PUSH YOURSELF.
THEN LET YOUR SQUAD
PUSH YOU FURTHER.

ADDIS ABABA

Let me introduce you Ica néni.

She lives in Mákmartalóc, in a really small village in Hungary. Her life is all about working: feeding the animals, gardening, baking traditional cookies and waiting for the happy hours when her family come home once a month and fill her house with life. She doesn't care about such pity things as the WIFI doesn't connect or the phone battery is dead. Because she don't know how could the internet make her life better.

WE HAVE A FEW TIPS FOR ICA NÉNI LET'S:

- Do the shopping (ordering food and other stuff)
- Check the weather forecast (it's good to know about fronts because of her painful knees)
- Keep in touch with her family: use skype, messages, photos, videos
- Find new recipes (no, not better just new, nothing better than Ica néni's sztrapacska, of course)
- Send birthday greetings to acquaintances
- Know all the gossips before Jutka, the woman next door get them

BUT HOW?

AND WHO CAN HELP HER? WHO HAS TIME, KINDNESS AND PATIENCE FOR VISIT HER? AND THE EXPERIENCE TO TEACH DIGITAL THINGS TO AN OLD WOMAN WHO IS A COMPLETE ANALPHABET IN THE DIGITAL WORLD?

HERE COMES THE....

Let's connect generations and help Ica néni in an unusal and very kind way. We invite grandchildren for a competition and the winners get into the Grandchild Squad. It's a special team of young people who are ready for action: they help to older generations online and offline and show them the power of internet.

Unoka squad

TEASER*

HEY, HAVE YOU ALREADY DIGITALISED YOUR GRANNY?
COOL, LET'S COME AND BE THE MEMBER OF GRANDCHILD SQUAD!

1. Record a funny/emotional/creative video with your granny, while she is using internet or talking about how much she appreciates GUGLI or etc.

2. Fill in the application form!

3. If we choose you, you get a brand new high-category phone with unlimited data for a year

4. Aaand welcome on board: you will come and change the life of the inhabitants of Mákmartalóc.

Márk megmutatja Márti nagyinak a Skype-ot

TEASER IN MÁKMARTALÓC*

*Because our online teaser campaign will not reach them…they get a specific ATL campaign.

Billboards, citylights and TV sponsor spots with specific message to the people of Mákmartalóc. So when the Grandchildren arrive, they won’t be strangers. They will be „the pretty girl from the poster” and „the nice guy who’s look like my grandchild”. The connect begins between locals and Squad members before they arrive.

HELLO MÁKMARTALÓC!

Unoka Squad has arrived with the hipersuper Squad RV. They stay a whole week with the RV in the center of the village and help locals in various tasks: planting tomato, watering plants or doing the shopping. Their T-shirts speak fot themself...

WHAT HAS ICA NÉNI TO DO TO GET HELP FROM THE GRANDCHILDREN?

1.Come to the Bus and meet them!

2. She gets a basic postpaid smartphone with 10 GB data.

3. She touches the Squad icon on the phone and it automatically calls a Squad member.

4.A Grandchild goes to Ica néni and help her, learn from her and teaches her how to use a smartphone for keeping in touch or doing the shopping.

The Squad creates videos, pictures, funny and also touchy social media contents about how much can generations teach from eachothers if somebody help them to get in contact.

When the Squad leaves, we create an interactive CLP in the common place of the village (no, not in the kocsma):in the bus station. They can scroll the microsite and get a reminder how to do the shopping and etc. online .

GO GRANDCHILDREN,GO!

And it's just the beginning...after „Mákmartalóc pilot" villages can apply to the program and the Grandchild Squad can be a long-term campaign with many digitalised villages.

AND POINT IS:

TELEKOM CAN BE THE „SOMEBODY" WHO HELP GENERATIONS TO GET IN CONTACT AND TO LEARN FROM EACH OTHER.