

Company: Lounge Group, Budapest, Hungary

Company Description: Lounge Group is one of the biggest full service communications agencies in Hungary, operating as a coordinated organization, so it can quickly and efficiently manage comprehensive integrated campaigns.

Nomination Category: Corporate Communications, Investor Relations, & Public Relations Categories

Nomination Sub Category: Communications or PR Campaign of the Year - Community Relations

Nomination Title: Being a Postal Worker Is Not a Combat Sport!

1. If you are providing written answers to the questions for this category, you must answer this first question: Specify the date on which this campaign or program was launched:

July 11, 2024

2. Which will you submit for this nomination, a video of up to five (5) minutes in length about the nominated campaign or program, OR written answers to the questions for this category? CHOOSE ONE:

Written answers to the questions

3. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.

<https://vimeo.com/1062350641/de8513929c>

4. If you are providing written answers to the questions for this category, you must answer this second question: Describe the genesis of the nominated campaign or program: the reasons it was initiated, the challenges it was created to address, the problems it was developed to solve, etc. (up to 250 words):

Total 227 words used.

Hungarian Post identified a concerning community relations challenge: a 10% increase in violence against postal workers, with over 70 documented cases of unprovoked verbal or physical abuse annually. These incidents were damaging the essential relationship between postal workers and the communities they serve daily.

A nationwide representative study revealed critical knowledge gaps within the community: nearly one-third of respondents were unaware that mail carriers have protected legal status as public service workers, and more than 25% didn't know that assaults against public service personnel carry more severe legal penalties.

The campaign addressed multiple community relations challenges:

- o Rebuilding trust and mutual respect between postal workers and local communities
- o Educating the public about the vital community role postal workers play
- o Transforming community attitudes toward public service workers
- o Creating stronger social bonds and community support systems for vulnerable workers
- o Fostering community ownership in protecting essential service providers

As one of Hungary's largest community-facing employers, Hungarian Post recognized its responsibility to strengthen these vital community connections. The problem was particularly significant as almost half of respondents reported that they or immediate family members were public service workers, demonstrating that nearly every second person in Hungary has a stake in this community issue.

The campaign needed to transform community awareness into tangible behavioral change while rebuilding the social fabric that connects postal workers with the communities they faithfully serve in all conditions.

5. If you are providing written answers to the questions for this category, you must answer this third question: Describe the development of the campaign or program: the planning process, the goal setting, the creative and media development, the scheduling, etc. (up to 250 words):

Total 221 words used.

The campaign development followed a community-centered approach to rebuild vital social connections:

1. Community Research & Analysis:
 - Commissioned nationwide representative research to understand community awareness and attitudes
 - Mapped community touchpoints where postal workers and citizens interact
 - Identified key knowledge gaps affecting community-postal worker relationships
2. Community Engagement Strategy:
 - Established cross-sector partnerships with National Police and National Ambulance Service to leverage community trust
 - Developed messaging strategy focused on community responsibility and mutual support
 - Set objectives for community awareness, behavioral change, and relationship enhancement
3. Creative Development:
 - Created relatable community platform: "Being a Postal Worker Is Not a Combat Sport!"
 - Produced visuals featuring postal workers in sports protective equipment to prompt community reflection
 - Developed "What's in My Bag?" social video concept to foster empathy and community dialogue
4. Implementation Timeline:
 - Launched with community-focused media event featuring all three partner organizations (July 11, 2024)
 - Deployed nationwide community-level advertising campaign (July-August 2024)
 - Activated strategic media relations resulting in nationwide community discussions
 - Implemented internal communications to align employees with community engagement goals
5. Community Media Strategy:
 - Balanced traditional community-based media with digital and social channels
 - Leveraged local media through community-relevant story angles
 - Utilized trusted community spokespersons for authentic message delivery
6. Community Impact Framework:
 - Established KPIs for community awareness, behavioral change, and relationship improvement
 - Planned follow-up research to measure community attitude shifts
 - Designed qualitative assessment to gauge community support perception

6. If you are providing written answers to the questions for this category, you must answer this fourth question: Outline the activities and concrete results of this campaign or program since the beginning of 2019. Even if your initiative started before 2023, limit your response to activities and results since the beginning of 2023 only (up to 250 words):

Total 232 words used.

Activities:

- o Organized a high-profile press launch event with representatives of respected community institutions (National Police and National Ambulance Service) as strategic partners
- o Produced creative photoshoots featuring postal workers wearing protective sports equipment to spark community dialogue
- o Created the "What's in My Bag?" social media video to build community empathy for postal workers' daily challenges
- o Deployed community-visible outdoor advertising including billboards and vehicle advertisements
- o Implemented targeted digital campaign to reach specific community segments
- o Conducted media outreach resulting in nationwide community conversations across all major news outlets
- o Engaged community leaders through briefings on postal worker protections and community responsibility
- o Distributed educational materials on building positive community-postal worker interactions
- o Conducted media interviews highlighting the importance of community-postal worker relationships
- o Implemented community-focused social media content plan addressing local concerns

Results:

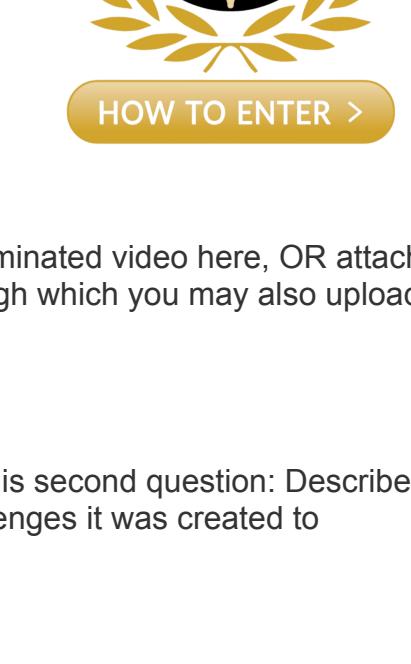
- o Generated over 4.6 million impressions in community spaces through outdoor and online media
- o Achieved 2.8 million community-focused social media impressions
- o Secured coverage in all community-relevant media outlets, reaching the entire adult population (7 million)
- o Post-campaign research showed 8.5% increase in community awareness of violence against postal workers
- o Nearly 10% growth in community understanding of legal consequences for assaulting public service workers
- o 31% of community members reported more positive perception of Hungarian Post
- o Postal workers reported stronger community support and fewer confrontations
- o Established community protection model for public service workers
- o Created foundation for expanded 2025 community relations initiatives including additional public service sectors

7. You have the option to reference here any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Total 163 words used.

Supporting materials include:

1. Campaign Creative Assets - The visual materials featuring postal workers in protective sports equipment demonstrate how we sparked community conversations through a powerful visual metaphor that resonated across diverse community segments.
2. Press Event Photography - Images documenting the community-focused launch event with representatives from Hungarian Post, National Police, and National Ambulance Service, showcasing how we brought together trusted community institutions.
3. Outdoor & Vehicle Advertisements - Photographs of community-visible billboards and branded vehicle advertisements throughout the country, demonstrating how we integrated campaign messaging into the daily lives and environments of community members.
4. Case Study Video - Comprehensive overview of our community engagement strategy, implementation, and relationship-building outcomes, providing evidence of how we transformed community attitudes toward postal workers.
5. "What's in My Bag?" Social Media Video - This innovative content piece demonstrates our approach to building community empathy through storytelling, helping community members see postal service from the worker's perspective while making the serious message more accessible across different community demographics.



[Being a Postal Worker Is Not a Combat Sport!](#)

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