



CraftHub challenge I.

Be a brand ambassador and connect young adults with telecom services!

Do you have what it takes to create a platform that not only engages but empowers the youth? Dive into our challenge and shape the future of interactive brand experiences!

Introduction to the challenge

Historically, brands advertised; now, they engage. The telecom and communications market is especially competitive. Brands struggle to attract and retain customers, so they must innovate in their marketing and acquisition methods. How can these brands attract young adults?

The goal is to create an interactive and immersive experience that encourages active participation, builds brand loyalty, and fosters long-term engagement. The primary objective of the created solutions must be to establish a strong and positive connection between young adults and telecom services. Research existing customer acquisition strategies and marketing materials - how can these be improved or rethought to make them more attractive to a younger audience? How could you use existing technology and platforms (social media, smartphones, wearables) to improve brand loyalty or spark interest?

Here are some starting ideas:

- Think of a way to introduce gamification and achievements into the brand connection. Will badges and rewards be the way to go?
- Check out existing brand loyalty and benefits programs. How could these be innovated?
- How could the brand relationship be more fun? Introduce games, quizzes, challenges that increase loyalty and engagement.

What we will provide

Mentors during the whole weekend will be available to help you finalize your project! However please note, that not all the mentors have experience in the telecommunication field, so choose your mentor according to this aspect and in the meantime, talk to those as well, who can support you from the business side as well!

Implementation and technology

Use the technology of your choice and/or experiment with the latest advancements, such as AI and large language models. There is no restriction in the type of solution you create, it could be an app, a website and interactive promotion or whatever you think satisfies the goals of this challenge.

In summary, the main goal should be that the submitted solution serves as a bridge between young adults and telecom services, offering a fun, rewarding, and interactive environment where they can connect, engage, and build lasting relationships with their favorite brands. Through innovative features and personalized experiences, the platform cultivates a sense of belonging and loyalty among its users.

Judging criteria

Innovation and Creativity	<ul style="list-style-type: none">• How unique and innovative is the solution in engaging young adults with brands and telecom services?
User Experience and Engagement	<ul style="list-style-type: none">• How does the idea engage participants?
Impact and Reach	<ul style="list-style-type: none">• What is the potential impact of the solution?• Evaluate its ability to reach and resonate with a wide audience of young adults
Brand Loyalty Enhancement	<ul style="list-style-type: none">• To what extent does the solution enhance brand loyalty?• Consider features like loyalty programs, exclusive offers, and community building activities
Scalability and Sustainability	<ul style="list-style-type: none">• How scalable is the solution, and what measures are in place to ensure its long-term sustainability?• Evaluate its potential for growth and continued engagement
Technical implementation	<ul style="list-style-type: none">• How advanced is the prototype presented?• How far did the team go with implementation?

Prize

1,500 € for the winner team of this challenge