

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 - Corporate Responsibility
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 215 words used.

Hungarian Post faced an alarming 10% increase in violence against postal workers, with over 70 documented cases of unprovoked verbal or physical abuse annually. This issue extended beyond postal workers to other public service sectors, with emergency personnel experiencing approximately 150 serious aggressive incidents yearly.

A nationwide representative study revealed critical knowledge gaps: 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 challenges:

- Protecting vulnerable employees performing essential public services
- Educating the public about the legal status of postal workers and consequences of aggression
- Changing societal attitudes toward public service workers
- Fostering a culture of respect and responsibility
- Demonstrating Hungarian Post's commitment as a socially responsible employer

As one of Hungary's largest employers, Hungarian Post recognized its responsibility to take leadership on this pressing social issue. 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 is directly or indirectly affected.

The campaign needed to transform awareness into tangible behavioral change while positioning Hungarian Post as a purpose-driven organization that prioritizes employee welfare and broader societal impact.

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 216 words used.

The campaign development followed a strategic multi-phase approach to maximize impact and sustainability:

- Research & Analysis:
 - Commissioned nationwide representative research to establish baseline awareness metrics
 - Quantified incident rates among postal workers and other public service professionals
 - Identified key knowledge gaps regarding legal protections and consequences
- Strategic Planning:
 - Established cross-sector partnerships with National Police and National Ambulance Service
 - Developed dual-track messaging strategy: serious data-driven content and attention-grabbing creative executions
 - Set measurable objectives for awareness increase, behavioral change, and corporate reputation enhancement
- Creative Development:
 - Created central creative platform: "Being a Postal Worker Is Not a Combat Sport!"
 - Produced disruptive visuals featuring postal workers in sports protective equipment
 - Developed "What's in My Bag?" social video concept using unexpected narrative twist
- Implementation Timeline:
 - Launched with high-profile media event featuring all three partner organizations (July 11, 2024)
 - Deployed nationwide outdoor and digital advertising campaign (July-August 2024)
 - Activated strategic media relations resulting in nationwide coverage
 - Implemented comprehensive internal communications to engage employees
- Media Strategy:
 - Balanced traditional outdoor media with digital and social channels
 - Leveraged earned media through strategic partnerships and compelling story angles
 - Utilized spokespersons from partner organizations for third-party credibility
- Measurement Framework:
 - Established KPIs for communication performance, awareness shift, and behavioral impact
 - Planned follow-up representative research to measure campaign effectiveness
 - Designed qualitative internal assessment to gauge employee safety 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 229 words used.

Activities:

- Organized a high-profile press launch event with representatives of the National Police and National Ambulance Service as strategic partners
- Produced creative photoshoots featuring postal workers wearing protective sports equipment
- Created the "What's in My Bag?" social media video featuring a postal worker showing absurd protective gear
- Deployed nationwide outdoor advertising campaign including billboards and vehicle advertisements
- Implemented digital campaign across multiple platforms with targeted messaging
- Conducted media outreach resulting in nationwide coverage across all major news outlets and regional media
- Engaged employees through internal communication channels including briefings on legal protections and safety protocols
- Distributed educational materials to postal workers regarding conflict management and reporting procedures
- Conducted regular media interviews featuring company leadership to maintain campaign momentum
- Implemented social media content plan with tailored messaging for different platforms

Results:

- Generated over 4.6 million outdoor and online media impressions
- Achieved 2.8 million social media impressions
- Secured coverage in all top-tier media outlets, reaching the entire adult population (7 million)
- Post-campaign research showed 8.5% increase in awareness of violence against postal workers
- Nearly 10% growth in understanding of legal consequences for assaulting public service workers
- 31% of respondents reported more positive perception of Hungarian Post
- Postal workers reported fewer conflict situations and increased public support
- Established cross-sector collaboration model for public service worker protection
- Created foundation for 2025 campaign expansion to include 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 136 words used.

Supporting materials include:

- Campaign Creative Assets - The visual materials featuring postal workers in protective sports equipment demonstrate the campaign's disruptive approach and powerful metaphor that captured public attention.
- Press Event Photography - Images documenting the high-profile launch event with representatives from Hungarian Post, National Police, and National Ambulance Service, showcasing the cross-sector collaboration.
- Outdoor & Vehicle Advertisements - Photographs of billboards and branded vehicle advertisements throughout the country, demonstrating the campaign's widespread visibility in public spaces.
- Case Study Video - Comprehensive overview of the campaign strategy, implementation, and results, providing visual evidence of the initiative's development and impact.
- "What's in My Bag?" Social Media Video - This innovative content piece demonstrates our creative storytelling approach that captured audience attention through an unexpected narrative twist, helping to make the serious message more accessible and shareable.

Attachments/Videos/Links:

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

[REDACTED FOR PUBLICATION]