

**LOVE is  
in the AIR**

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## CHALLENGE / INSIGHT

Even in our bedroom we feel the pressure to be constantly connected online, so much so, that the last and the first thing we see and touch is our phone's screen, which really kills the atmosphere, the romantic, intimate mood.

"The more we were on our phones, the more we argued because we weren't in sync anymore and we didn't really know how to communicate and connect emotionally, even physically."

"When my partner starts using his phone while we are spending quality time together, the atmosphere changes, I can't connect to him anymore right in that moment."

## HERE'S A SEEMINGLY RANDOM INTERESTING FACT...

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**75% of all emotions generated every day are due to smell.** Scents can heighten the senses, make you feel balanced and grounded, lower stress levels, enhance sexual desire, **improve overall mental health and love life.**



# Yettel AIR

a smart diffuser that creates the atmosphere  
that best supports your relationship



## HOW IT WORKS

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The diffuser is connected to an AI app that analyzes your and your partner's social media activity, so at the end of the day it will know what scent you'll need in the bedroom to make the most of your relationship.

So, based on your online interactions, whether you need energy, refreshment, balance, harmony, relaxation or a little bit of erotica, it will diffuse the right mix of scents to set the atmosphere in the bedroom, to enhance any of these (and even more) emotions by connecting with your limbic system.

Oh, and it also blocks phones that are close by, so basically kills the mood killer before it can ruin the well-set, personalized atmosphere.



## DIGITAL TOUCHPOINTS

### TEASER

We start the campaign with talking about the **problem** on Facebook and Instagram, how using our phones in the bedroom kills the atmosphere.



### LAUNCH

We launch Yettel AIR with the help of an influencer couple, that has been testing the diffuser: we share an **online video** about how this AI and scent infused product helped taking their relationship to the next level.



### ACTIVATION

We make Yettel AIR available on the **webshop**, plus it can be won through FB & IG **comment contests**. We also **educate** users about the power of scents and how to use our phones responsibly to build our relationships in a healthy way.



### STORYTELLING

We get other **influencer couples** on board and create more **videos** with them to emphasize the issue and to spread our message: **use your phones responsibly, in a healthy, relationship-building way.**



## WHY IT WOULD WORK

- **fits in millennials lives**
- **balances online and offline interactions**
- **easy to use & smells great (obviously)**
- **it doesn't just carry scents, but the message of responsible mobile use too**



THANK  
YOU.

