**Background**

Originally, “Stop Cyberbullying Day” was launched in 2012, and since then the third Friday of June has become the international day of the fight against Cyberbullying. This year it falls on the 17th of June.

As part of the „Együtt a holnapért! Együtt az emberekért” CSR initiative, and as a partner of the “Stop Cyberbullying Day”, Samsung’s goal is to raise awareness of cyberbullying and be the catalyst of the changes in society.

**Problem**

Every 4th youngster has encountered cyberbullying of some sort in their lives: according to a 2019 study, “23% of students reported that they’ve said or done something mean or cruel to another person online. 27% reported that they’ve experienced the same from someone else."[[1]](#footnote-1)

In 2022, Samsung will launch their #OkostelefonOkosHasználat initiative for the third time, in which they stand up against cyberbullying and for responsible online communication.

**Communication objective**

1. Generate engagement for 2022’s #OkostelefonOkosHasználat campaign
2. Build nationwide awareness on the cyberbullying topic

**Target group**

1. 20-30 years old Hungarians, who used to be cyberbullies
2. 12-20 years old Hungarian adolescents in public schools who have had experiences with cyberbullying
3. Hungarian parents of school-age children

**Insight**

Cultural truth: *Hungary does not have a healthy online debate culture, so toxicity is not an uncommon phenomenon, but is rather the "Hungarian internet norm".*

Audience truth: *Many people who used to be cyberbullying as teens regret doing so as adults.*

Brand truth: *#DoWhatYouCant - Samsung can give you the chance to do what you think you can't.*

Insight: *To end cyberbullying, it is not the bullied who need to be educated, but the bullies - because you cannot undo the mistakes of the past, but you can try to correct them.*

**Idea**

#AddHozzáAzArcod

As most campaigns in the realm of cyberbullying reactively target the bullied, we decided to take a step forward this year and take a look at the foundations of the problem. In 2022, we give the chance for the bullies to try to correct the mistakes of the past, so that we show them a way out of their toxic behavior. In line with this idea, we also encourage both parties to engage in a discourse.

**Phases**

1. Awareness phase: We use influencers to raise awareness of cyberbullying through their own stories about their being or someone close to them being a cyberbully.
2. Launch phase (17th of June): Through the use of Samsung's AI Deepfake technology, we are creating an online video platform/application. This way ex-bullies have the opportunity to apologize for their actions of the past in a video with their childhood faces on.
3. On-going education phase: Encourage the audience to make their confessions in a Stories Question sticker, from which the best answers could be displayed on the OOH at Oktogon; Encourage people to use the Activity Tab part of social platforms (Facebook, Instagram) to go back to their old toxic comments and re-write them.
4. Post-campaign phase**:** Create a campaign recap image video

**Task**

Establish a creative platform to help the campaign's message reach the widest possible range of target audiences and encourage them to get involved in the #AddHozzáAzArcod initiative.

**Timing**

Awareness phase: June 6-16; Launch phase: 17th of June; On-going education phase: June 18-25; Post-campaign phase: June 26-30

**Budget**

Total budget: 18 000 000 HUF + VAT

**Channels**

Campaign website (Okostelefonokoshasznalat.hu); Social media channels for education contents (Facebook, Instagram, Twitter, and YouTube) and for the Image Video (YouTube); Influencers (Instagram, YouTube, TikTok); OOH; PR articles

**KPIs**

+50% people reached compared to last year's campaign

+25% engagement compared to last year's campaign

**Mandatory hashtags, tagging**

Hashtags: #OkosTelefonOkosHasználat, #StopCyberbullyingDay, #TeamGalaxy, and #withGalaxy if the content was created with a Galaxy phone; Tagging: using the tag @samsungmagyarorszag or the Paid Collaborator tag.

1. <https://mediasmarts.ca/sites/mediasmarts/files/pdfs/publication-report/summary/YCWWIII_Cyberbullying_ExecutiveSummary.pdf> [↑](#footnote-ref-1)