

**Yettel**

*brings*

**balance**

*to your*

**LIFE**



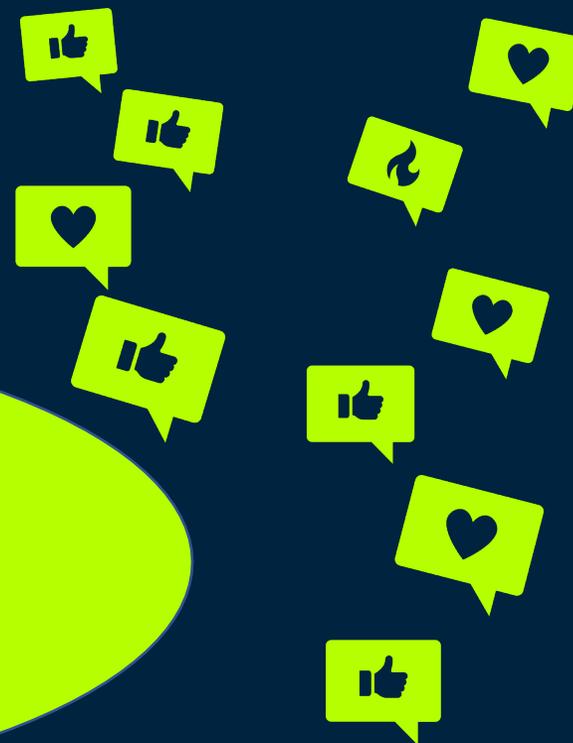
*What comes to mind about us?*

*Who are we and what is our mission?*

*We are the **Yettel** and we are here because of **YOU!** We know that starting a **new buisness** is exhausting and takes a lot of **time** and **money** to realize our **dreams** but we are here to hold your hands and **help** you trough the hard days.*

*Because i'm the Yettel, if not me, who?*

*Thank you! Finally somebody who understands me! But why are you helping me?*



# *Insight*

*Sometimes it is hard to maintain a **balance** between work and private life, but Yettel will help you out!*

**Yettel.**

*Balanced life is a better life.*



*With the **new** business tariff package, they offer **unlimited** internet usage, so you can stay in touch with your **loved ones** and finish your **work** at the **same time**.*

# Target Audience

- New small business owners
- Future business owners
- Freelancers

*Since May 2021,  
126,400 businesses  
have been launched  
in Hungary*

Online

TV

Outdoor

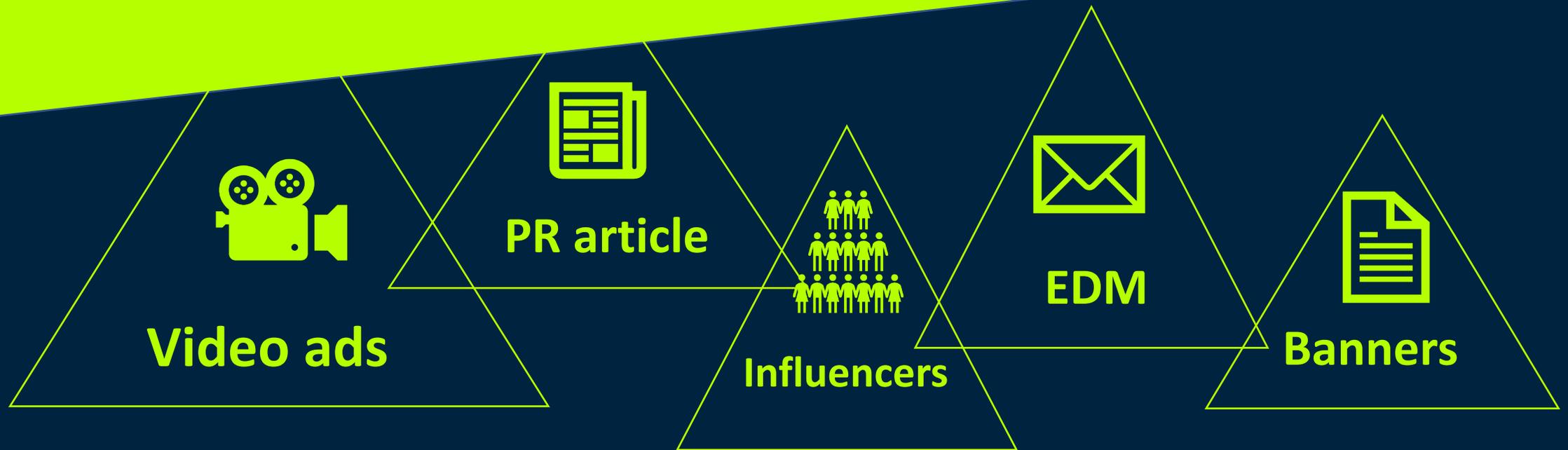
*And where can we reach them* ●

**Yettel.**

# Online

Yettel.

- In today's world, online is the easiest way to reach the younger, better-off audience, we prefer these methods to draw their attention:

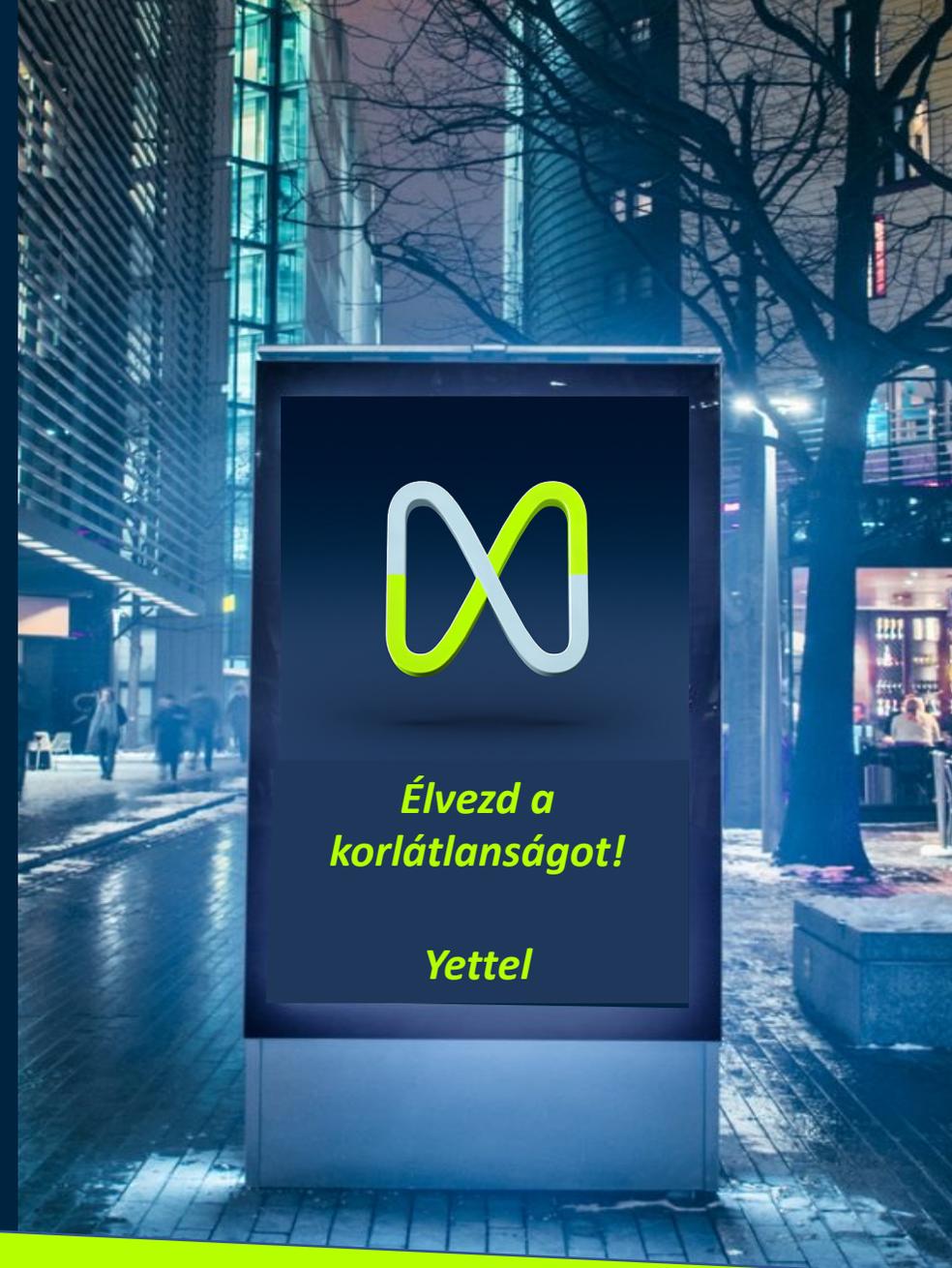


# *Outdoor*

For outdoor ads, we prefer these locations:

- Near banks
- Near coworking offices
- Near universities
- At public transport stops
- In malls

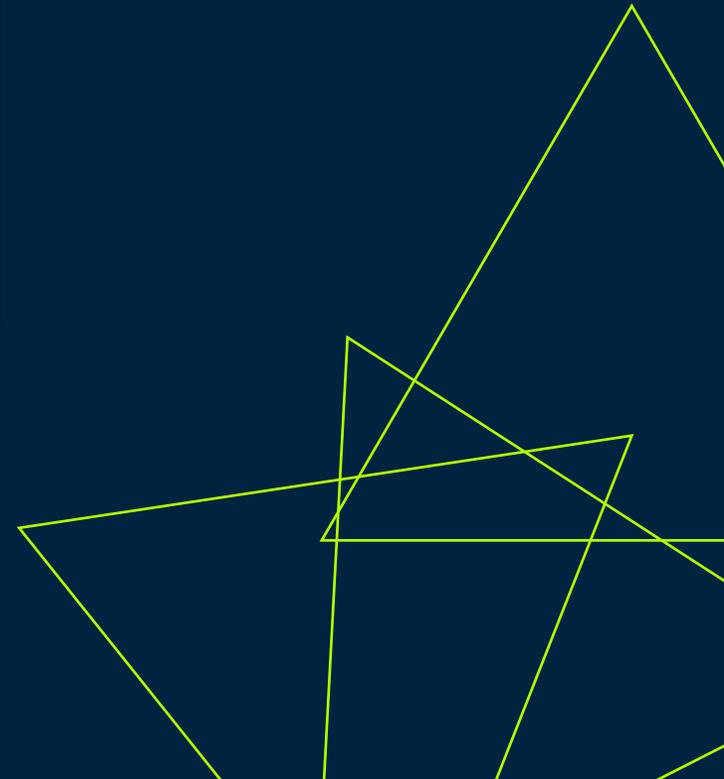
**Yettel.**



# Television advertisement

Yettel.

*Many people think that TV commercials starting to go out of style, but still a lot of people can be reached with this method, in addition, advertising on TV is one of the cheapest ways.*



**Yettel.**

We would focus mostly on online advertising...



...but the more interfaces we use, the more effective our campaign will be.

**„Bye,  
let’s talk later!”**

This is not a goodbye, but a new beginning

**Yettel.**