



YCL 2022

PROBLEM

**Balancing our virtual and physical lives is hard.
The content is constant, the scrolling is endless,
so technology can often get in the way of our
real life experiences.**



Can Yettel highlight these problems and show the target group how to achieve balance in their mobile use?

Yessir.



INSIGHT

A group of friends is safe environment to challenge ourselves and our surroundings.



Introducing



Yettel.

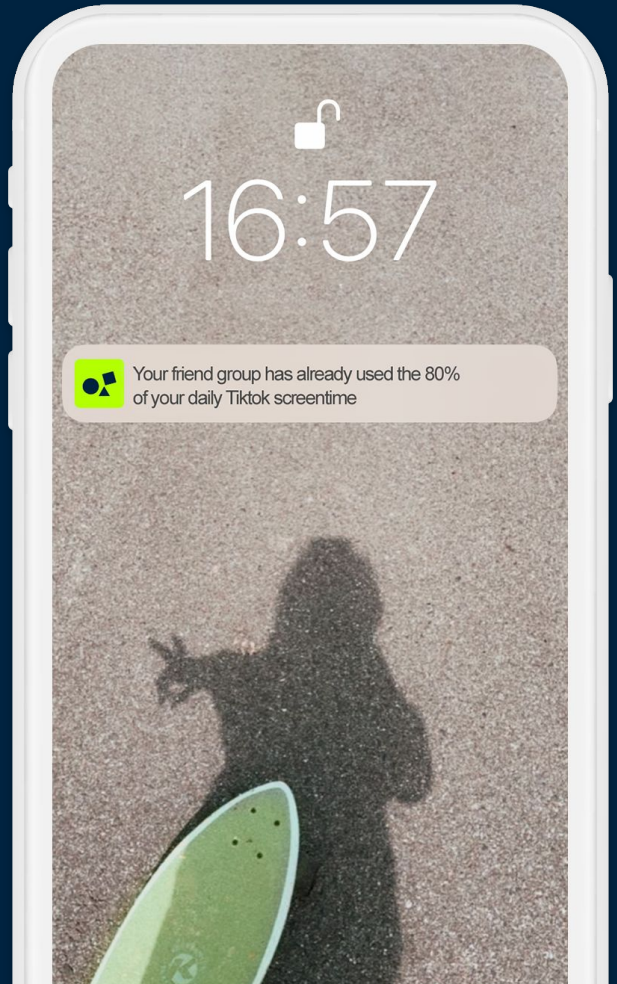
Miidó.

The app that offers a safe and tricky place for you and your friends to challenge your daily screen time. Here you can set up usage limits for each apps with one rule: every minute you use is part of the common screen time.



So yes, if one of your friends has been hanging out too much for example on TikTok or BeReal, you'll get less that day. But hey, it's a perfect opportunity to use that time on something else, like having a beer at Turbina with a colleague, invite your parents to your apartment for a surprise dinner or whatever.

You can also gain extra screen time usage by meeting up in the real world with one of your friends of your own group.



To strike a broader sense of balance, after every 10. user Yettel donates smart devices to people in need who cannot afford to keep up with technological advances.



Have a great time find your balance of responsible mobile use and focus on real life experiences.

See ya!



Thank you!

