

99%

of Hungarian corporations
are SMEs

70%

of Hungarian adult population is
employed by SMEs

95%

of new companies don't
survive the first year

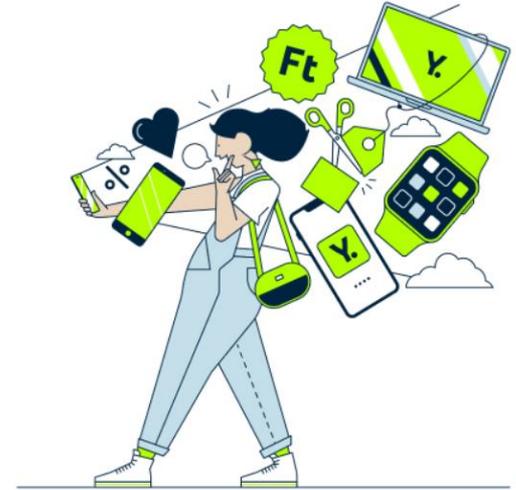
Our real challenge is to find the best way to support SMEs in the first years, rising above a basic telco partner status.

For starting a business, people need: **TIME, MONEY, KNOWLEDGE**

Lack of human resources is not the main problem for SMEs, as 82% of our TA confirmed they have **time management issues**.

You have to **take care of every penny** to survive the first year in a continuously changing environment that entrepreneurs face.

Finding a solution on your own can be **hard and time-consuming, and the motivation can decrease fast** if things are not going as expected.



Market insight

People **can and will choose** from many service provider's offers, but there are **no major differences** that can help them choose.

What people really need when they start a new business is **a professional partner** who can be there during hard times and help as **a mentor**.

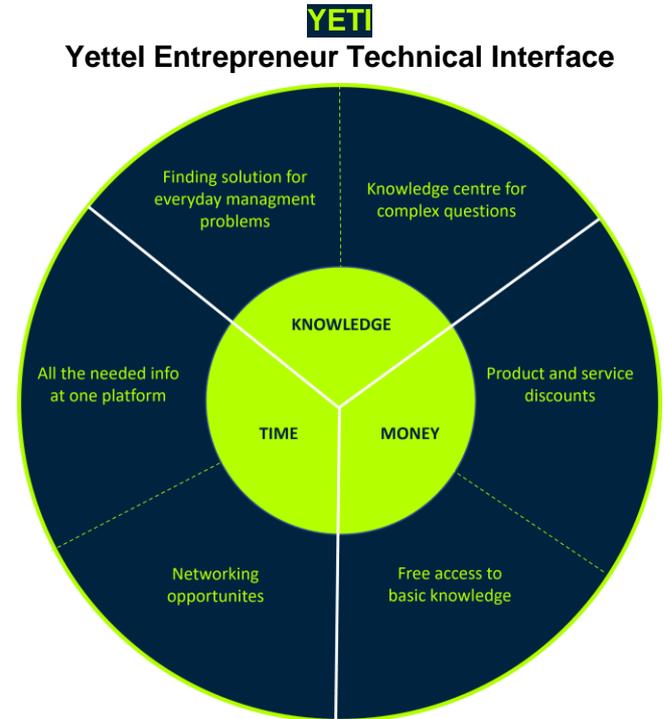
Consumer insight

Transform SME **struggles into business opportunities** by proving Yettel is more than a service provider and it **gives a helping hand** when you need it the most.

We introduce **YETI**, an AI based microsite with a whole new brand experience

Forget the boring professional blogs, release the power of gamification and let the Yettel Tribe grow:

- people upload/share the difficulties they face and **the AI will match it** with solutions/mentors/resources/Yettel offers
- for Yettel Prime subscribers **we offer tailor-made, exclusive help**, while others can access only loyalty free content and the top of the iceberg
- people can earn **YETI credits** by sharing their thoughts, liking, useful commenting, helping, then use it for extra discounts

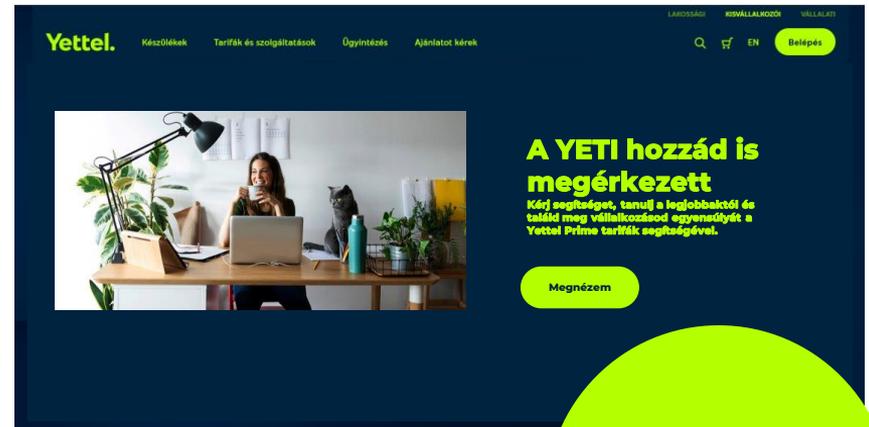


SOCIALIZE – Let Yettel Tribe experience the benefits of **YETI** in the teaser period

As a first step we launch the **YETI microsite** inside Yettel Tribe, using our own media channels, like Social Media and Youtube.

Thanks to the **gamified architect** of the microsite we can gather **first party data** (more than simple demography; insights, testimonials, stories, problems), that we can implement in **future business development** as well.

As activities grow on the site we can find true **SME heroes** with unique stories and make them **authentic brand ambassadors**.



**Cookieless
future
proof!**

SCALE – Generate FOMO for the outsiders

In the second phase we invite people to **find the YETI**, focusing on a wider Target Audience.

As a media hack **we give our own channels to SMEs** who performed the best in YETI Credit gathering in the first phase boosting their business at full throttle for one day.

We plan with a national **OOH presence with a twist:**

- in Budapest we place **Augmented Reality CLPs** near SMEs who have already found their **balance with YETI** → by scanning our creative you can find digital signs nearby
- in the countryside we place **geo-targeted messages based on real consumers insights** of the given territory, strenghtening a people narrative

People can find the YETI in TV as well, as they **can scan virtual YETIs crossing the screen** during blockbuster TV shows.

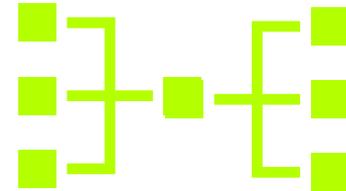


DIVERSIFY – Personalized **YETI**xperience for those who were interested

Data gathered in the first two phases play a crucial role as we focus on retargeting in the third.

Those with general interests in our „free tour” on YETI will be classified into one of our custom audiences. As they probably upload/search their business challenge we can retarget them with specific messages referring to their needs.

Continuous optimization, based on attribution modelling will show which touchpoints perform the best and we can easily react and update all our assets based on live customer experience, opening more and more space for AI.



FLOWCHART

SOCIALIZE

SCALE

DIVERSIFY

COMMUNICATION ROLE

Gather information
Social buzz

Build awareness
Engage users

Engage users
Generate leads

TOUCHPOINTS



MEASURING SUCCESS

Microsite usage
Eraned buzz
Gathered data

Reach
PR effect of the takeover
Scanned YETIs
Microsite visit

No. of leads
Time spent on microsite

Why we **love** this idea

We are reacting to **real insights** and save the backbone of the Hungarian economy, SMEs.

Introducing a microsite like **YETI** can lift Yettel, from a new-comer service provider to the best partner an SME can dream about.

Creating connections between business soul mates can lift brand preference without spending unbelievable amount of budgets in a competitive market and can also strengthen loyalty.

Our KPIs are scalables and help to **understand customer needs** that opens door for future business development as well.