

EPILEPSY

it's not the end of the world.



Dublin Bus

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Cannes Young Lions 2018 - Digital

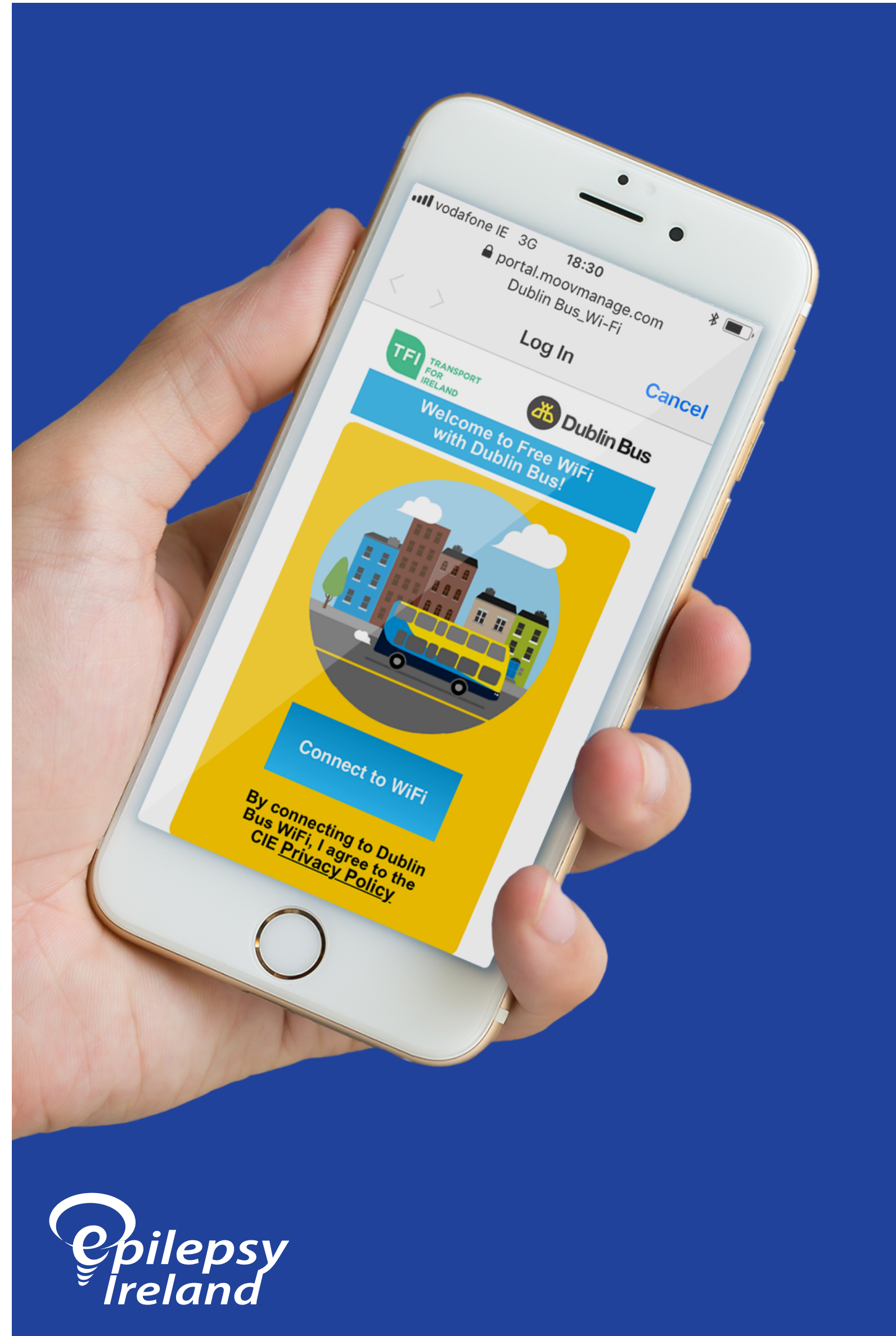


CAMPAIGN SUMMARY

Epilepsy, it's Not the End of the World assists in helping to break down stigmas built up by modern-day millennials through education and awareness. We'll leverage Dublin Bus's extensive reach and existing technology to amplify awareness of Epilepsy over a 1-week period beginning on Monday 12th of February: World Epilepsy Day.

From that day, Dublin Bus users attempting to access on-board WiFi will be disrupted by our messaging informing them of epilepsy, making the connection between being offline physically and likening it the brain going offline. Furthermore, by using a simple a rhetorical question, and easy to understand infographics, we can organically help this campaign spread beyond the realms of Dublin Bus. This concept could be scaled through the CIE network on a national scale.





CREATIVE INSIGHTS

Our target audience is smartphone savvy and always connected, checking their phones some 150 times a day. However, millennials can easily tune out digital advertising making it difficult to reach them via typical digital formats.

Epilepsy, It's Not the End of the World, meets millennials where they are, being disruptive but not to the extent where we annoy, rather inspire and open up an avenue for millennials to decide themselves to help extinguish the stigma surrounding epilepsy.

TGI and Global Web Index data informs us that being online is of the utmost importance for millennials, particularly on mobile devices. Millennials index much higher than others for connecting to public mobile hotspots, particularly on buses which they use more than hotspots on trains, in cafes or other public spaces. This can be attributed to millennials being more dependent on buses as their primary form of transport.



SOLUTION

As millennials are more likely to use hotspots on public transport for their free hit of internet connectivity we felt this was the best place we could integrate our campaign into their daily routine, hitting them with an impactful, personal message when they least expect it.

Dublin Bus is Ireland's largest public transport provider with a fleet of 987 buses, all equipped with industry-leading WiFi hotspot technology. The bus service carries some 128 million customers annually over 113 routes. Dublin Bus records 22 million WiFi sessions per year with the average session lasting 29 minutes and 52% of users aged between 18-34.

Our bespoke message will speak to each millennial directly and on their level using strong emotive situation specific language. We will let millennials know for themselves why it is important to be informed and offer the incentive of being allowed back online in exchange for learning more, we also offer the ability to share the information to help educate others.

HOW DOES IT WORK?

We want users to go through an interactive and enlightening digital journey.



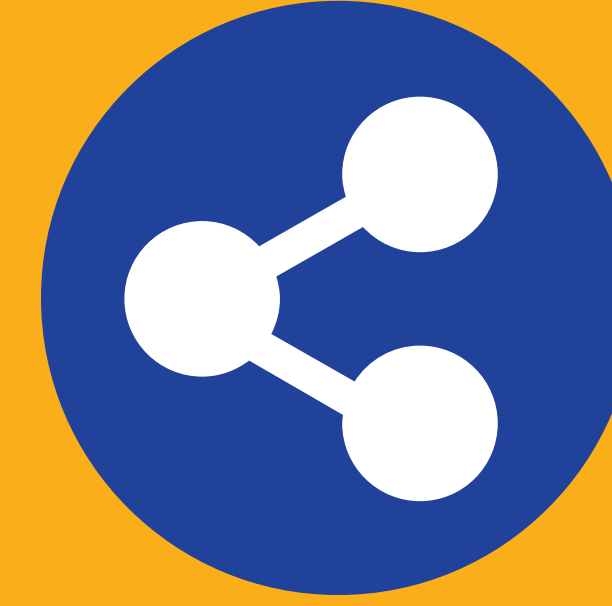
START
IT



GET
IT



APPRECIATE
IT



PASS
IT ON

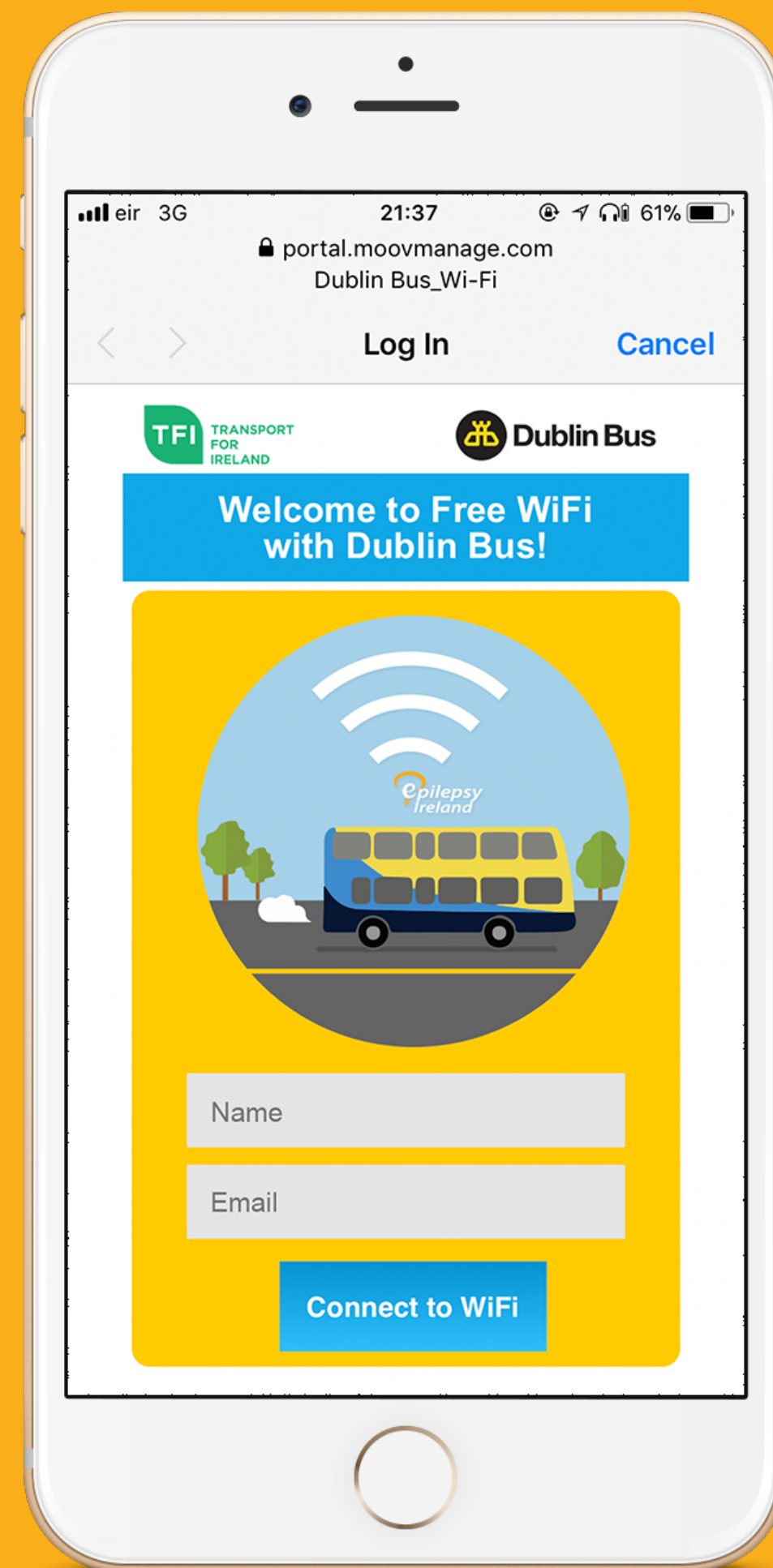


Figure 1

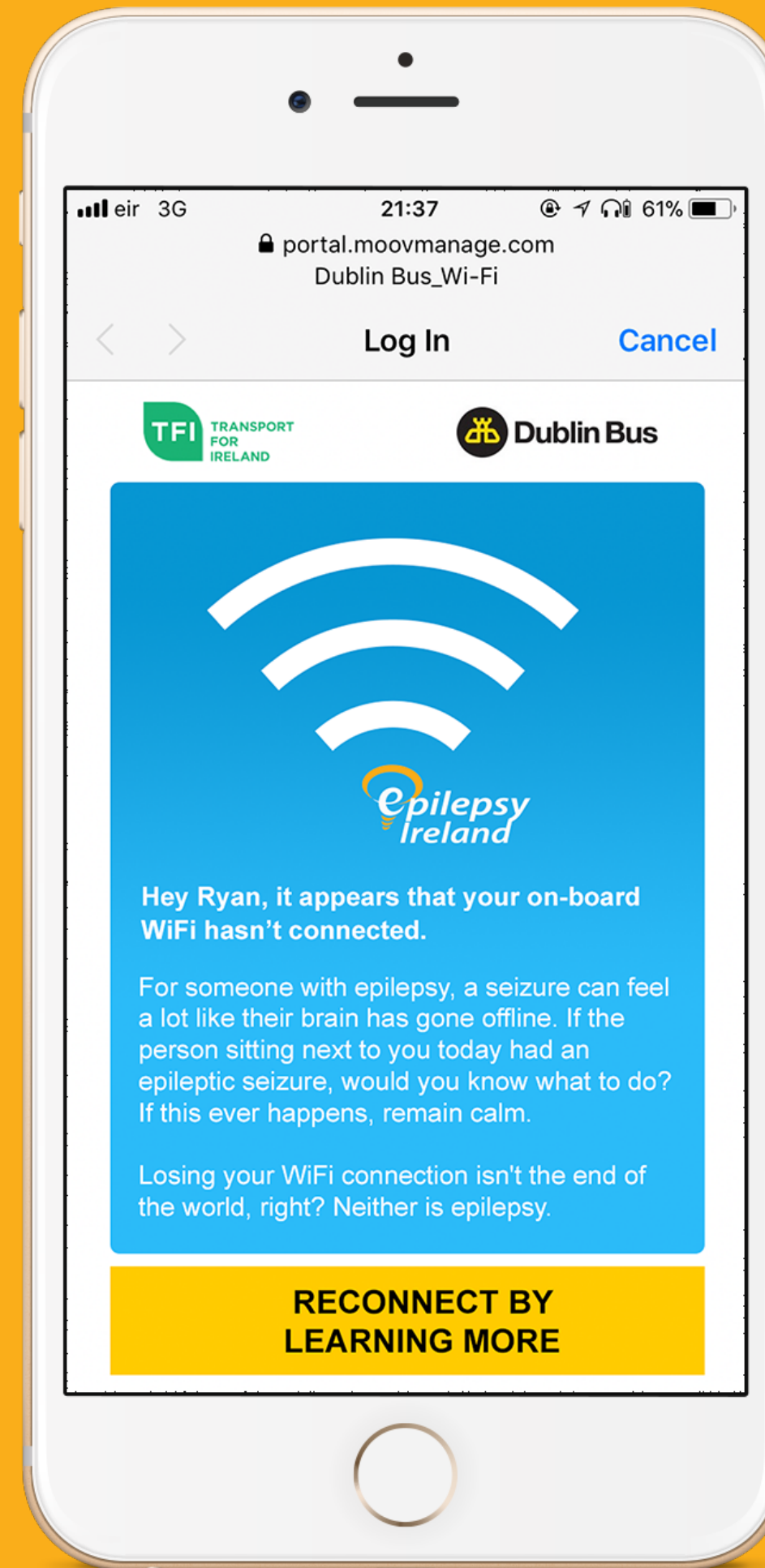


Figure 2

START IT

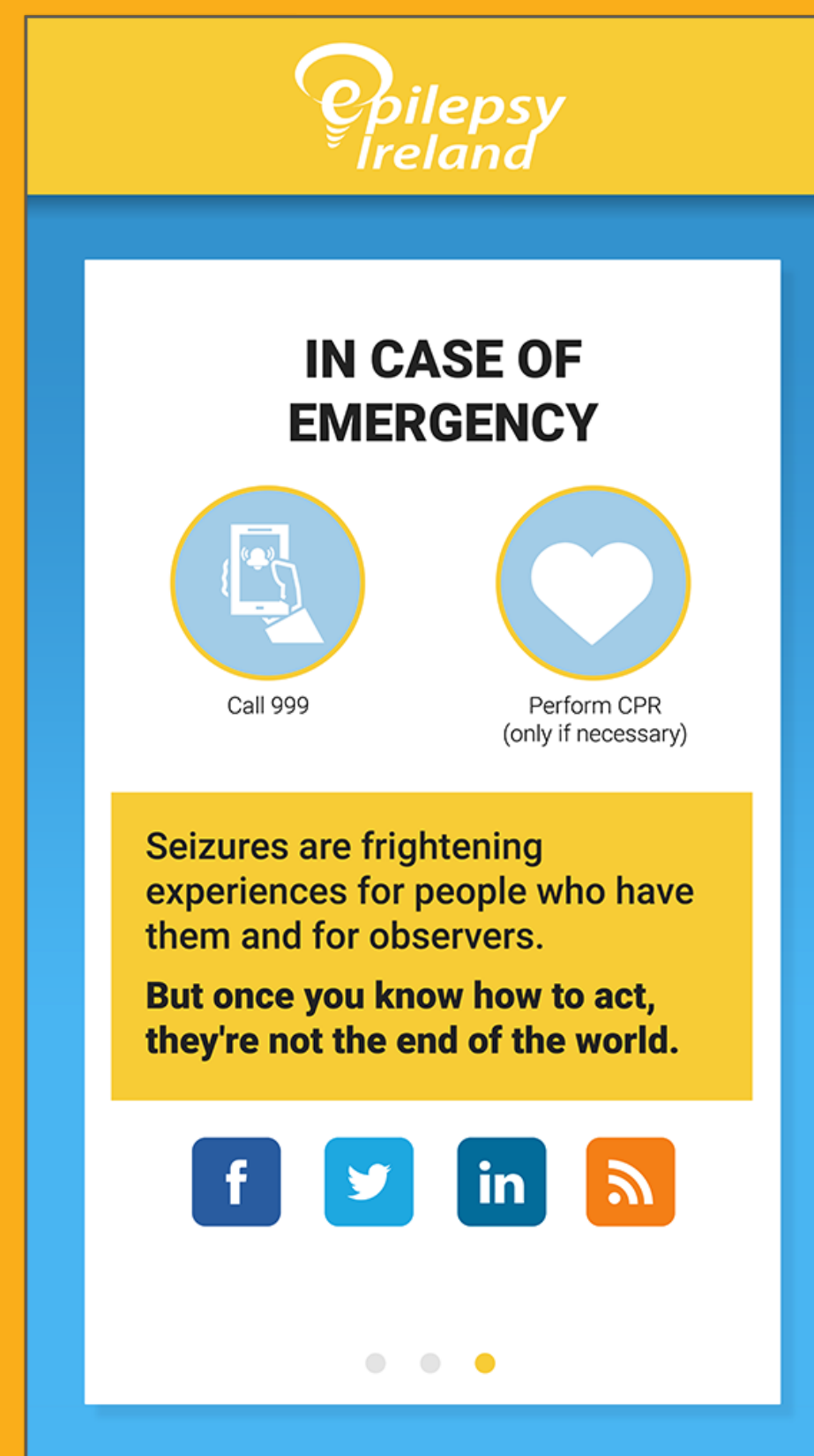
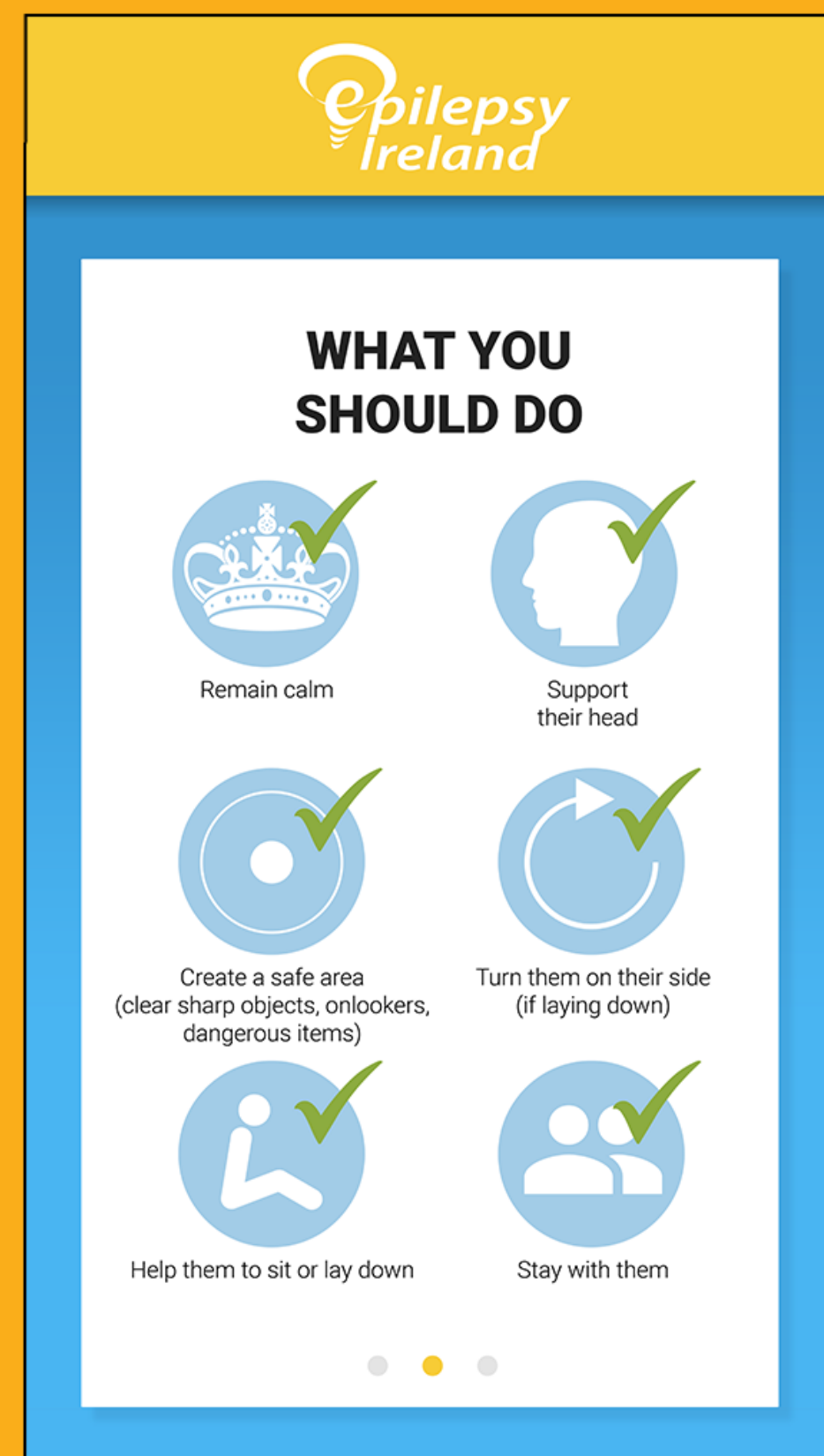
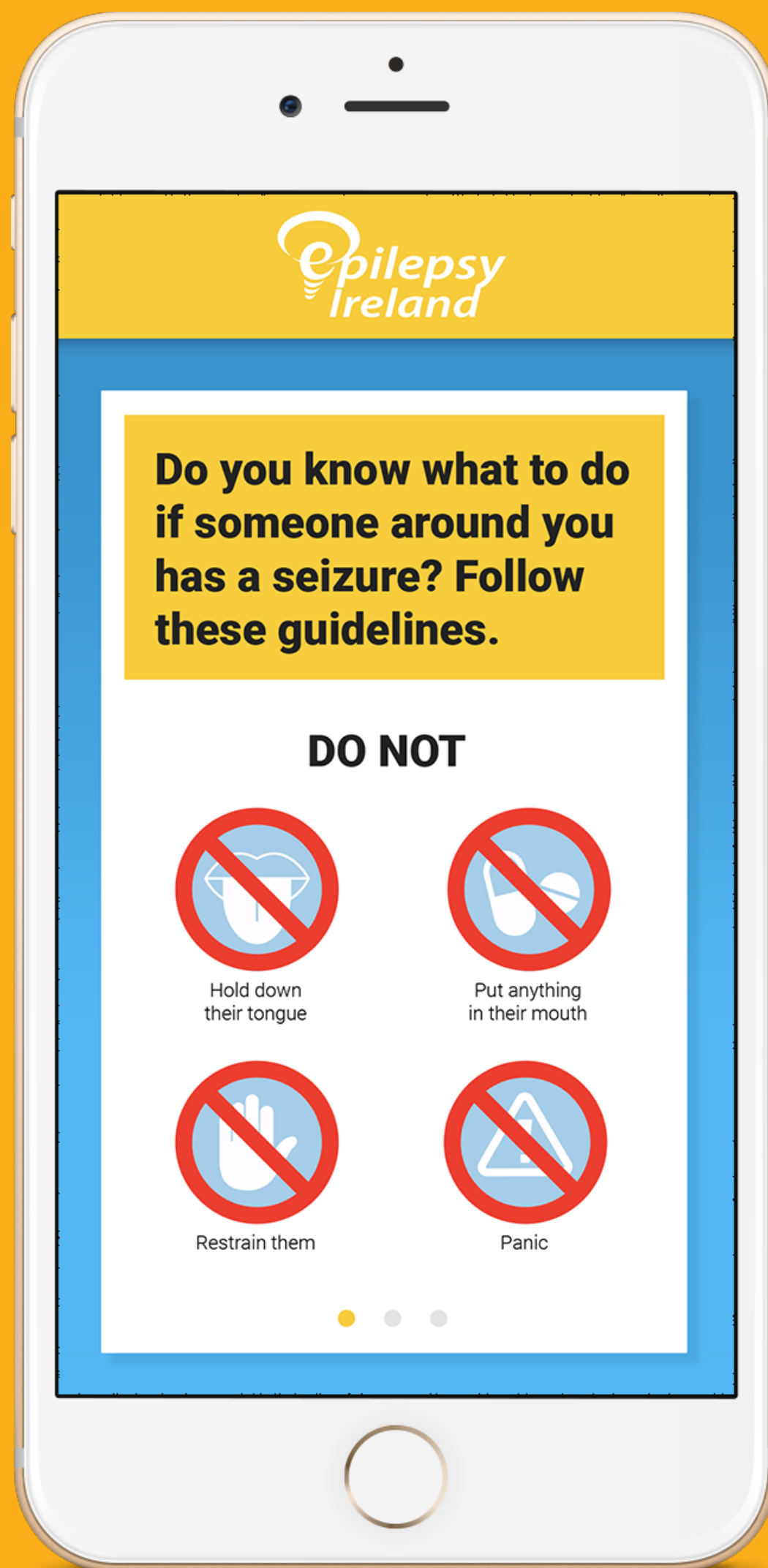
Users log onto Dublin Bus Wifi, enter their details as per usual and connect. We can store these details in a cache to ensure users are only met with the message once during the campaign, not to annoy frequent users.

Figure 1

GET IT

Users are met with a personal message alerting them their on-board WiFi hasn't connected. The messaging goes on to ask if the passenger sitting beside them had an epileptic seizure, would they know what to do. It also explains that an epileptic seizure can feel a lot like going offline and allows them to reconnect to WiFi by learning more.

Figure 2



APPRECIATE IT

Users can reconnect to on-board WiFi if click through to learn more. This will direct users to a microsite, housing an educational carousel that is easy to read and engaging. The information helps educate the user and breaks the stigma that Epilepsy is something to be feared.

PASS IT ON

Users have the option to share the education piece across social and other digital platforms. Millennials will feel empowered to make a difference and share the message across their own channels.

Figure 3

Figure 3

IN SUMMARY...



Reach millennials on their mobile devices when they are receptive to messaging.



Leverage existing Dublin Bus technology and reach that is largely an untapped advertising space.



Educating millennials about epilepsy in a way that they understand.



Encourage users to share the campaign across social will help increase campaign reach and impact.



Thus helping eliminate the stigma behind epilepsy, through education, powered by digital technologies.