

Orange x Smartphone Pass

MEDIA SUSTAINABLE DEVELOPMENT AWARD



Context

Addressing an urgent societal challenge

Risks like cyberbullying, misinformation, and data protection fuelled pervasive parental anxieties:

95% expressed concern

80% felt helpless due to lack of resources

65% faced obstacles in digital safety conversations



24%

of young people in Belgium are victims of cyberbullying, and the age of first smartphone is steadily decreasing

- Orange core business is **connectivity**
- Orange purpose: giving everyone the keys to **a responsible digital world.**

Solution

Smartphone Pass:

A playful, free, and open-to-all website to support the use of a first smartphone

Topics covered include cyberbullying, screen time, protection of personal data, and the development of critical thinking in the face of AI and fake news, etc.

A family-oriented solution, **complementary to our awareness-raising actions in schools.**

<https://smartphonepass.orange.be/>

The screenshot shows the homepage of the 'Smartphone Pass' website. At the top left is the 'orange' logo, and at the top right is a language selector for 'NL'. The main heading is 'Smartphone Pass' in large orange letters, followed by the tagline 'Un premier smartphone, ça se fête. Et bien s'en servir, ça s'apprend !'. Below this, a central graphic features a smiling smartphone character with a blue pencil nib, surrounded by icons representing various topics: a speech bubble with 'cyber', a padlock, a magnifying glass with a question mark, and an hourglass. The background is dark with white stars and graduation caps. At the bottom, a white banner contains the text 'Grâce aux quiz du Smartphone Pass, tu découvriras avec tes parents des astuces et conseils pour adopter les bons réflexes.' and a large orange button that says 'C'est parti !'. A vertical 'Feedback' button is located on the right side.



Meta and TikTik formed the backbone of the strategy but we went beyond

Social Media



Influence



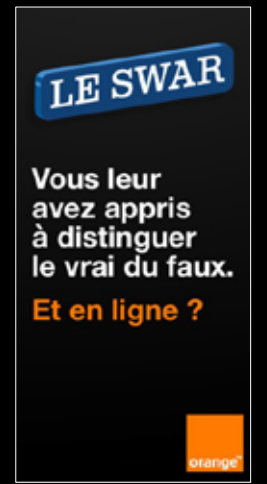
PR



OOH



Online display



Emailing



Print



Some key results

An outstanding

VTR of 21,5%

on TikTok

The Launch generated over

13k sessions

in GA and obtained an amazing
engagement rate over 50%

7 minutes

average active learning time

+9 points lift

in Orange's perception as a brand
with a positive societal impact

Why this campaign deserves the **MEDIA SUSTAINABLE DEVELOPMENT AWARD** ?

1. Orange transcended traditional commercial objectives, creating **a comprehensive educational tool** and mobilizing the media ecosystem **around youth digital wellbeing**.
2. By proactively identifying this deep societal need, developing a free educational product, and masterfully mobilizing a **native media ecosystem**, Orange exhibited credible, human leadership.
3. This initiative showcases **media's crucial role in building a more sustainable, equitable, and inclusive society**.



For a safer
digital world,
Orange is here



Thank you!

