

# Yettel.

**ON YOUR OWN TERMS**

Media Activations for Small Business Owners

Obszidiánfekete

# THE CONTEXT

Yettel is a new brand, born out of the desire to be more customer-focused. Brand adoption always takes time, but Yettel tries to speed up this process by becoming a culturally relevant brand that empowers people to take back control. Yettel aims to positively impact people's lives through promoting ways to balance out technology, connectivity and everything that matters to them.



# THE TASK

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



## THE AUDIENCE

Entrepreneurs and small business owners with big ideas within their first year of doing business. Everything they have dreamt of has come true. But the real game has just begun. They constantly go through extreme ups and downs -and these experiences can make them fragile and insecure about how to run their businesses-especially in this overstimulated world.



## THE INSIGHT

Success in our culture is currently positioned in a toxic way. Most businesses fail in the first year because of a lack of guidance and unrealistic expectations governed by our fast-paced modern society. Working 24/7 without setting any boundaries is wrongly romanticised. It is especially easy to fall for this lifestyle when you are the one who dictates the pace.

# APPROACH

01

Yettel has to break down fake societal concepts, especially hustle culture **by** sparking open conversations about the reality of failures and successes.

Yettel needs to connect the ones with the knowledge with the ones who need the knowledge **by** bringing inspirational role models forward and putting them in a position where they can share their knowledge.

02

03

Yettel has to support entrepreneurs to become successful on the long term **by** helping them create healthier habits and routines that can safeguard them from losing balance from their lives or help bring balance back into it.

# THE IDEA



**On Your Own Terms** is an application by Yettel that is an entrepreneurship-focused content hub, community and networking platform all-in-one. The main purpose of the application is to teach entrepreneurs who are freshly starting out how to do business and keep their balance at the same time-so they can learn how to adapt and evolve, while maintaining a healthy and conscious relationship with work. The goal is help them run their business, not the other way around.

The application hosts articles in various topics like general business tips, operations, finance, marketing, mental health, lifestyle, etc. in order to serve as a go-to source of inspiration and knowledge for its users. On top, the community feature can help them to connect with others, so they can support each other by sharing knowledge, giving tailored advice or just discussing life. This way, the community can help users to live through the good and bad of entrepreneurship on their own terms.



# COMMS FLOW

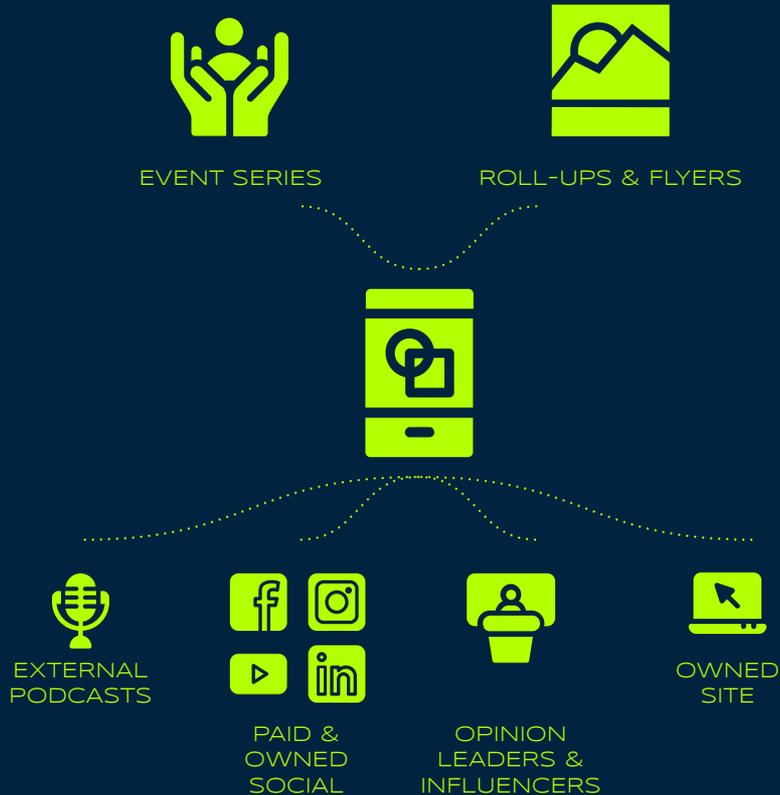
|                 |  |   |  |
|-----------------|--|---|--|
| BRAND BEHAVIOUR | YETTEL HELPS ENTREPRENEURS STARTING OUT, TO ACHIEVE BALANCE IN THEIR LIFE.   |   |  |
| CHANNEL         | ONLINE   |   | OFFLINE  |
| TACTIC          | PERFORMANCE  | CONTENT   | EVENT & OOH  |
| ROLE            | Paid promotion of the On Your Own Terms app, as well as Yettel's content on owned channels and event tactics, focusing on paid social, paid cpc advertising. | (Partly) at the heart of the app lies the content that is educational, inspirational and entertaining at the same time. In alignment with this, Yettel would create a video and podcast series to convey the main messages of the activation and connect the brand meaningfully with new business owners. | To bring to life the On Your Own Terms app and Yettel's initiative to establish a new, balanced way of working and progressing while connecting like-minded people and business owner, events will take place.<br><br>With OOH advertising, the messages would be exposed in strategically important hubs (co-working spaces etc.)-with a QR code that would drive people to the app and promote the event series. |
| GOAL            | RAISE AWARENESS  | DRIVE ENGAGEMENT AND INTEREST   | DRIVE REAL-LIFE CONVERSATIONS  |

# ECOSYSTEM

The ecosystem combines an online and offline approach.

The online side of promotion happens through utilising paid and owned social media channels, opinion leaders and influencers, the owned site of Yettel and external podcasts.

The offline promotion will focus on an event series which effort will be supported by the placement of indoor roll-ups and flyers in start-up incubators and popular coworking spaces like **HubHub**, where the event series will also take place



# EXECUTION online

## Performance

Use paid social media and paid search to reach the target audience with awareness focused messaging, that promotes the importance of keeping a healthy balance as freshly starting entrepreneurs.

In addition, collaborate with influencers to create content that can be used to tap into an even larger audience of users interested in entrepreneurship.

These people can be then retargeted with content leading to the On Your Own Terms app.

## Content

Distribute the On Your Own Term video and podcast series made in collaboration with the **Biznisz Boyz** crew, in which well known opinion leaders and influencers help out freshly started businesses to drive engagement and interest.

Share bits of in-app content that is educational, inspirational and entertaining content on owned social media outlets to tease exclusive content and drive users to download and explore the app itself.

# EXECUTION OFFLINE

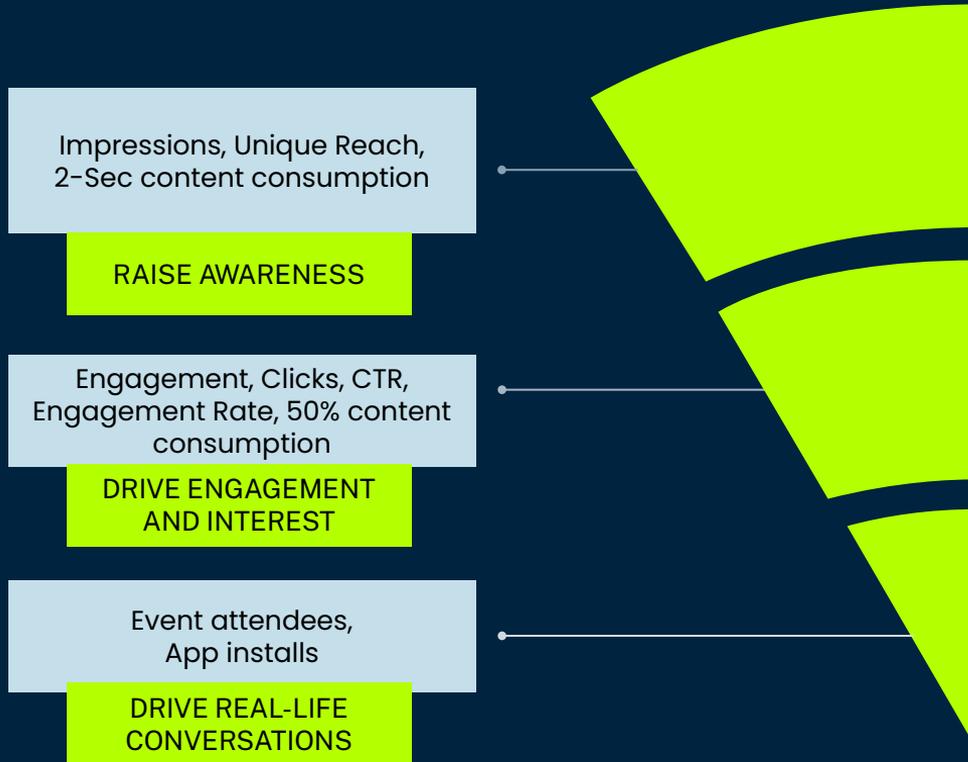
## Events

In order to promote and establish the new initiative of Yettel amongst fresh business owners, a series of events will take place.

The event series will discuss topics connected to handling pressure and societal expectations, and will ultimately promote a new, balanced entrepreneurial lifestyle. Events and topics will follow each other in a manner that reflects on the journey of a freshly started business.

During each event, the On Your Own Terms app will be promoted through rollups with a QR code and participants will be able to enter an exclusive raffle, through which, they can partake in the On Your Own Terms video and podcast series where they get a chance to work together with the **Biznisz Boyz**.

# WHAT WILL SUCCESS LOOK LIKE?



## Defining Success in the Long-Term

The long-term goal is to achieve a perception change in the mentality toward entrepreneurship and address toxic hustle culture through bringing it into the public discourse in Hungary.

Driving this agenda will position Yettel as an empathetic and ethical partner and the brand will become culturally relevant for entrepreneurs and small businesses.

This way Yettel will be able to connect with its target audience in a meaningful way.