

# Yettel. TeddeI.

Staying **connected** while being **disconnected**.



# The Facts

96%

OF MILLENNIALS USE INTERNET  
ON A DAILY BASIS

.

95%

OF THEM USE SOCIAL NETWORKS  
EVERY DAY

.

94%

DOES IT VIA  
SMARTPHONE



# The Insight

Being 100% offline is impossible as it is so deeply rooted in our everyday habits.

Urban Millennials cannot define their lives without Internet. Yet, it can be overwhelming.

WE WANT TO BE **CONNECTED** & DISCONNECTED.

# Our Audience



Urban Millennials are as heavy users of digital tools as GenZ. Sometimes they are even heavier as the online world is not just part of their free time but also their work. It makes them being either more addicted as they **fear of missing out** or it makes them **fed-up** and long for something simpler where they do not always need to catch-up.

## The FOMOs



54%



„I cannot imagine my life without internet.”

56%



„We spend too much time on the internet.”



## The Fed-Ups



## The Challenge

Being active online (e.g. social media, using GPS, reading news, watching content) gives such cognitive load that it makes both the users and their devices exhausted. How can they balance this out in their life?

## The Solution

We do not want to alienate millennials from using digital solutions but to show them an idea which makes their on&offline presence more balanced. Thus we came up with a campaign which put emphasis on being connected and disconnected both technologically and emotionally.

We are introducing:

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1.

Introducing „*How do you want to remember this Moment?*” movement

2.

Friend finder function in Yettel Wallet app so they connect to remember together

# 1. How do you want to remember this Moment?



The goal is to bring the attention on how much we forget to be present in the moments which would mean lifetime memories. We are looking at things through the screens of our phone, alone instead of being amused by the experience. Everyone wants to share but to keep it balanced; just take one shot and put it away!

**1.**

**Social campaign:**  
#teddel

Shoot only one photo of an event or site so you can share and then put your phone away. Just enjoy!

**2.**

**Image video:**

on owned media (Yettel TV) and other paid video platforms (YT & Else)

**3.**

**Digital banners and digital city lights:**

at crowded places (e.g festival locations or airports)

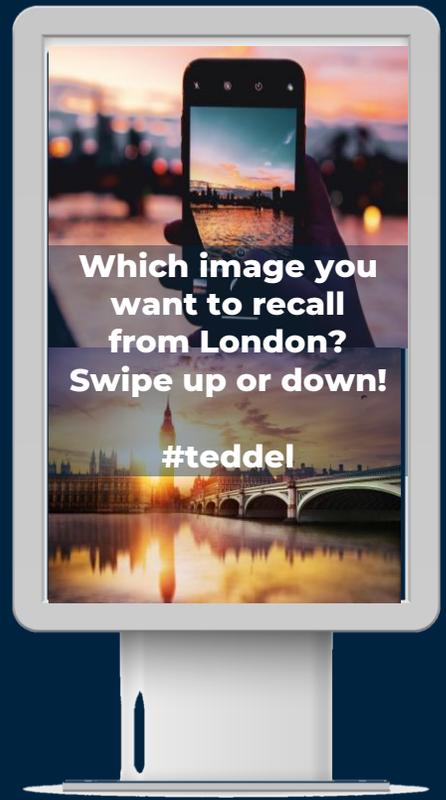
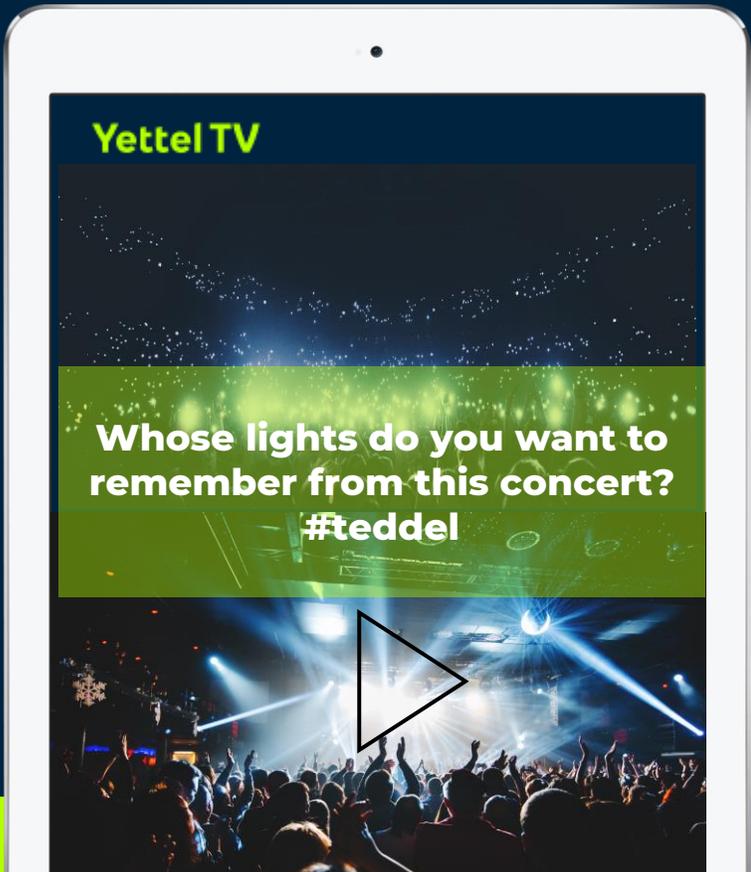
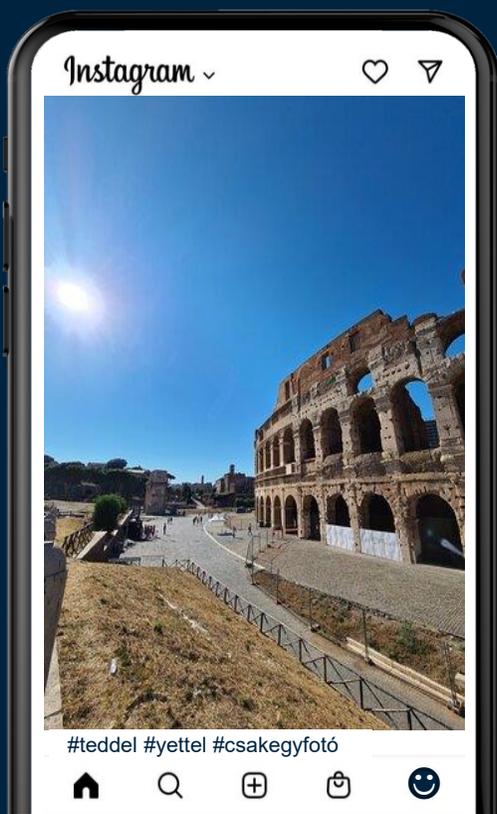
# 1. How do you want to remember this Moment?



**1.** **#TEDDEL**  
Social campaign

**2.** Image video

**3.** Interactive banners  
& digital citylights



## 2. The Friend Finder



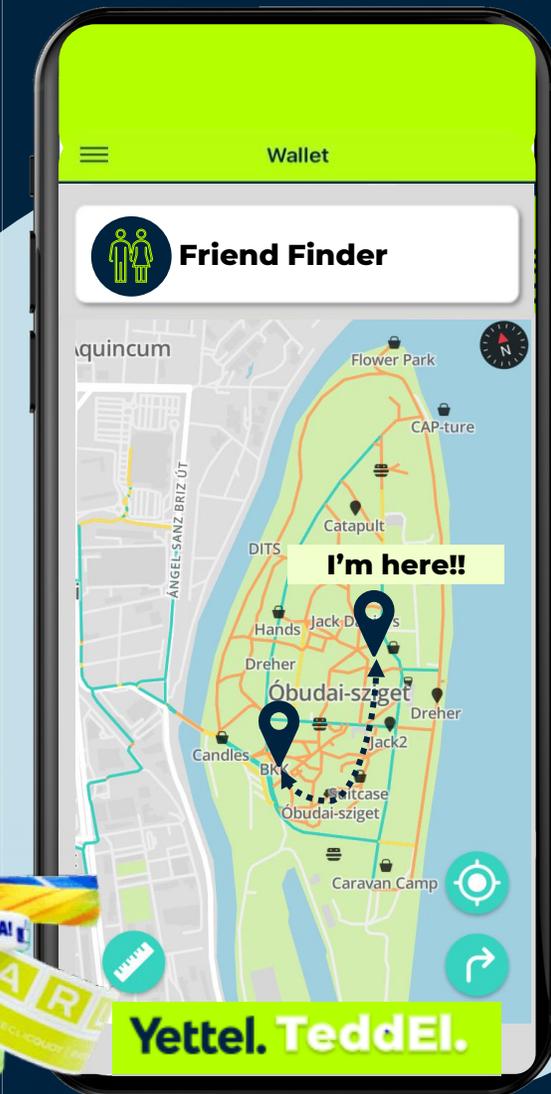
As part of the „How do you want to...?“ movement we created a tool. The aim of this tool is to make friends to find each other and **connect** in situations when it is so easy to get disconnected – both technically and physically. Like a festival or a concert. We want them to **live for the moment** but with each other.

The Friend Finder is an in-app function in Yettel Wallet free app which works with crowd-based GPS technology thus it does not require always-on internet usage and GPS connection. It uses either the bluetooth signals of the phones or NFC tags built-in the visitors' wristband. Therefore, you can turn off mobile data and location sharing & just focus on the moment.

This results in an integrated locator which does not make the mobile's battery run low nor use the mobile internet and it is suitable for every devices and op systems.

These features are responding to real-life problems of millennials so it probably would encourage also non-Yettel users to download the app on social events.

**Communicated through digital channels of Yettel, influencer cooperation combined with the newly launched Yettel merch, in-store promotions and OOH campaign around festivals.**



# Why will it work?

1.

Both FOMOs and Fed-Ups are present in the digital world – this campaign gives both of them a way to make their offline and online life balanced. To be connected while being disconnected.

2.

The Friend Finder is a digital solution which REALLY ease your offline life – it responds to real-life problems like low battery and low mobile internet which makes it impossible to 'stay alive' on a festival or after. Without your phone you cannot find your friends, cannot call a taxi or show your BKK pass to the controller.

**+Pro Tip:**  
Monitor the  
buzz  
generated  
around Yettel  
with the  
#teddel  
hashtag.

3.

The campaign points out the right moments to use phones, when the users should put it away, and focus on real life moments.

# Yettel. TeddEl.

Hope to see you **connected** while being  
**disconnected!**