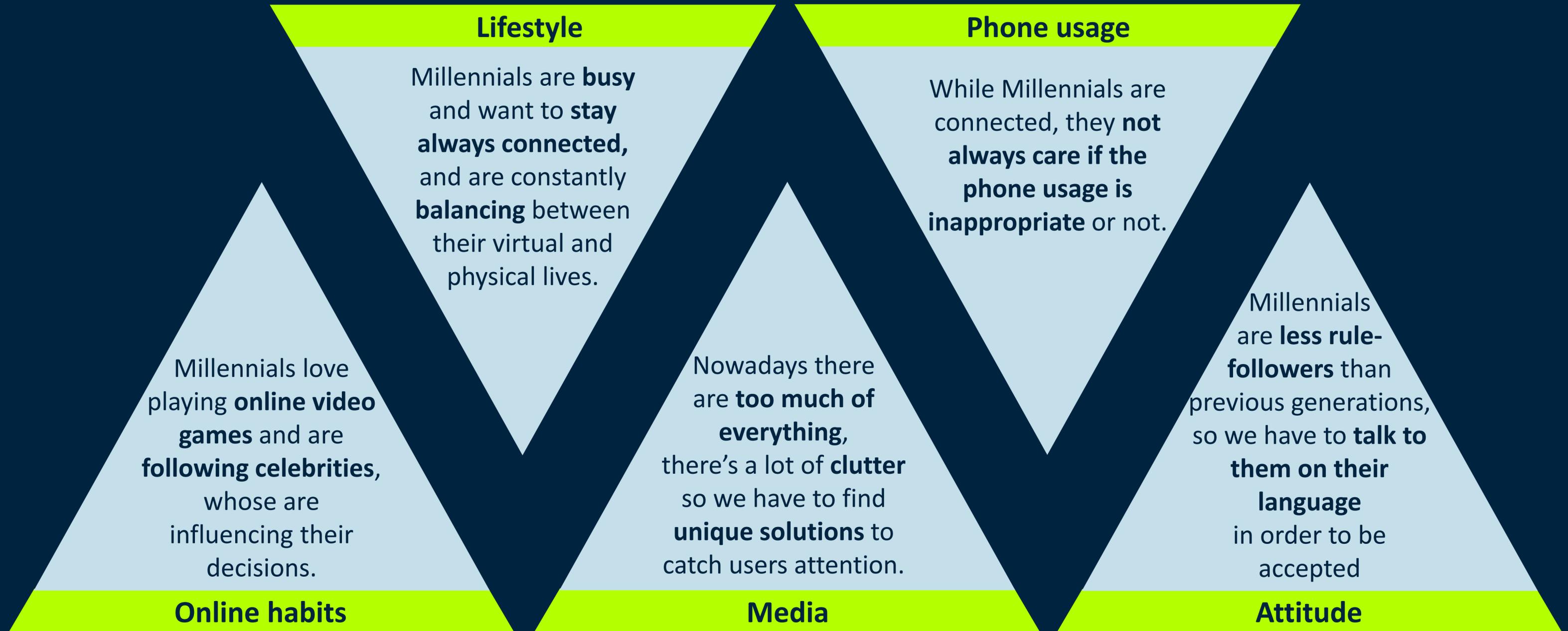


BALANCED LIFE IS A Yettel. LIFE

Our challenge:
How to direct Millennials attention on inappropriate phone usage and start behaviour change using online touchpoints?

WHAT TO KNOW ABOUT MILLENNIALS?



Create a game, which highlights the inappropriate phone usage situations in an entertaining way.

Let's launch an online **Yettel. platform,
„Yettel-tion“ (Yettel. + Attention)*
where people can play an easy but funny
game, which simulates these inappropriate
situations.**

**Next to the game, Millennials will also find
educative articles about phone usage.**

*** The platform name is just an idea :)**

HOW IT WORKS?

The game will show **different situations**, when the phone usage is **dangerous** or people **miss important moments** because of it.

In the gameplay, these situations are **rather funny than serious**, so we can easily **draw Millennials attention** that keeping balance is important.

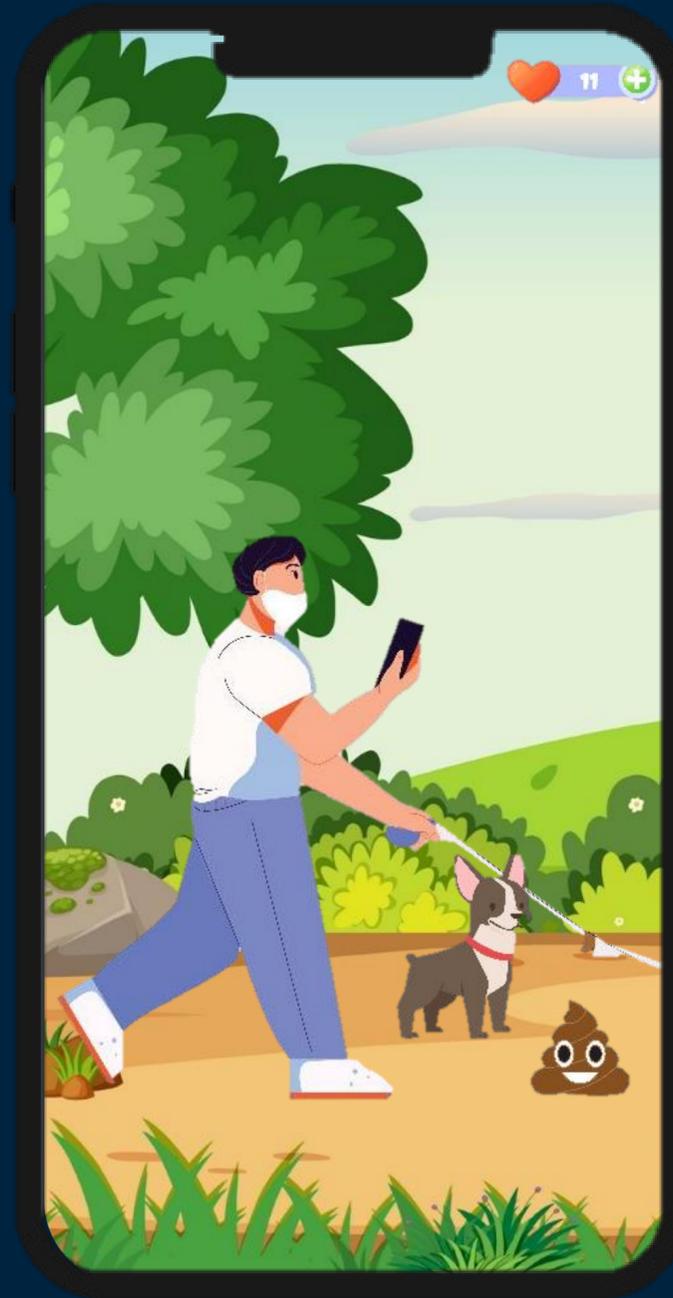


The more they play with the game, the faster it gets, so becomes more and more difficult. The goal is to **earn as many points as possible per run**, in order to be added to the leaderboard.

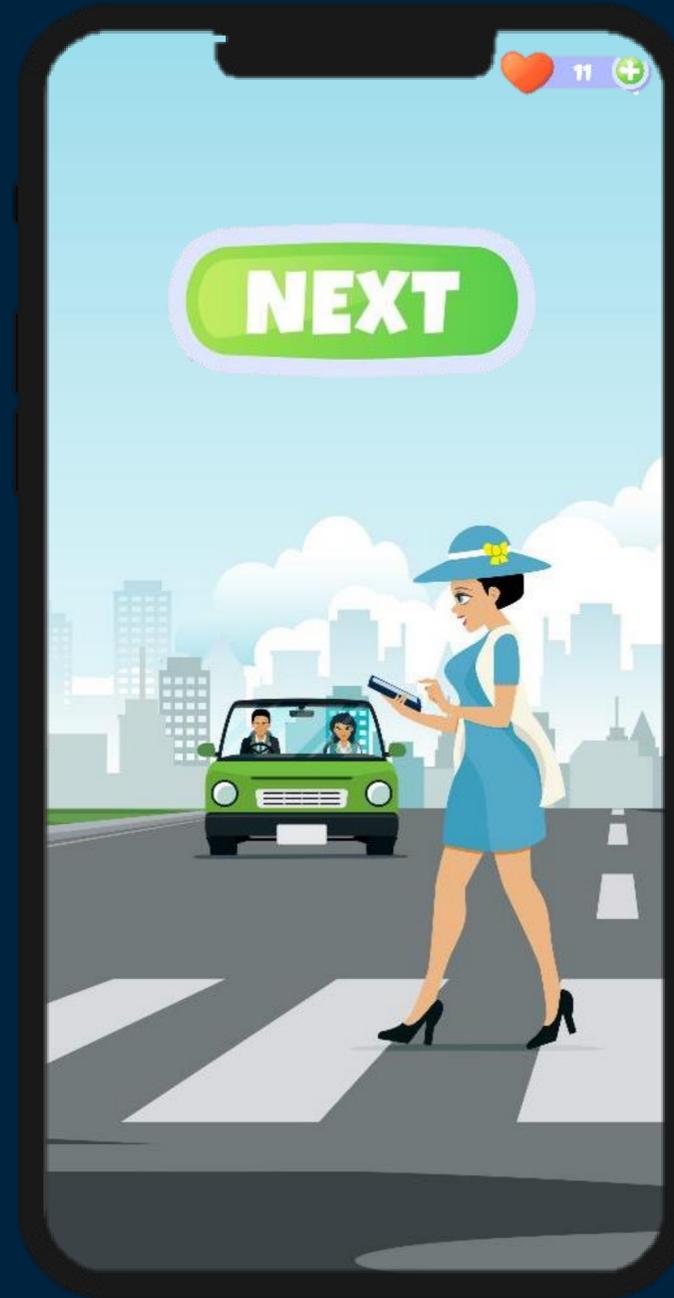
SOME EXAMPLES OF THESE INAPPROPRIATE SITUATIONS



Christmas dinner



Dogwalking



Walking across the street



Romantic date

HOW TO DRIVE MILLENNIALS TO THE PLATFORM?

DISPLAY SOLUTIONS

In order to maximize reach at the beginning of the campaign, we recommend to choose **high-reach websites with high affinity** towards Millennials, and appear with **large-scale, spectacular banners** on them.

Besides, take advantage of **programmatic**' precise targeting, and run with **contextual targeting and audience segments**, so we can reach **different types of Millennials with different messages**. (for e.g: dog owners will meet our ads which displays a dog-walking screenshot from the game)

SOCIAL MEDIA SOLUTIONS

Reach Millennials on their favorite **social media platforms**, in order to raise awareness to the game, and drive traffic to the website.

On social media platforms we can use **several targeting options**, and use **different creatives for different people**, just like in case of programmatic.

Recommended platforms based on Millennials social media usage: **Facebook, Instagram, Snapchat, TikTok, Twitter, YouTube**

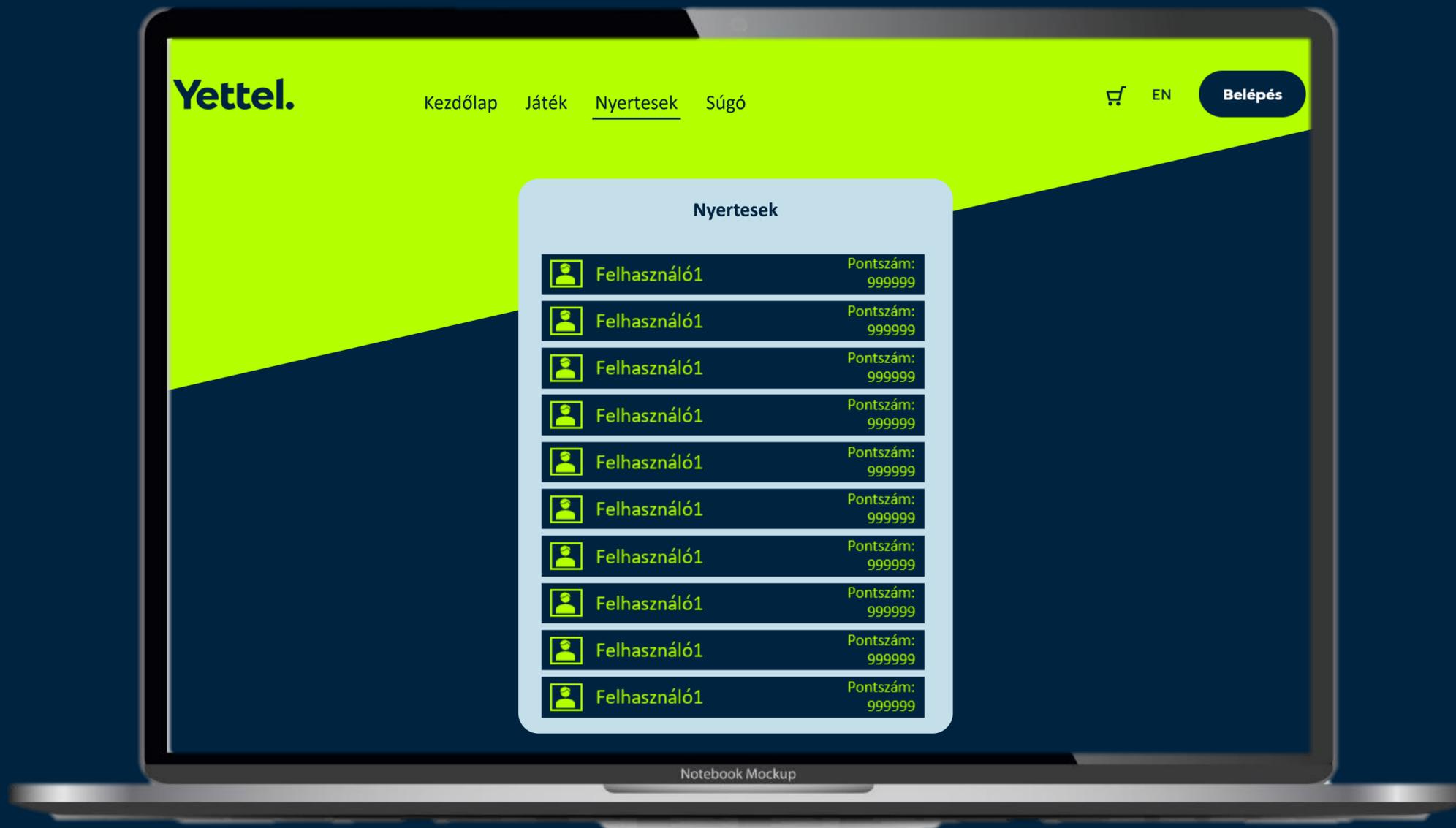
INFLUENCER SOLUTIONS

Since Millennials are often following influencers and celebrities, and they are influencing their decisions, we recommend to choose **different high-reach influencers**, who will show their followers, **how to play our game and how fun is it**.

While they are playing with the game, they will **talk about the importance of balanced phone usage** and the risk of inappropriate situations.

Recommended influencers based on the number of Millennial followers: **Unfield, Szirmai Gergely, Istenes Bence, Dancsó Péter, Fluor Tomi, etc.**

HOW TO ENGAGE MILLENNIALS IN ORDER TO PLAY WITH THE GAME REGULARLY?



After we drove Millennials to the platform, we have to **engage them, so they will play with the game regularly**, visit the website regularly and become **committed to a balanced phone usage**.

We suggest to **launch a sweepstake**, in case of which the TOP 5-10 users from the leaderboard would receive **Yettel merchandise giftbox**.

The sweepstake could be **advertised in social media and influencer contents** as well, in order to maximize sitevisitors.

THANK YOU FOR YOUR **Yettel**TION!