

OWN YOUR UPS & DOWNS

team DERES

Yettel.



THE GOAL IS SIMPLE

Raise awareness for
Business Prime tariff amongst
small businesses

THE CHALLENGE LIES IN THE
AUDIENCE

WHO ARE THEY?

Audience is not homogeneous.
Instead of demographic
segmentation we need to focus on
common characteristic traits.



POTENTIAL AUDIENCE

5 445 000 people in Hungary
whose primary concern is to
live according to their own
ideas without restrictions

from whom **2 372 000**
enjoys challenges

& **827 000** likes to
take risks

THE INSIGHT

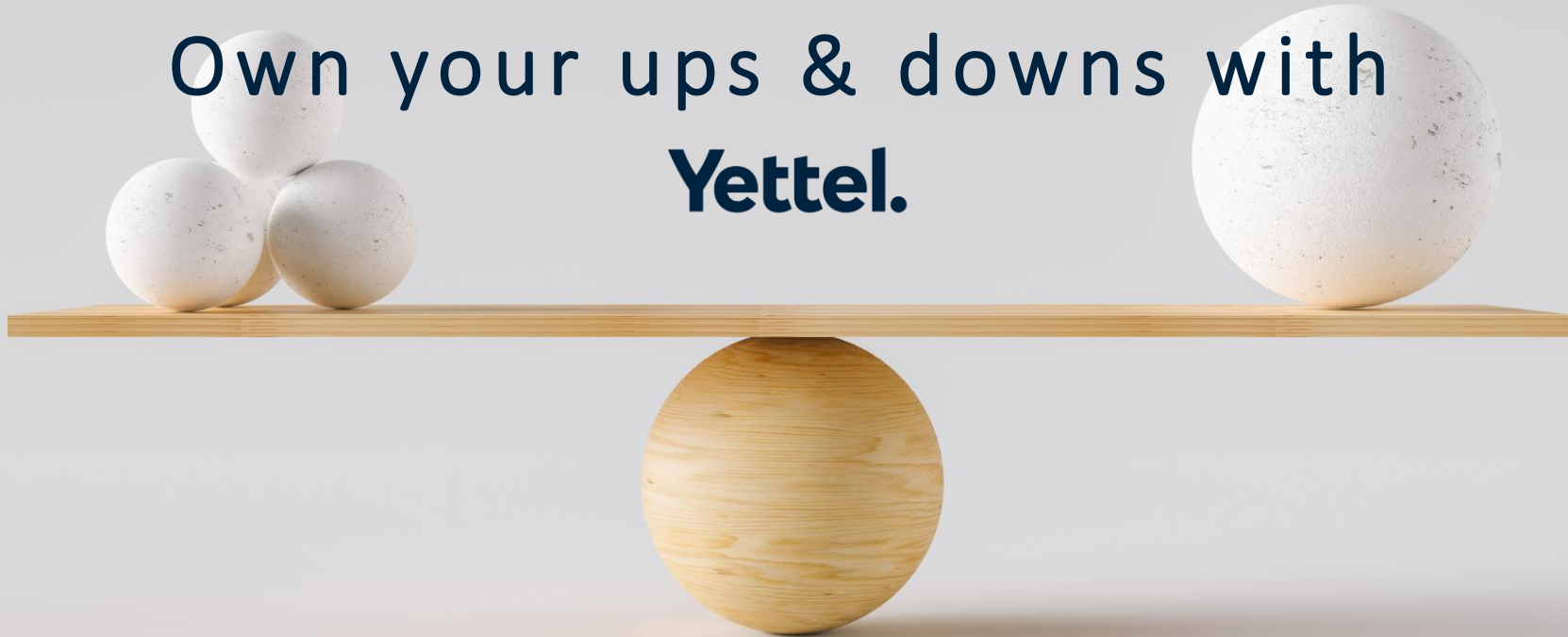
We as human beings thrive for **balance** in any field of our lives.

Having a small business is a bumpy road with ups & downs all the time.

You cannot avoid obstacles.
What you can do is own them.

THE IDEA

Own your ups & downs with
Yettel.



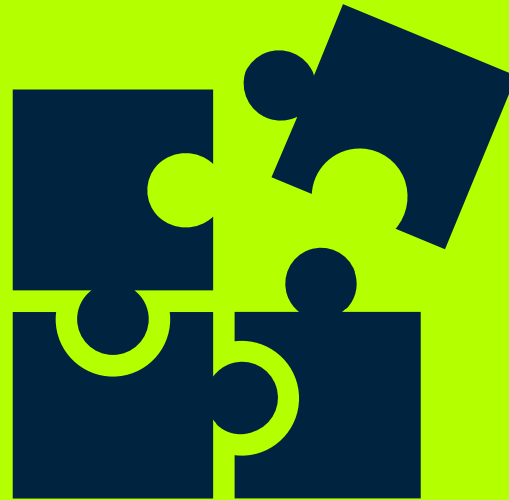
COMMUNICATION STRUCTURE

Hype



Giant scale installation
on Deák Ferenc square

Involve



Install Yettel always-on digital
citylights in co-working offices and
start championship

Maintain



Create Yettel Ups & Downs
community for longterm support

HYPE

*Create high reach
and buzz with a
challenging
activity*



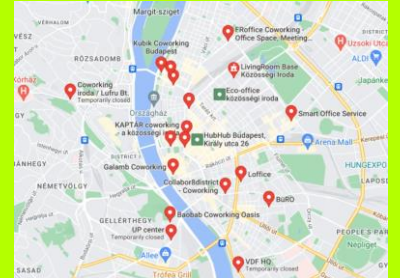
- Audience insight: a soft spot for interesting, creative challenges
- Execution: install a **giant scale** on Budapest's most crowded square
- Task: You have **30 seconds to balance the scale** with giant Yettel branded cubes, spheres and triangles. ▲ ● ■
- Photo/video of contestants will be shared on Yettel's website, can be downloaded after a short questionnaire → find business owners

INVOLVE

*Be there at the
right moment of
intent*

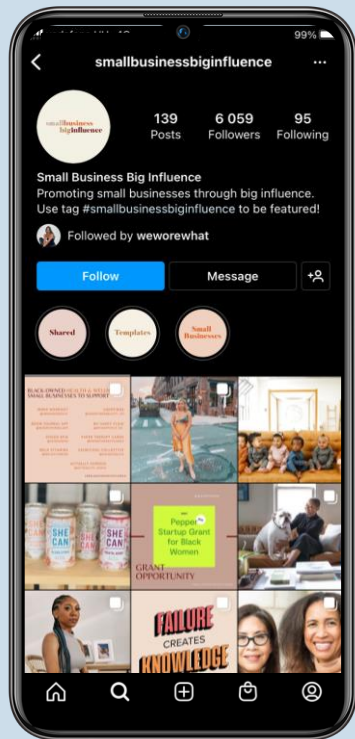


- Audience insight: young competitive entrepreneurs with no permanent office space
- Most relevant touchpoint: cooperation with **coworking offices**
- Execution: set up a digital citylight as a giant game screen – **Yettel Ups & Downs Championship**
- Task: Beat the top scores with balancing game – earn points by putting on more and more objects on the scale without it tilting
- End screen: Business Prime tariff offer
- All-star top list of the best players
- New tenants can also join



MAINTAIN

Be there for the first and many more milestones



- Audience insight: feeling of isolation as an entrepreneur
- Create a community for existing business clients → **Yettel Ups & Downs Instagram page** where clients can share their own stories (successes & failures are both welcome)
- Feeling of camaraderie and meaningful connections with other entrepreneurs

TOUCHPOINTS AND KPIs

	30% BGT share	20% BGT share	50% BGT share
Paid:	<ul style="list-style-type: none"> • Installation with hostesses • Influencers (IG, TikTok) • Paid PR articles • Paid Social posts about activity • YouTube • eDMs with direct offers 	<ul style="list-style-type: none"> • Installation of game screen • BLIS audience geotargeting: co-worker offices area • Always-on digital presence (social, display & search) • eDMs with offers & updates 	<ul style="list-style-type: none"> • Online video series with unique stories • OOH campaign with stories • Always-on digital presence (social, display & search) • eDMs with recent updates
Owned:	<ul style="list-style-type: none"> • Organic Social posts 	<ul style="list-style-type: none"> • Yettel Ups & Downs Championship • Organic Social posts 	<ul style="list-style-type: none"> • Yettel Ups & Downs Instagram page
Earned:	<ul style="list-style-type: none"> • PR coverage 	<ul style="list-style-type: none"> • Social posts of contestants 	<ul style="list-style-type: none"> • Social shares
KPIs:	<ul style="list-style-type: none"> • PR coverage, IG/TikTok reach, Mentions on IG, nr. of shares, views 	<ul style="list-style-type: none"> • Nr. of players and games • Impressions, reach 	<ul style="list-style-type: none"> • Nr. of community members • Nr. of OOH sites, C-test • Views, Reach
	HYPE	INVOLVE	MAINTAIN