

The goals and the challenges what Yettel has to deal with...



Purpose

#1 Connect Yettel's new Business Prime tariff with the right business owners at the right moment of intent.

#2 Raise awareness of Yettel's Business Prime tariff for freshly started small businesses.



Challenge

#1 Starting a new business is always hard with many administrative rounds and unpredictable barriers.

#2 Nowadays the businesses have to think about the hybrid & remote working. They have to set the technical background for the workers to help them create a better work-life balance with more flexibility.

In the spotlight

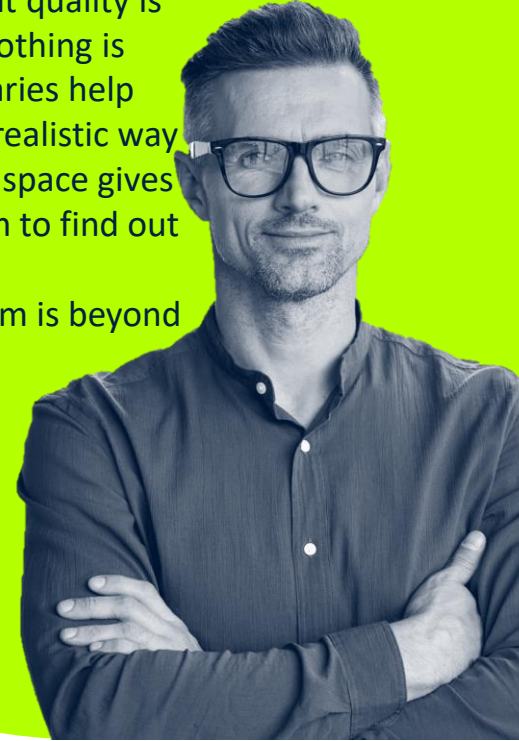
Star-gazer Spirits

Star-gazer spirits are living their late 20's. They feel comfortable without limits, whether it is about music or work. They make use of every opportunity in life. Without appreciation, work is unimaginable for them. The main information source for them is the digital world.



Confident Class

Thirties, who admit that quality is essential, aware that nothing is free. Unlimited boundaries help them to practice their realistic way of thinking. The online space gives them the right platform to find out new ideas. Assertive communication for them is beyond their comfort zone.





insight

Yettel saves time for owners to find the missing pieces what makes their business complete.

Guiding through the corporate jungle

Trends show that the number of new businesses grew in the last 3 years with an undeniable +17%. That means the number of potential new customers is constantly growing.

Yettel has to provide a solution that simply fits into the process of starting a new business. Because the owners have many other administrative tasks.

It's important that the service needs to track the growth of the business and makes it unlimited for users.

balance

The biggest challenge for new entrepreneurs is getting sales and getting customers - 61% of them struggle with that."

Source: Forbes

Brand with human heart

With Yettel's capability to get people in touch whenever and wherever they want, young business owners are provided with precious network and time to find their path in the corporate jungle

Yettel.

Now is
Yettel's
moment to
help!

Startup Quote!



Strategic executions

Financial kick-off package

Provide a Yettel Prime Banking & Billing package for the new entrepreneurs as starting point



Air balloon symbolizes balance & limitless

A networking event will help the entrepreneurs to connect and meet the possibilities that Yettel can offer for business owners



Mindsetter by Yettel Prime

Podcast & Video series with professional organisation developers



Financial support & key moment relevancy

Yettel Prime Banking & Billing package for the right business owners at the right moment of intent.



Yettel offers an affordable starting package for the new business owners to make the new business organising easier.

Cooperation with international banks and billing services will give entrepreneurs more freedom to focus on their operations. Shortening the administration time will lead to less risk as well.

Down-to-earth & limitless together



Yettel.

Use the LinkedIn platform to bring the movement digital. Those businesses who are already Yettel Family members insert the [#yettelfamily](#) frame on their company profile picture.



The spectacular outdoor solution helps to build awareness in both Star-gazer Spirits and Confident Class audiences.

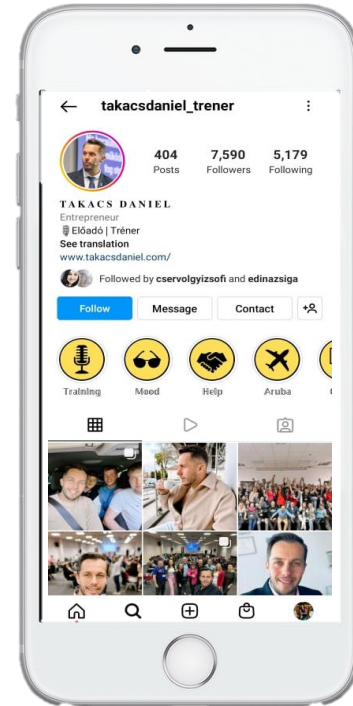
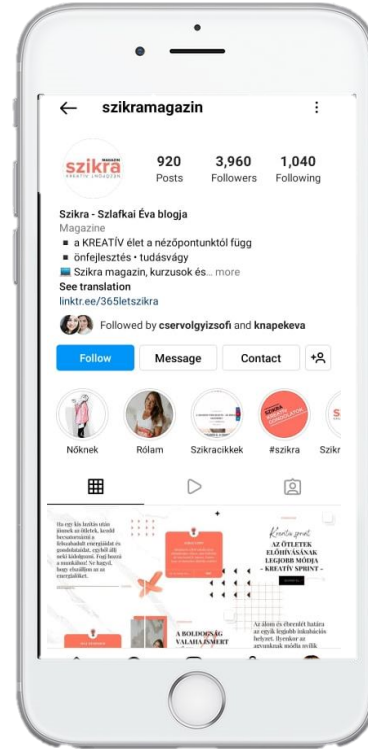
Personal networking possibility & buzz generation is unavoidable to bring Yettel to a new level. To become a top-of-mind brand.

Mindsetter by Yettel Prime

Mindsetter series with professional organisation developers [@szikramagazin](#), [@takacsdaniel_trener](#) will provide a basis for businesses to grow under the Yettel umbrella.

Through audiovisual & audio formats get professional tips which help to keep the business owners on track and maintain their 'calling'.

With the Mindsetter series, they can recognize the real Yettel Family spirit. Where they got the right support. Belonging the Family brings balance to their lives.



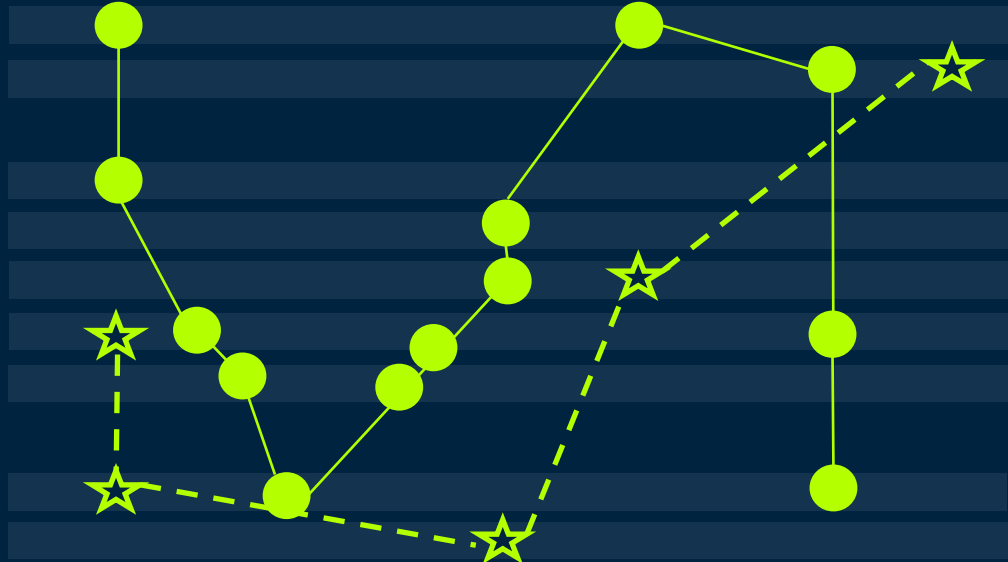
Journey map

FINANCIAL KICK-OFF

AIR BALLOON

MINDSETTER

- LINKEDIN
- PODCAST & YOUTBE
- TV
- RADIO
- OOH + EVENT (AIR BALOON)
- DIGITAL (IDENT TARGET DISPLAY)
- PR, NATIVE ARTICLE
- YETTEL OWNED DIG.PLATFORMS
- YETTEL STORES (DOOH)



● CONFIDENT CLASS

★ STARGAZER SPIRITS

CONFIDENT CLASS' GOALS

Show them Yettel will be there FOR THEM to help them get connections

Help them to survive the challenge of the corporate jungle

To help them create client network & make them to switch tariffs

STARGAZER SPIRITS' GOALS

Show them the possibilities they need

Imprint to their mind -> becoming TOM

Inspire them to take the first steps of a real life-changer business

Get them to ask for offers

Measuring balance

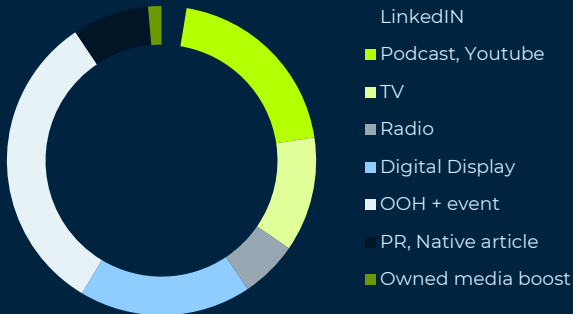
BUDGET

Netnet 100M Ft

KPI

potential 50M impression

MEDIAMIX



&	AUG	SEPT	OCT	TOTAL
FINANCIAL KICK-OFF				20 M Ft
AIR BALLON				45 M Ft
MINDSETTER				35 M Ft

WHY IT WORKS?

1. Working with banks provide us the opportunity to reach the target group at **the key moments**, in the moment of starting a business.
2. Being **part of the Yettel family**, creates a community that provides supporting and **added value for loyal users**
3. Creating a special **buzz with balloon** helps increase **awareness and TOM effect**.