

Young Cannes Lions.

#relief. with Yettel.



TeamPigletPink.

The Brief.

Target

Small businesses, who just started out less than a year ago

Problem

Yettel's new Business Prime tariff with unlimited data is an offer that could add value to them, yet has a hard time finding the right business owners at the right moment of intent.

Goal

Raise awareness of Yettel's Business Prime tariff for freshly started small businesses and connect with them meaningfully

Consumer's situation.

80% of small business owners live on the countryside, 20% of them are living in **Budapest**

Could be in any industry – offline and online as well

Working 24/7 - no/very few free time

Stressed, overwhelmed

What Yettel can provide.

Unlimited domestic data

Education, building digital awareness

Digital solutions to spare time

Managing the tariff via application

Yettel exists to help people achieve balance in their life

Campaign strategy & Mission.



Yettel exists to help people achieve balance in their life
Saves time, helps to connect, more time remains to live and recharge and
#relief.

Television.

Where?

2 months long spot campaign on all the TV channels to build a higher reach-

How?

High weekly GRP rates, in the evening hours – prime time

Why it works?

To reach a wider audience, TV is a must and, in our case, where 80% of small business owners are living outside of Budapest. The TV consumption of these groups is still high. Prime time is relevant because small business owners only have time to watch TV in the evening.



Out of Home.

Where?

Covering locations where new business owners frequently appear – administration and acquisition points. Appearing on digital displays of Government Offices.

The Plot Twist:

Additional AR solution to interact with users – connecting physical life to technology,

The tool: telecommunication

How?

Read the physical ad with your mobile phone, and it will lead you to educational content/educational microsite – how to spare time, how to make the administration easier etc.

Why it works?

People interact with the physical ad, and use their mobiles as a tool to connect outdoor with digital platforms. Also we can collect an own database to retarget later.



Digital.

Where?

Social & Programmatic. and Local Display..

How?

In **social media and programmatic** display we are activating ads during whole campaign period to maximize reach with most detailed targeting solutions: based on behavior and interests.

With **Local Display**, using high impact emissions on relevant business sites to expand digital opportunities.

Why it works?

Retarget.

Already reached users can be retargeted based on collected data from OOH and Digital ads, with an updated message to finish user journey.

Building a database to have 1st party data, to be prepared for Cookieless future.



Podcast – our long term relationship.

How?

Start own Podcast channel to create relevant content
Invite guests who are already succesful in small business:
sharing stories, experiences, tips.

„What is the secret of successful business and balanced life?“

„How to survive the first year's struggles?“

Why it works?

You can listen to it anywhere, during work as well. Helps endorse engagement to the brand. Connect with users who are trying to avoid direct ads. Gives relief to people via showing experiences of other business owners.



#RECHARGE.

Flowchart.

	Q2	Q3	
	September	October	November
TV Spot	Dark Blue	Dark Blue	Light Gray
OOH	Yellow	Yellow	Light Gray
Direct Digital	Dark Gray	Dark Gray	Light Gray
Programmatic	Medium Blue	Medium Blue	Medium Blue
Social	Light Blue	Light Blue	Light Blue
Podcast	Light Gray	Light Gray	Light Gray

Results.

*Giving the feeling of **#relief**.*

Helped creating balance in life Through saving time and power for small business owners who works 24/7 .

*Delivered the message through **media**.*

Reached small business owners, with different scopes of activity on any point of the country via different media solutions.

Completed the **Mission**.

Small business owners engaged to the brand via various interactions.



#RELIEF.