

GIVE A CHARITABLE WORD!

Team Wellington
Media section



Hungarian literature is a part of our cultural heritage, it is everyone's interest to reach it easily in one place from everywhere.

Communication goal: acquaint the TA with the programme

Business goal: Build trust in **Telekom**, engage (new) customers



Target Audience: primary - digital natives, digital learners
secondary - offline media consumers



Our Idea

GIVE A CHARITABLE WORD!

ADJ EGY JÓTÉKONY SZÓT!

Drive people to create good in order to serve a greater good.



Digitalize printed books



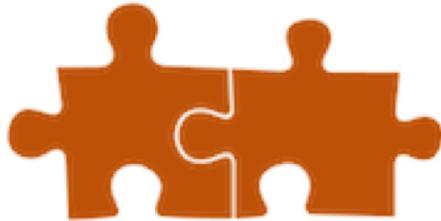
for a charity goal.

Implementation for the 1st year



Teaser part in **May:**

Build awareness in the TG – reach the digital natives and offline media consumers too



Kick off part from **June:**

Start a charity event, and more focused targeting in online communication



Reminder communication till **March:**

Close the 1st charity event in next spring

Teaser Part

Campaign goal: build awareness of charity event

Communication goal: explain people the mechanism of text digitalizing.

Start in May, to build up the awareness till the anniversary occasion.



Optimize for reach,
because main goal is
to introduce the
message and our
cause.



Main goal is to reach
the most real users
on the Internet.



Place ads in
magazines with high
reader base, and
dailies also

Charity texting

- After the digitalized texts by CAPTCHA technology Telekom offers a given amount of money for a chosen organisation. In the 5 year 5 different organisations can be enrolled in this programme.
- 1 text digitalization costs for example 5 HUF.
- There will be a counter on Telekom's microsite, which shows the actual amount of the collected money.



Appear on relevant high reach sites with time based and impression based packages



Targeting based on interests and those who already visited the microsite



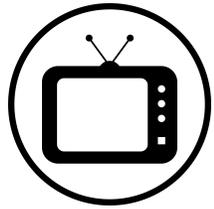
Reminder banners to those who saw the teaser part banners, so we try to activate them.



Cooperate with relevant and credible influencers, who can show the method of the CAPTCHA technology, and emphasize the goal.

Reminder Communication

After announcing each yearly charity event we want to use cyclic communication to remind people to digitalize more and more texts. So they can do charity work all year even from the couch.



Sponsored appearances and reports in relevant TV shows, such as Fókusz, Mokka, Reggeli



Remarketing and reminder messages to people who already uploaded at least one text.



Based on implemented pixels on the microsite we can target people who participated in the campaign and say thanks for their help

Measurement, KPI

- Create engagement in our cause and lead traffic to the microsite
- Usage of remarketing is important, implement pixels in the microsite
- Monitorize the site analytics to understand the visitors
- Deepen the road in the conversion funnel
 - Later we can target the audience based on these data with proper messages



THANK YOU!

