.

In return they can choose what would move them towards becoming the champion of their own lives (data, small tech gadgets, training, education etc.)

MECHANISM FOR TARGETING HOMELESS PEOPLE

They can open the lockers with their homeless IDs.

After switching on, a short infovideo pops up with every important function and detail.

They can say 'thank you' whenever by calling the original owner or they can send a branded filtered selfie that the giver can share on social media with **#telekomoutofhomes**

TEASER PHASE

GOAL

Generate buzz,
build awareness

MESSAGE

Would you just pass by this
ad if it was a life-changing
opportunity for someone
out of home?

MAIN TOUCHPOINTS

OWNED

Teaser posts on Telekom
social media channels

EARNED

WOM
earned press coverage

PAID

OOH channels
cross-country
(CLP, BB, ambient)

REVEAL PHASE

Activate people,
build engagement

Your old smartphone now
helps a fresh start for
someone in need

Press event organized 'out of
home' places like Blaha Lujza
square.

UGC (#telekomoutofhomes), WOM

OOH lockers, BKK ads, Influencers
from different tribes (ex. Zsozé
atya, Szentesi Éva, Miskovits Marci,
Kama etc.)

FOLLOW-UP PHASE

Follow-up about the success
stories of homeless people,
passing on the phones

Pass it on for someone who
is still out of home.

Telekom social channels
In-app reminders to pass on the
phone

WOM

TIMELINE

OOH: Awareness
phase of the
campaign



OOH: Engagement
phase of the
campaign



Follow-up
contents



#2
APRIL

First locker
presented on the
press event

#4
MAY

Influencer
campaign kick-off

SUMMARY

WHAT?

WHY?

TEASER PHASE

Unexpected out of home ads,
ambient solutions

The unconventional brand tonality and
message guarantee buzz and talkability

REVEAL PHASE

Revealing the special CLPs, press event,
influencer campaign

With Telekom you can empower others in
ways you never thought

FOLLOW-UP PHASE

Contents on success stories

Showing why the solution works on a
long-term basis.

WHY DO WE BELIEVE IN THIS IDEA?

1

MAGNITUDE

Telekom is one of the few Hungarian companies who could stand behind this campaign.

2

NATIONWIDE

Works in Budapest and in other cities as well.

3

TALKABILITY

The unconventional tonality and solution is thought-provoking.

4

EASY TO ENGAGE

Doesn't require much to help - even influencers can be engaged more easily.

5

LONG-TERM SOLUTION

The core ide can be augmented into a long-term pledge.