

Telekom

„Become an IT Specialist!”

THE CHALLENGE

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Telekom created „**Become an IT Specialist!**” program in 2016 and due to its major success, it continued in 2017. The program aimed at **creating future IT specialists**. To reach GenZ and also their parents we used creative PR tools. This resulted an **unexpected number of applications the game**, and among Telekom’s many sponsorship activities, this program had by far the **strongest impact on the brand**.



RESULTS

- In 2016 the number of program participants surpassed the initial target by over 300%. The 2017 target was reached in 4 months and we have 8,500 participants already (vs. the target of 5000).
- Among Telekom’s 16 sponsorship activities last year this program had by far the strongest positive impact on the brand
- Last year the number of applicants to IT university faculties increased by 5%!
- We reach our target audience (434 000 high school students) three times via our social media activities

