

5"

Strandkorlátkék

Yettel.

Audience

Busy urban millennial drivers, who are always on and on the go at the same time.

Problem

Texting and driving is a big issue impacting road safety, yet not something that is top of mind with our audience.

Challenge

This topic has been discussed for a long time, always in a similar way, i.e.: displaying messages of death and loss. Even though these made people aware of the issue, they have not been able to cut through the clutter.

Goals

Create a PR campaign that draws attention to the issue in a more relatable way that people have not experienced yet, and gives drivers support to become more responsible telco users on the road.

Insight

According to a study, **sending or reading a text takes your eyes off the road for 5 seconds on average**, practically making you blind to the road, your surroundings and the dangers around you. **Still, you do not feel at risk** because texting directs your attention elsewhere.

Concept

Let us demonstrate how scary and confusing these incidents really are **by creating 5 seconds of darkness** in everyday situations and places where people expect it the least. This way we can **create an experience** that will **remind them about the dangers of texting and driving**.

Key message

Reading or writing a single text message makes you road-blind for 5 seconds. Text or drive! Find the balance, use your phone responsibly!
Learn more at: yettel.hu/textordrive

Lights off

We kick-off our campaign with a **PR-stunt series** to generate buzz around the topic.

We **turn off the lights for 5 seconds at numerous Yettel sponsored events**, such as sport events in a stadium, or concerts at a festival **to remind people how uncomfortable it is when you cannot see and know** what is happening around you.

After the brief, but unexpected lights out, **we display our message and direct people to our dedicated microsite** where they can find out more about the topic and how Yettel helps change their telco habits **to make the roads safer for them and for others.**



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Driving in pitch black

Event and social media content

In collaboration with *drivingcamp Hungary*, we invite **famous Hungarian content creators and social media celebrities to test their driving skills** on a seemingly ordinary safety-track. Besides testing them in different road and weather conditions, **at one point we take their sight.**

Utilizing Lumined's in-glass displays as vehicle windows we create **pitch black for 5 seconds** to see their real-time reactions. After 5 seconds we give back their sight and display our key message on the car's digital windshield.

We and the participants would also **create various social contents** from the unusual day of test drive **to spread our message** to even more people after the event.



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Native ~~article~~ experience

In a **native collaboration** with popular Hungarian news sites (e.g. Telex, 444, other topic-relevant sites) **we are going to publish informative articles** about our topic and give tips about how to change this bad habit, but there will be a little twist.

In the beginning of our article, when pitching the topic, **just before our main message appears we make the article all-black** - "Did you know that sending or reading a text makes you road-blind for..." - creating some confusion and **getting the user to scroll down** for a few seconds to get to the finishing part of the sentence and the rest of article.

It may not be scary, but they surely will get distracted, just like when texting and driving.



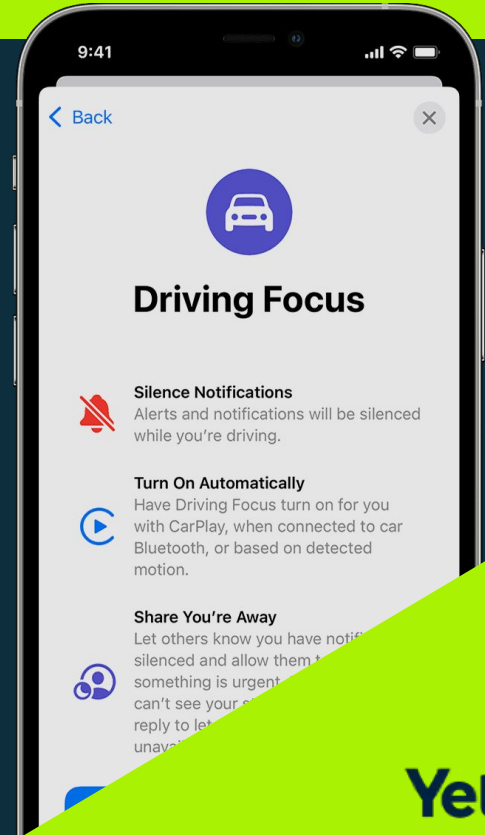
Yettel helps

What is our most relevant asset to the topic?
The Yettel iOS and Android applications.

We **are going to develop a feature which detects if you get behind the wheels**, either through our bluetooth connection, GPS data or if we open a navigation application.

Then it sends **a push notification** to the driver **reminding them to use their phone responsibly** and turn on the “Do not disturb” mode while on the road.

Also, **it will suggest our microsite** dedicated to the topic for further information.



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PR Ecosystem

Owned

Brand social media channels (Facebook, Instagram, YouTube, LinkedIn, Twitter)

Yettel website
(yettel.hu/textordrive)

Yettel app (iOS, Android)

Paid

Inviting creators & celebrities to our test drive (documenting and sharing content on their social media channels)

Yettel sponsored events (Lights off)

Native collaboration
(444, Telex)

Earned

WOM, Tabloid & lifestyle magazine articles (regarding the lights off stunt)

User generated content
(documenting the lights off stunt)

Approach & KPIs

Reach

Draw attention
Raise awareness
Generate buzz

Lights off

Driving in pitch black

Reach and view
Engagement (like, share,
comment)
Click through rate
(website click)

Educate

Educate our TA
Provide reliable and
useful information, tips &
tricks

Native articles

yettel.com/textordrive

Yettel helps

Average time on page
Bounce rate
App download

Impact

Start quality conversation
and trigger behaviour
change

Why do we believe in this idea?

Unorthodox

A new take on an old issue

Experience-driven

Does not just tell a message
but involves people

Shareable

Entertaining and
informative at the
same time

Easy to connect

Everyone of us knows how scary
it is to lose control and
that phones are distracting

Talkable

Generates
conversations