

DIGIME

Kategória_Cyber
Csapat_Abu Dhabi

INTRO

DIGIME

Teenagers. You can't control them, you can't limit them and you cannot preach to them.

Kids always had the power to do whatever they want. Well, that's a fact. Deal with it.

So forget about surveillance, rules or agreements and try to understand their motivation.

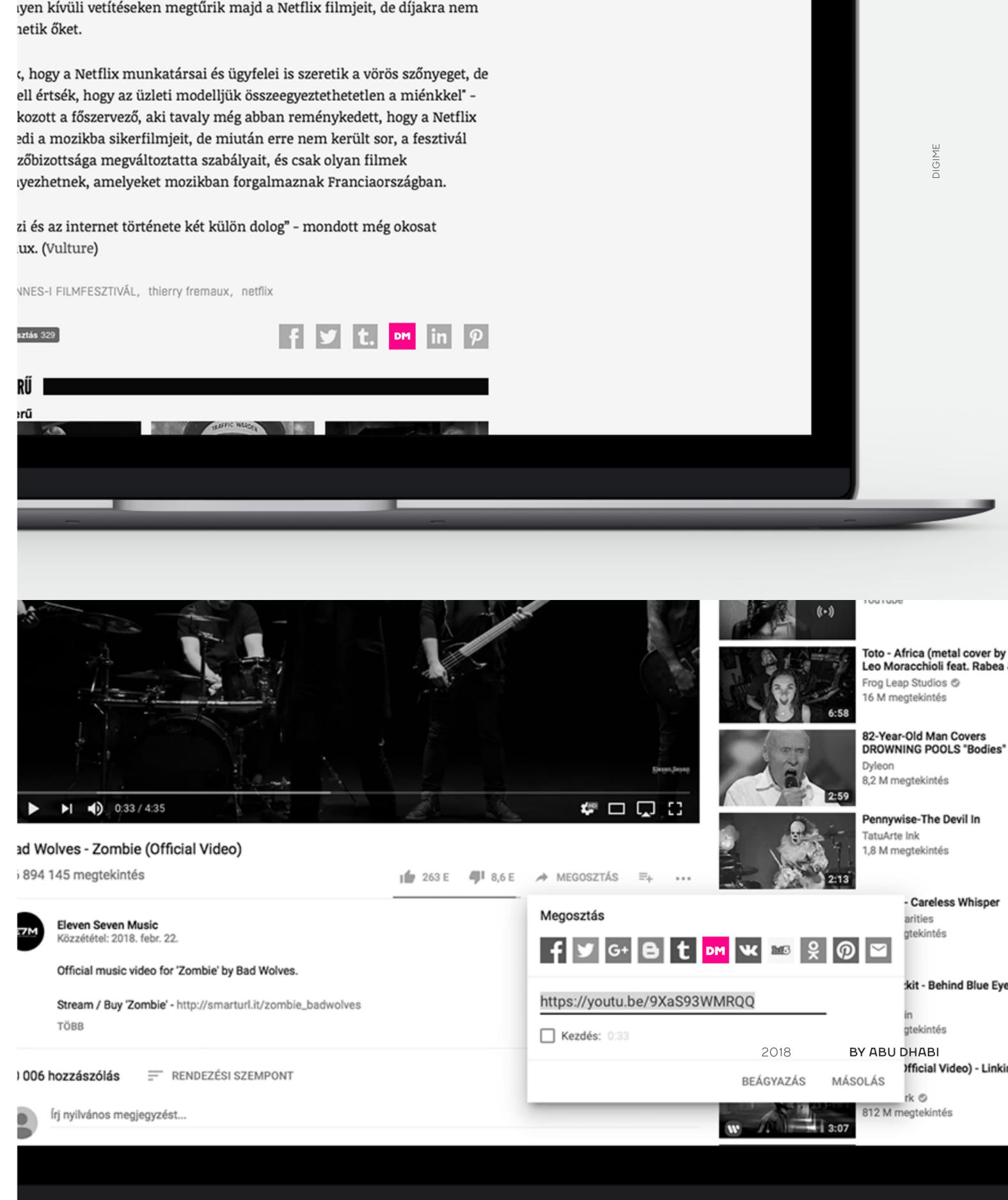
IDEA

You don't have to know much about Instagram or Facebook. But you should know more about your child.

This is what will really help you to understand his/her way of expression in the social media.

So how is it possible in the digital era without checking every single message and post?

With the help of Telekom's DigitalMe: a profile, which summarizes your child's online interest.

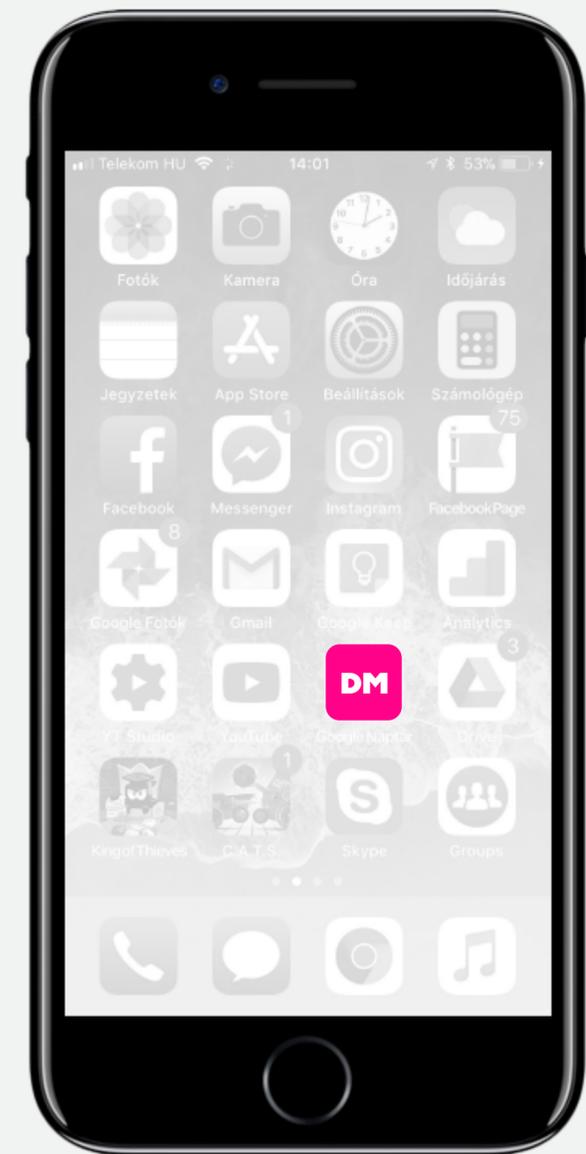
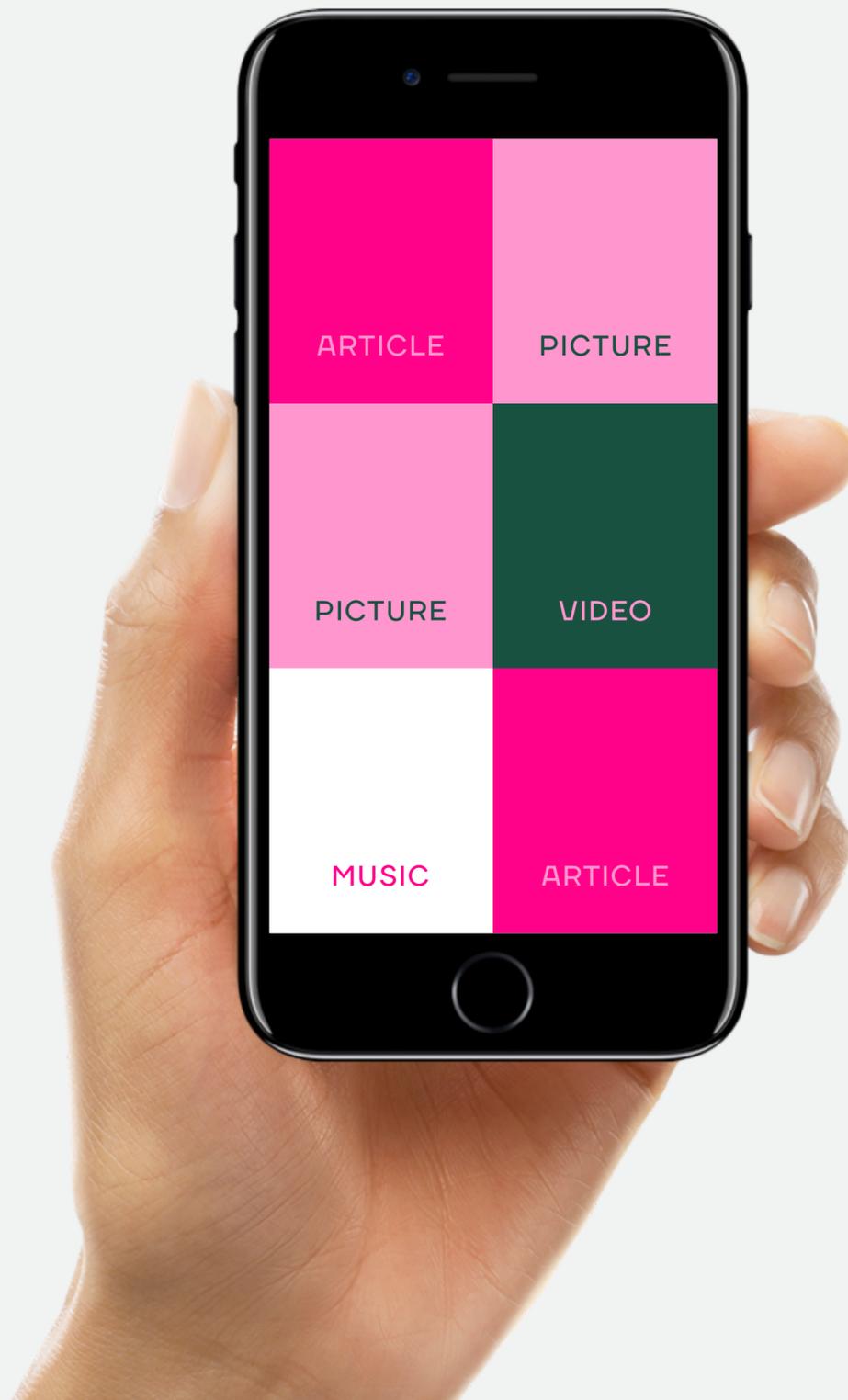


MECHANISM

The DigitalMe platform lets youngsters create a compilation of their favourite online contents (music, videos, memes or even accounts to follow on Snapchat).

They can share the interactive list with their parents, who can get closer to the culture of Generation Z.

Parents can also make a selection with their own favourites to compare it with their children's list.



ADVANTAGES

Instead of aimless education or regulation, we build our idea on the power of sharing.

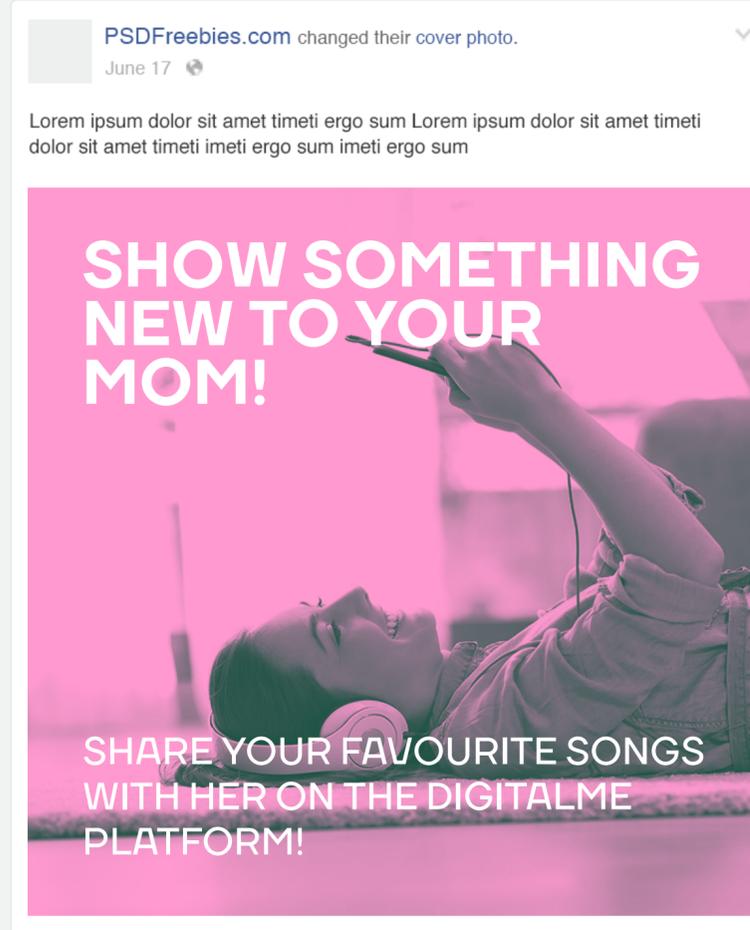
We help parents to get to know their children better instead of introducing applications.

We run our campaign on digital surfaces, where youngsters spend most of their time.

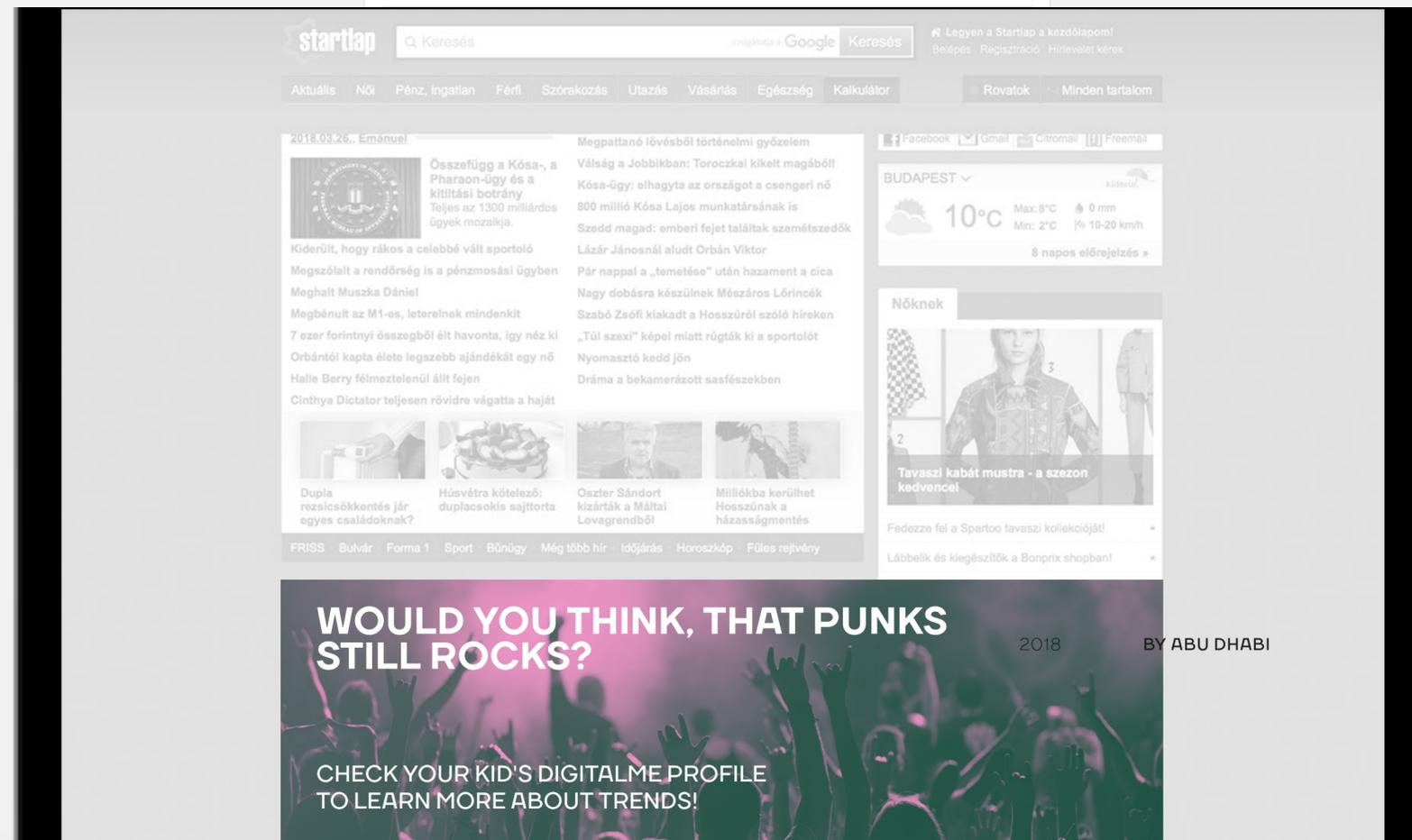
SURFACES

We use extra surfaces to motivate parents and children to try out the platform.

We invite the two different target groups to show each other something new. We place our ads on those specific websites, what parents and kids usually visit.



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THX

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