#teamHanoi

**Differences shouldn’t mean difficulties.**

**BACKGROUND**

OTP Bank is the leading bank in Hungary, offering high quality financial services and digital banking solutions for more than 18,5 million clients in 11 countries. We serve our clients with more than 35 thousand employees, in more than 1,400 branches and with over 4,000 ATMs. The cornerstones of the group’s strategy is growth – both organic and acquisitive, stability, profitability and innovation. OTP Bank is also a responsible service provider and an active player in society. We are responsible not only for our environment, but also for financial culture, education and arts. The most important pillar of our CSR-strategy is to ensure the accessible customer service for persons living with disabilities.

**CHALLENGES**

**1) OTP Bank related challenges**

For a bank it’s very hard to communicate the CSR related topics on an authentic way.

As the biggest bank, we suffer from the negative perception of the consumers: they think that we are a conservative, impersonal and profit oriented company, who makes its decisions only on business grounds without any emotions. The public tend to recognize our failures instead of our efforts to make their everyday banking easier, and what we do for the customers with disabilities. They do not see our brand as client-centered provider.

**2) MáSzínház related challenges**

Companies do not see the benefits of the cooperation with MáSzínház, and they think that their employees are not emotionally ready to meet disabled people. One explanation of this perception can be that Hungarians are not feeling comfortable around people living with disabilities because they usually do not have direct experience with them, and do not know how to handle the situation. The main reason is that they do not get proper education.

**COMMUNICATION OBJECTIVES**

**1) Internal**

Our internal communications goal is to raise awareness, and educate our employees by providing them first-hand experience regarding people with disabilities. The aim is that our employees would be able to handle these situations in their everyday and professional life as well.

**2) External**

Based on the findings above, our goal is to strengthen the client-oriented image of OTP Bank, and to present that people living with disabilities can do their banking at OTP without difficulties.

We also would like to educate the public in general about the importance of openness and acceptance.

**BUSINESS OBJECTIVES**

* People living with disabilities are a potential consumer segment for OTP Bank (ca. 350,000 people in Hungary). The business objective is to reach them and their relatives too.
* Improve the usage of the special services of OTP Bank.

**TARGET GROUP**

1. Our main target group is OTP’s employees to be authentic.

2. People with disabilities and their relatives.

3. The public to building general awareness for the common goal.

**INSIGHT**

*“I try to avoid socially awkward situations in my life, and I don’t like to be in spotlight. In every year, I offer the 1% of my tax and I try to support the NGOs in every year, but I avoid those situations where I have to play an active role. I prefer to be a passive audience.”*

**THE IDEA**

**1) Internal communications**

**The first stage of the campaign is internal communications because in order to be authentic externally we need to educate ourselves**. We try to identify with an internal survey the main causes of avoiding people with disabilities.

We analyze the results and make an eye opening video content which contains the result of the survey. In the video we show the performance of MáSzínház, we also ask OTP employees to perform something (for example: dance, sing, paint, draw something). As a conclusion, **we highlight that the only difference between them is caused by inhibition.**

**With the video the goal is to recruit our new Social Responsibility Ambassadors**. They can involve more easily other employees to participate at MáSzínház internal workshops.

**Tools**

* Survey (internal)
* Internal communications channels (intranet, Magazine, Video Magazine)
* Video content
* OTP buildings (elevator posters)
* Workshops with MáSzínház

**2) External communications**

Repeat the survey on a representative sample to get authentic information about the public. After the survey, organize **an event where we can represent the results of the survey and the solutions of OTP for the press representatives.**

**OTP Bank would like to show that the main causes of avoidance of contacting and communicating with disabled people is inhibition.** In addition, OTP Bank would like to present that it has a solution because it has an internal educational cooperation with MáSzínház, which helps OTP-employees to cross borders between different people. **OTP Bank also would like to present that differences should not mean difficulties during banking.**

**Tools**

* Survey (external)
* Communications materials in branches (creative materials with Social Responsibility Ambassadors)
* Owned social and online channels (building awareness)
* Paid media mix
* Press event with MáSzínház (with Rapid Date concept where the journalists can contact with the MáSzínház participants)
* Media and influencer cooperation (for example: Wheelchairguy)

**Timing:**

**1. Internal communications**

End of May 2019 – making internal survey

July 2019 - publication of the video

September 2019 - Social Responsibility Ambassadors Program

From October to November 2019 - Workshops with MáSzínház

**2. External communications**

End of May 2019 - making external survey

**03.12. 2019 (International Day of Persons with disabilities) – Launch Day**

**Budget:** 55.000.000 HUF + VAT (media budget is included)

**KPI’s:**

**1) Internal communications**

- number of brand ambassadors: 15 employees

- number of workshop participants: +150 employees

**2) External communications**

- number of participants on press event: 30 people

- number of press articles: +100 (online and print)

- engagement (on social platforms and with influencers): +1.000.000 reach