

ČSOB Respawn

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BRIEF:

Popularize new ČSOB sportzones in Bratislava among young adults & raise awareness of this project

OUR APPROACH:

Communication of opening new ČSOB sport zones among sporty/healthy lifestyle enthusiasts is like communicating opening of new restaurant among food bloggers.

Of course, they are part of TA but they should not be the crucial target of our communication. They are likely to find out themselves. Instead, we decided to target the ones who are always „busy“ or have never-ending excuses why they can't exercise.



At the very bottom of it, it is just „simple“ chemistry – neurotransmitter **DOPAMINE**

WHAT are the reasons behind GenZ not exercising?

WHO study suggest **4 in 5 young teenagers are not exercising** because of „digital revolution“.

Computers, consoles smartphones and gaming within is on the rise!

WHY is gaming on the rise ?

The way games are designed you experience feelings of stimulation and excitement. They accomplish this by providing you **non-stop rewards** for relatively easy efforts.

Each time you score goal, kill an enemy or open a lootbox in videogame you release **dopamine**.

HOW can we substitute gaming for exercising?

This instant gratification is extremely addictive and very hard to substitute with hard work such as exercising.

Instead of substitution, we will provide „real life“ gratification by creating ČSOB lootboxes.

Digital ČSOB lootbox which can be opened by exercising everyday

ČSOB RESPAWN challenge

With the opening of **ČSOB sportzones**, we plan to launch an iWATT x ČSOB challenge called **RESPAWN**

iWATT is an application which tracks movement and converts your calories burned into iWATTs. The more you exercise, the more you earn.



Two ways how to participate:

- **Individually** – you are exercising in order to receive daily digital lootbox
Each day you earn iWATTs you can open a ČSOB lootbox with possibility to win variety of prizes which serves as a substitute to instant gratification*
- in **Team** – when registering for RESPAWN challenge, each person can be registered under the school they go to (highschool/university)

ČSOB sportzones would be equipped with **NFC tags**, upon activating, daily iWATTs would be earned with **2x rate**, hence motivating to **visit and exercise at new sportzones**.



Recycling gives things a **new life** - give it to yourself with ČSOB Respawn!



- » ČSOB recyclable bottle as a "carrier" of the **RESPAWN message**
- » ČSOB Respawn fbottle will only be available as a reward in the iWATT challenge, so it will be **UNIQUE** and only those who completed the challenge will own it
- » Everybody needs to drink; everybody needs a bottle - the ČSOB bottle will be there with them all the time to remind them to go out and do something for themselves/their health
- » **Helps us be present** as they begin a "new" life



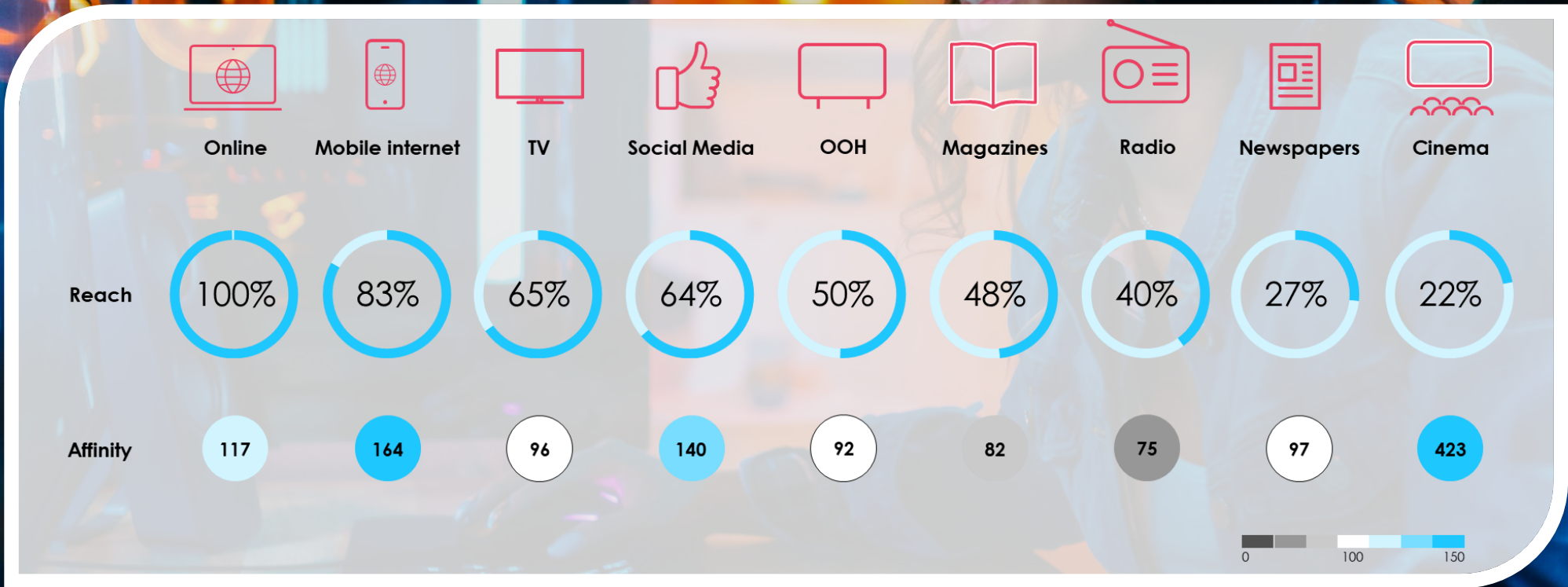
"I often go get my meals to fast food restaurants"

"Most of the time I'm willing to do something for my body"

It's important to connect gaming and exercise, so gamers find it appealing instead of appalling

"I often watch TV or play games in my free time"

"I'm interested in the state of our environment"



Our target group is online where they find fun, joy and friends

Selected media types based on the interests, habits and movements of the target group

Media wise, mere 10% of the budget will go to OOH:

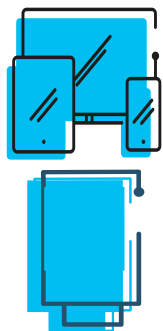
- **CLV** – citylights in BA, with high traffic of pedestrians
- **roll-ups** in lobbys of **highschool and universities in Bratislava**, with QR code specifically created for particular school so students can join their teams.

Rest of the budget will be allocated to **digital**:

- **iWATT** – setting up challenges, lootboxes, virtual competition,
- **social media (IG, TikTok)** with strong cooperation with game & workout influencers (Ducklock, eeveecka, Tatiana Zidekovova)
- **programmatic** banners with interest, soc.-dem targeting
- slovak gaming TV **ChuckTV**
- websites with high affinity as **Refresher**



Media, Budget and expected performance



	1. August – 30. September	
iWATT		10 000 €
SM & influencers		10 000 €
Programmatic		2 000 €
Ref. & Chuck TV		5 000 €
CLV		2 000 €
ROLL-UPS		1 000 €
		30 000 €

Reach of the campaign: **61,7%**
Actively engaged **2500 users** on iWATT
More than **20** schools involved

Thank You