TELEKOM
MUSIC AS A CONNECTING FORCE FOR MILLENNIALS
Music is unrivaled in its ability to bring people together, and the digital age has created exciting new opportunities to leverage its power. Telekom Electronic Beats (TEB) wanted to explore new ways of fostering meaningful connections for millennials through music and lifestyle products. Together with the DO School, they brought together 20 innovative young people from around the world to develop experiences focused on the needs and dreams of millennials.
THE ENGAGEMENT

In a four-week program in Berlin, one of the world’s music and lifestyle capitals, the DO School brought together a select group of participants as well as experts and industry leaders and used the DO School Innovation Method to guide the group in finding new connection points that appeal to millennials. The group of like-minded innovators from around the world co-created concrete products and services that inspire and connect.

THE CHALLENGE

Millennials around the world use technology to express themselves and exchange ideas across borders. Through the Smart Connection Challenge, Telekom invited young innovators to find new ways to use technology to develop TEB music and lifestyle products and services that enrich these connections.

**We’ve partnered with H&M, BMW, DB, Axel Springer, Telekom, Unilever, YouTube, the United Nations, and many more to get them closer to their customers and develop radically different solutions. Ready to co-create innovation?**

GET IN TOUCH
THE RESULT

From 100s of developed ideas, the best four were chosen to go into prototyping and testing. The resulting final idea was co-created with Telekom’s internal innovation team and will be brought to market in the course of 2019. Thanks to the program, the TEB team also developed deep insights on millennials’ challenges, goals, and worldviews.