

**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 - Integration of Traditional and New Media

**Nomination Title:** Five Out of a Hundred. Are You One of Them?

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:

October 1, 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/1082472785/1f48c8a655>

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 233 words used.

Imagine a profession where a single moment of inattention could affect the lives of hundreds. This was the challenge facing HungaroControl (HC), Hungary's air navigation service provider, as they confronted a critical air traffic controller shortage amid post-COVID skies growing busier by the day.

With air traffic surging 10% annually, HC faced an urgent imperative: expand their controller workforce by 50% over five years. Yet this wasn't simply a numbers game. The profession's unforgiving nature meant only 5 out of every 100 candidates possessed the rare cognitive abilities and temperament required – a sobering statistic that became our creative cornerstone.

Traditional recruitment had reached its ceiling, with applications plateauing (597 in 2022/2023, rising to just 659 in 2023/2024). Meanwhile, purely digital approaches couldn't convey the profession's visceral complexity. Our target audience – Generation Z candidates aged 20-25 – presented another puzzle: they moved fluidly between physical and digital worlds, expecting seamless integration between both realms.

Our research revealed a critical insight: candidates frequently abandoned their journey when transitioning between traditional touchpoints and digital platforms. The disconnection was costing us precious talent.

This realization sparked "Five Out of a Hundred. Are You One of Them?" – not merely a campaign, but a challenge that bridged physical and digital experiences. We would create an immersive journey that would test, intrigue and ultimately reveal whether candidates possessed the rare qualities needed to safeguard Hungary's skies.

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 251 words used. If the word count is more than 25 words over the limit, please deduct one (1) point from your score.

How do you unify a fragmented media landscape to capture exceptional talent? Our answer was a campaign built on three integrated pillars that transformed traditional recruitment into an immersive cross-channel experience:

#### 1. Physical spaces reborn through digital innovation:

- o An Elisabeth Square installation shaped like actual airspace sectors, with LED technology projecting Budapest flight paths on transparent plexiglass. The structure housed tablets connecting visitors directly to our custom air traffic control game
- o An interactive tram stop with a "reflex wall" where physical button presses generated real-time conflict resolution scenarios, mirroring controllers' split-second decisions
- o Mall activations where traditional promotional spaces became digital gameplay hubs, creating shareable social moments

#### 2. Content that flowed seamlessly across media boundaries:

- o Outdoor advertising featuring QR codes that brought static messages to life
- o Print materials in Aeromagazin (16,000 copies) coordinated with digital newsletters reaching over 9,000 leads
- o Strategic partnerships with Hungary's top-tier digital influencers who commanded massive Gen Z followings precisely matching our target demographic – creating authentic bridges between online communities and physical installations
- o Traditional media coverage repurposed into social content that drove physical attendance

#### 3. Custom gameplay (hc20jatek.hu) as the unifying experience:

- o Available both online and at all physical locations
- o Progress synchronized across devices, maintaining continuity as candidates moved between touchpoints
- o Leaderboards connecting physical participants with the digital community

The campaign unfolded in strategic phases from October 2024 through March 2025, with each phase designed to amplify the previous: from awareness-building through traditional channels, to experiential installations, to nationwide activations and final conversion push.

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 252 words used. If the word count is more than 25 words over the limit, please deduct one (1) point from your score.

The campaign shattered expectations, generating 923 applications against our 700 target – a 40% increase over the previous year. Most impressively, we reached our goal more than a month before the March 15, 2025 deadline.

Our cross-media integration created a powerful multiplier effect across channels:

#### Physical-Digital Integration:

- o Elisabeth Square installation and interactive tram stop together engaged 6,040 participants, with the branded tram stop attracting 5,742 players alone
- o Nationwide mall tour across four cities (Győr, Pécs, Szeged, Debrecen) brought the experience beyond Budapest
- o 70% of physical installation visitors continued their journey on digital platforms

#### Traditional Media Amplified Through Digital:

- o 187 citylight displays (including 23 digital screens) created widespread awareness
- o LED displays at Budapest Airport's Skycourt reached 1.1-1.8 million travelers monthly
- o QR codes on traditional media generated 32,000 unique website visits

#### Digital Channels Driving Physical Engagement:

- o Total social media reach exceeding 6.5 million users across platforms:
  - Facebook: 1.8 million reach with 36,000 engagements
  - Instagram: 470,000 reach with 14,000 engagements
  - TikTok: 4 million reach with 15 million impressions
  - LinkedIn: 8,000 professionals reached
- o Collaborations with Hungary's Top 10 digital creators, who command massive Gen Z audiences, generated over 265,000 impressions with exceptionally high engagement rates from precisely the demographic we aimed to recruit
- o Display campaign generating over 7 million impressions with 20,000 clicks

The integration of offline and online experiences created a seamless candidate journey that not only met our recruitment targets but transformed HC's approach to talent acquisition for this unique profession.

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 196 words used.

Our supporting materials showcase the integration of traditional and new media elements throughout the "Five Out of a Hundred" campaign:

#### Case Study Video - Comprehensive overview illustrating our strategy for connecting physical installations with digital experiences to create a continuous candidate journey.

#### Activity Documentation - Videos and photos capturing key physical touchpoints:

- o Elisabeth Square installation with LED flight path display and embedded digital game stations
- o Interactive tram stop "reflex wall" installation showing real-time engagement
- o Nationwide mall tour showing traditional spaces enhanced with digital elements
- o HungaroControl open days demonstrating the blend of physical and digital experiences

#### Influencer Content - Selected content from our partnerships with Pamkutya and Henry Kettner, showing how they effectively bridged traditional and digital experiences, driving traffic between physical installations and online platforms.

#### Graphic Materials - Visual assets demonstrating consistent design across all channels:

- o Outdoor advertising with integrated QR codes
- o Digital advertisements matching physical installation aesthetics
- o Print materials coordinated with social media visuals

#### Online Game Screenshots - Interface examples from our custom air traffic control game (hc20jatek.hu), showcasing:

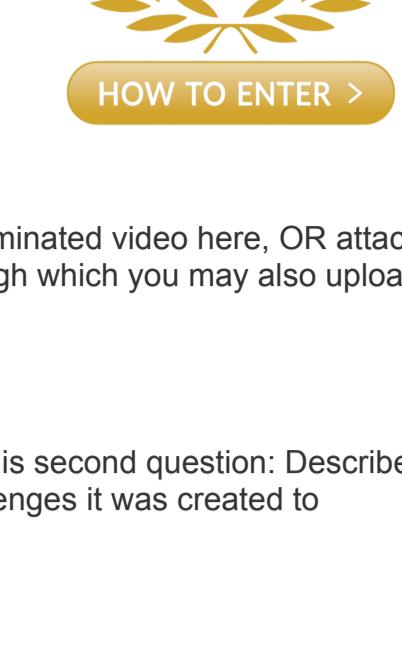
- o Consistent user experience across online and physical access points
- o Leaderboard system connecting physical and digital play sessions
- o Registration interface that facilitated lead generation across channels

#### Attachments/Videos/Links:

##### [Five Out of a Hundred. Are You One of Them?](#)



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