

CANNES LIONS ELŐVÁLOGATÓ

Cyber Brief
Team Sarajevo

PROBLEM:

As times changes and technology and online presence becoming more and more popular and dominant in our lives, there is still a gap between parents and kids.

OBSERVATION:

Bullying always existed, our parents were bullied, sometimes they were the bullies, but now days it happens on platforms that parents have no understanding of. They feel very lost when it comes to any of the applications their kids use, because they can not keep up with todays technologies.

IDEA:

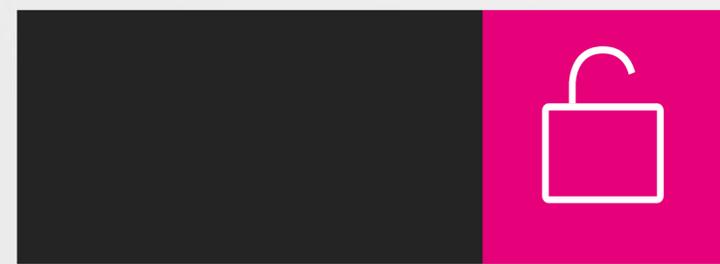
With the help of Telekom, parents can gain understanding of these platforms, therefore they can understand their children a bit better.

TELEKOM PRESENTS



CYBERSPACE

T . . UNLOCK



CYBERSPACE

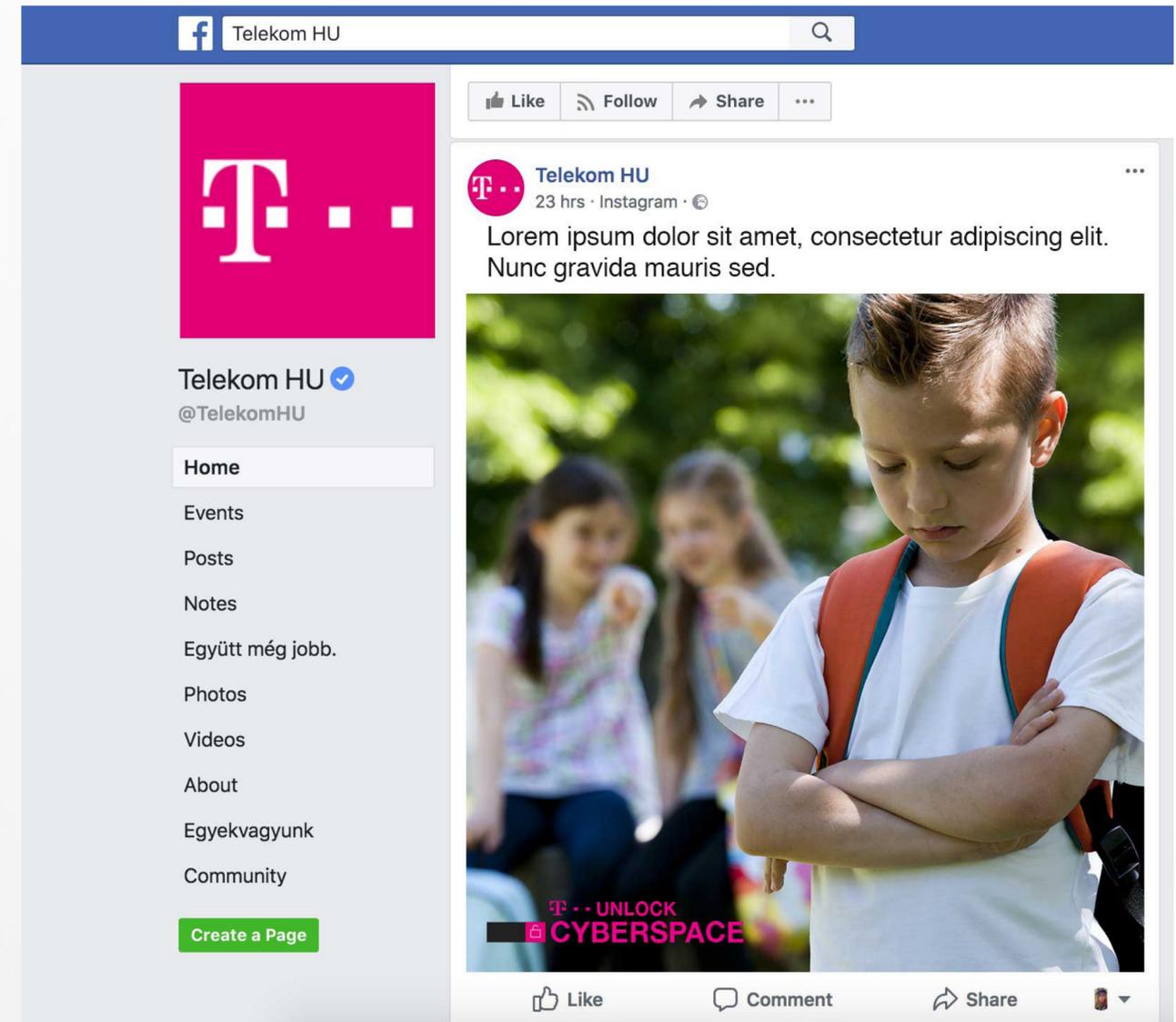
VIRAL VIDEO

As a start of our campaign, we showcase a viral video where we see a boy being bullied in his classroom by a bunch of kids. We can see snippets of his day, as he is being bullied (in class someone throws a piece of paper at him, on the corridor they push him and call him names) on his way home on the bus the kids still laughing at him, calling him names. After a cut scene, we see him and his family having dinner. They having a nice family discussion, we see the boy sitting by the table, and every now and then we hear a mobile phone notification vibration. As the camera zooms out we see that the kids from the school are still there standing by the boy, laughing at him, whispering to each other, say nasty things to him, but no one seems to see them and acknowledge them at all.

While the camera is still slowly zooming out, we hear a narrator saying:

“Many parent do not realize their children being cyberbullied, as it does not stop by the doorstep.”

Unlock your knowledge on cyberbullying so you can help your children handle situations like this.”



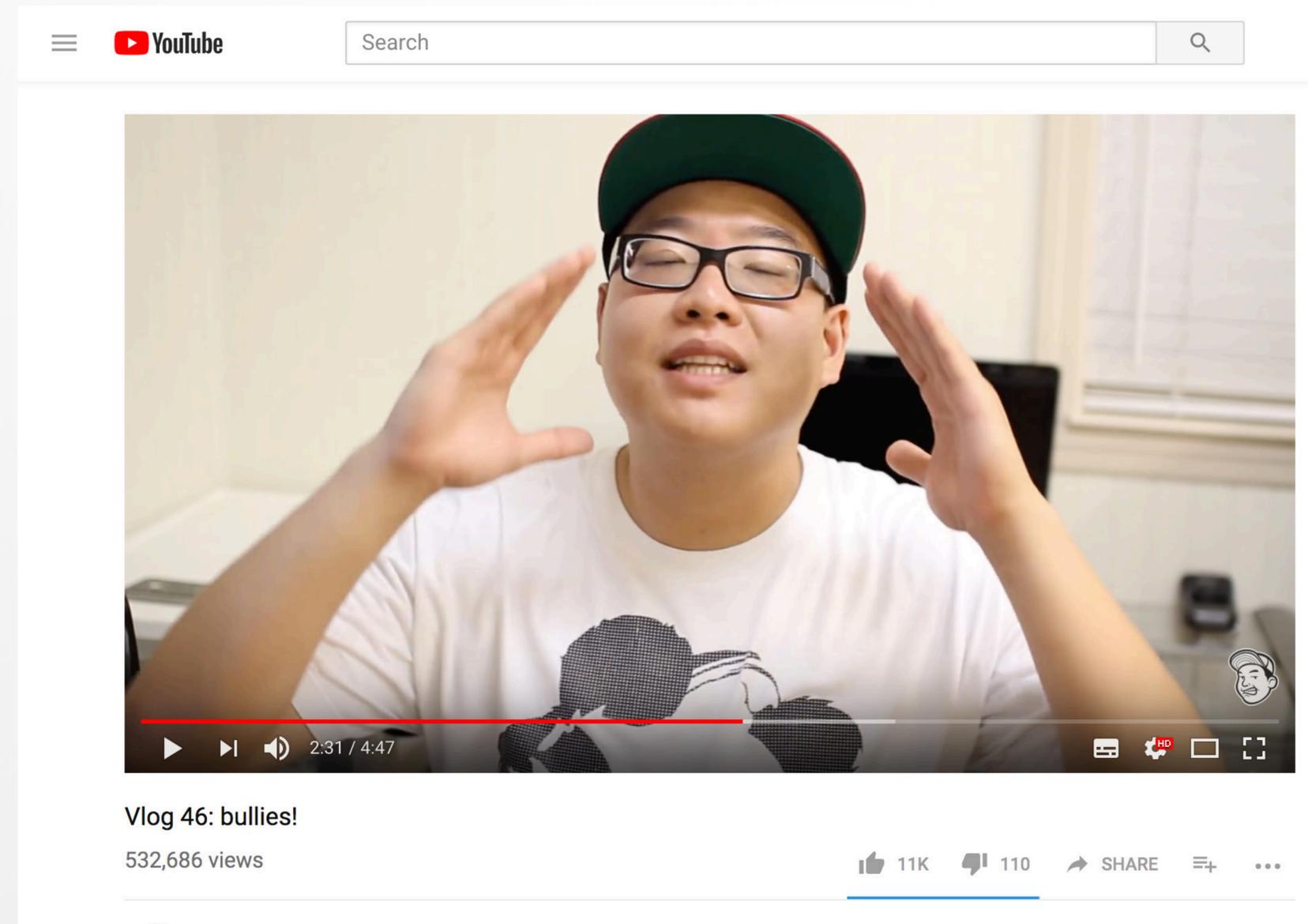
The image shows a screenshot of a Facebook page for 'Telekom HU'. The page header includes the Facebook logo, the name 'Telekom HU', and a search bar. Below the header is a navigation menu with options: Home, Events, Posts, Notes, Együtt még jobb., Photos, Videos, About, Egyekvagyunk, and Community. A green 'Create a Page' button is located at the bottom of the menu. The main content area displays a post from 'Telekom HU' with a profile picture of a pink square containing a white 'T' logo. The post text reads: 'Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc gravida mauris sed.' Below the text is a video thumbnail showing a young boy with a red backpack looking down, with other children in the background. The video has a red overlay with the text 'UNLOCK CYBERSPACE'. At the bottom of the post are interaction buttons for 'Like', 'Comment', and 'Share'.

MICROSITE:

On a microsite, we showcase each application and platform kids use these days as a actual “cyberspace” and each space would represent a different platform. As they navigate through this space, they can unlock the various platforms and get to know them a but better, so parents can learn and understand how their children could be bullied on these platforms.

YOUTUBE:

Because kids get shy about opening up to their parents about them being bullied, parents don't always understand what they going through, we ask online influencer (who as public figures are very prone to being bullied online) to talk about their experience as being bullied. They can talk parents through their experience and maybe give them pointers about what are the signs they can look out for.



The image shows a screenshot of a YouTube video player. At the top, there is a navigation bar with the YouTube logo and a search bar. The video itself features a young man wearing a green baseball cap, glasses, and a white t-shirt with a graphic. He is gesturing with his hands raised, palms facing forward, as if explaining something. The video player interface includes a progress bar at the bottom of the video frame, showing a play button, a skip forward button, a volume icon, and a time indicator of 2:31 / 4:47. Below the video, the title "Vlog 46: bullies!" is displayed, followed by the view count "532,686 views". To the right of the view count are icons for likes (11K), comments (110), and a share button. There are also icons for a menu and a three-dot menu.

Thank you