

DISRUPTI.ON
by Yettel.

INSIGHT.

The app layout of our phones is already in our thumb's muscle memory.

So much so that it became a reflex, **a very sneaky navigating movement** we can exercise looking our friend dead in the eye without having to have a glimpse at our phone while opening a social media app.

And even though **we unanimously dislike such an act from our peers, at same time we all succumb to the urge.**

IDEA.

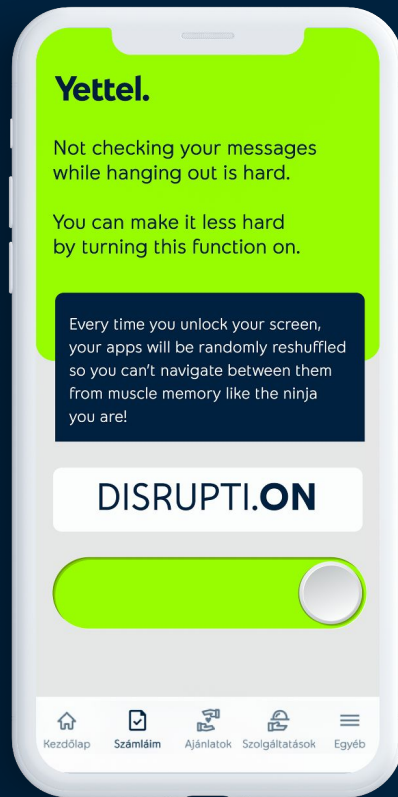
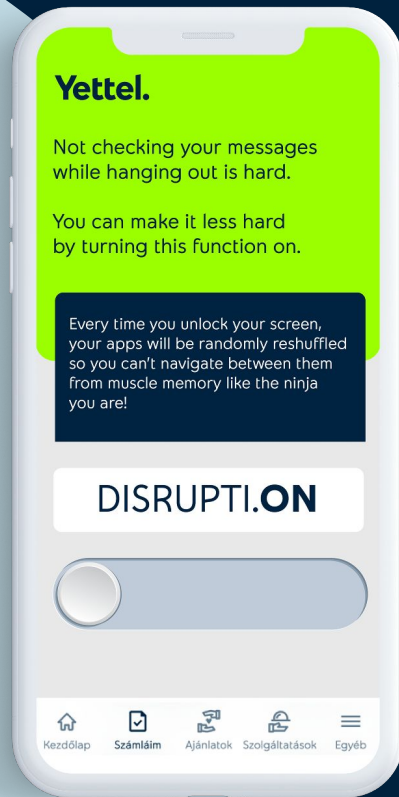
Let's use disruption to reclaim the lost balance of our habits – because, as studies have shown, we all agree that it's impolite to chat with others while engaging in a conversation. What we could all use, though, is a little helping nudge.

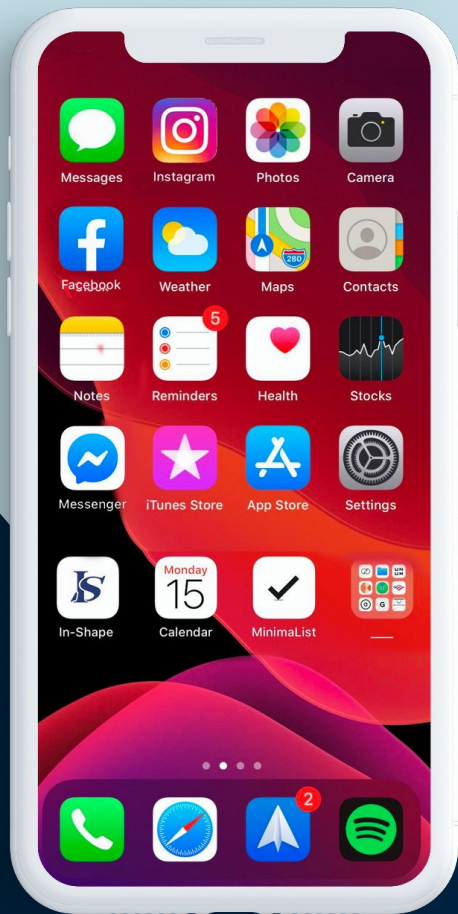
It's time to kick a habit together which usually interrupts the complete enjoyment of the real, physical experience by imposing a virtual one on us.

Yettel App

With the DISRUPTI.ON feature on, **the user's apps will be randomly reshuffled every time they unlock their screens**, so they can't find them from muscle memory.

This **disruption parallels what our friends feel** when we decide to message others while together, and it also **takes out the reflex element** of this routine, making them stop in their tracks, **having to second guess** if they really want to chat that bad.





REWARD SYSTEM.

Users will be rewarded for willingly choosing to go against their reflexes, by giving them extra data, the same amount they didn't use.

Therefore restoring their balance with Yettel again:
if you responsibly decided to restrict data usage in social interactions, you can immerse yourself more in your virtual ones.

EXTENSIONS.

Major news portals offer us a great online touchpoint, one where we can play with the context as well in a rather organic way; **balancing form and content** with a hint of CTA.



!!444!!

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Yettel.

Whoops! You came for a wholesome content, yet...

This is how your friends feel when you message others while talking to them.

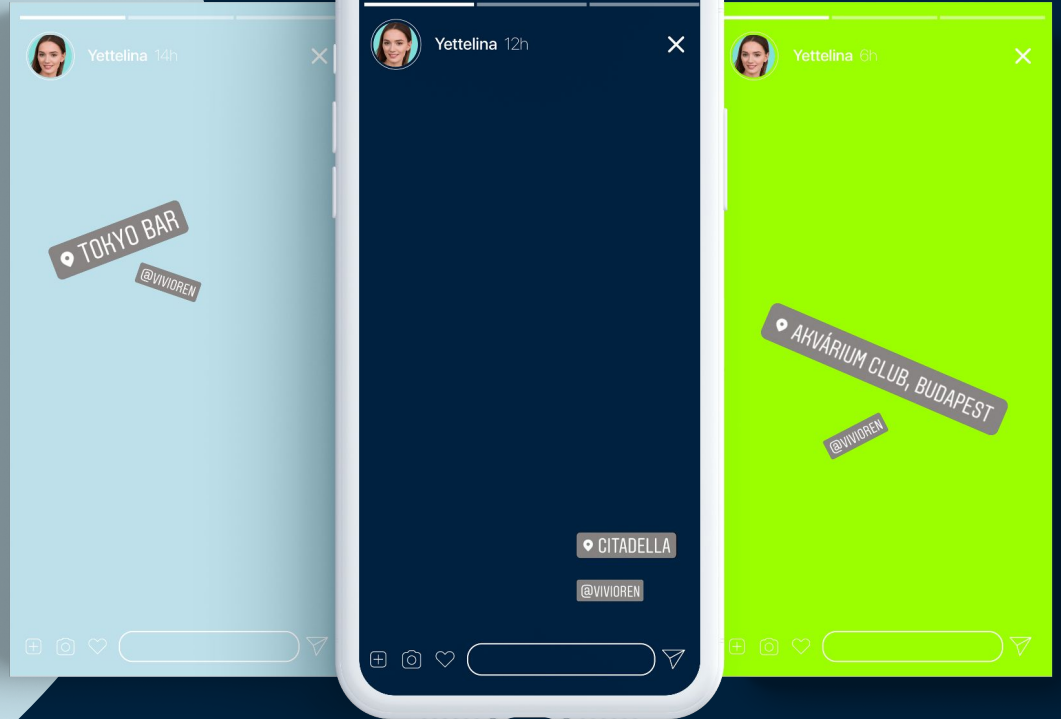
Kick this habit and download the Yettel app, and you'll be rewarded for choosing a balanced life!



Influencer.

We will team up with an outgoing influencer with millennial-relevant content, and we'd ask them to reconnect with a long-long-long lost friend, spend a day together and post something every other thirty minutes.

The cover story will be, of course, a lie, and the **Instagram Stories will be blank, Yettel-colored images disrupting a common feed - with a reveal coming the next day,** explaining the campaign, the message and introducing the new feature.



A large, bright yellow circle is centered on a dark blue background. The circle is partially cut off at the bottom and right edges. The text "Thank you!" is written in a bold, dark blue font across the center of the yellow circle.

Thank you!