



# Balance your Business.

Team Csibesárga

# Balanced business is a better business.

Where can Yettel meaningfully connect with the challenges smart business owners face?

- **Unlimited** internet – Unlimited possibilities
- **Educating** new business owners how to survive the first years
- Promoting an **online presence** with the help of Business Prime



Average **100.000 new businesses** are started in Hungary every year, most in **September**



Out of them, **~20%** does not survive the **first year**



Among the top reasons for going out of business is the **lack of education,** and financial plans



By helping these businesses, we will establish the brand as an expert and create a **loyal, active client base**

# Insights and Audience.

## Who is our target audience?

- **78%** of entrepreneurs are among **30-59** years old
- Most of them have **higher education** background, living in **Budapest** and **major cities**
- As the size of the audience is **limited**, using TV or OOH would be less effective than **focused platforms**
- The most relevant mediums are **business journals** and **thematic sites**
- They can be reached on social channels as well, especially on **Facebook** and **LinkedIn**
- **14%** of all business owners are **women**





- In order to make Yettel Business Prime a popular product among the Hungarian entrepreneurs, we need to **build awareness** on business related contents (sites, magazines).
- Support their education via influencer collaborations and **PR articles**, emphasizing what are the key elements to start / maintain a successful business and how they receive the unlimited possibilities to achieve the balance in business.
- Make a competition to encourage **active engagement** from the customers.
- “Stand out from the crowd” and establish Yettel as a love brand. Be an involved supporter of the **Women's Entrepreneurship Day** and communication for this special day of the year (19<sup>th</sup> Nov).

# Media Strategy.

## Raise Awareness

### Key message

Yettel's Business Prime tariff offers unlimited internet and professional support

### Media Type

Paid

### Format

Banners and Videos

### Platforms

Online business sites  
Print business magazines  
Social media paid ads

## Educate

Yettel helps owners balance their business

Paid / Owned

PR articles, Educational videos with B2B influencers

Online and Print magazines, Yettel's Social and YouTube channels

## Engage

With Business Prime's unlimited internet, it is possible to have a continuous online presence

Owned / Earned

Personal videos made by customers

Yettel's social platforms, shared by users

## Women in business

Yettel is a likeable, progressive brand, not just in personal, but in the professional life as well

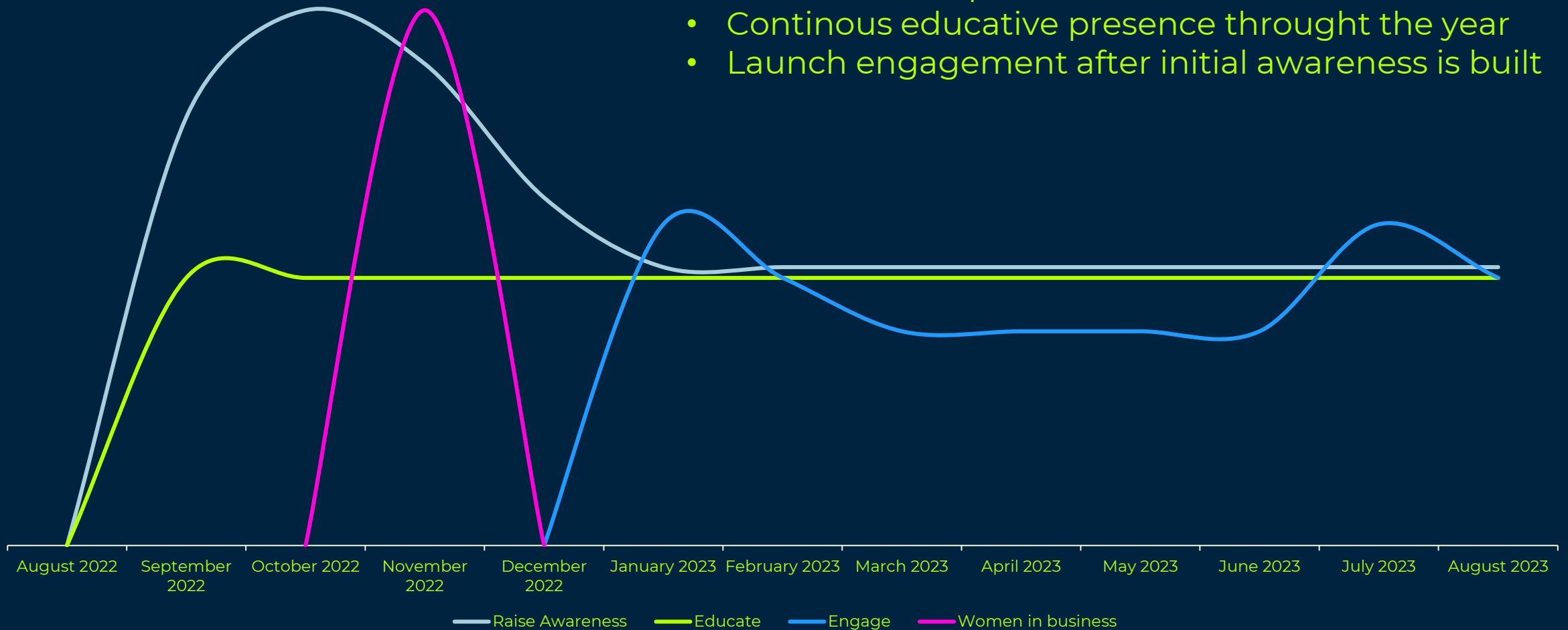
Paid / Owned

Organize an event for the Women's Entrepreneurship Day

Using women B2B influencers  
Branding the event

# Communication Calendar.

- Intense build up in the first months
- Continuous educative presence through the year
- Launch engagement after initial awareness is built



## Eye-catching formats on thematical sites



# Raise Awareness.

Communicate **Yettel Business Prime** offers to potential customers

**Strong launch campaign** from mid-August to mid-December, including the Black Friday and Christmas shopping highlighted periods

Print:

- Large size ads in Piac és profit, Forbes, HVG magazines

Online:

- Eye-catching **Display** and **Rich media** formats
  - Business columns of index.hu, portfolio.hu, 24.hu, hvg.hu
- Social, Display and Online Video
  - Interest and content-based targeting

Keep up an online presence with the most cost-effective channels throught the year

## 1x1 ad in thematical magazines



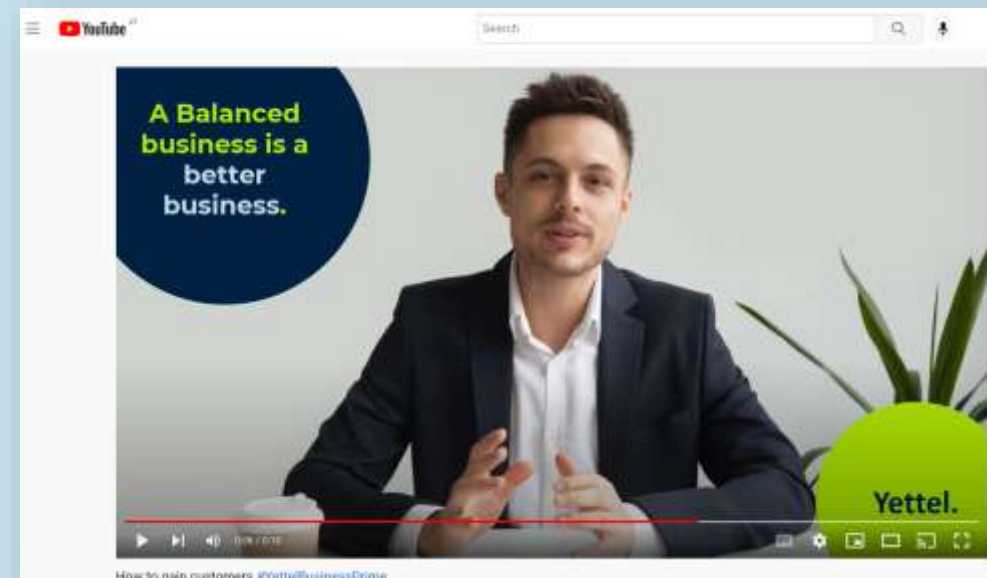
# Educate.

- Deliver meaningful, educative message using **PR articles** to the business owners – key elements of a successful business – in relevant sites (e.g.: hvg.hu – Economy column) and magazines (e.g.: HVG, Forbes)
- Launch a **YouTube channel** with **educational content** aimed for business owners, support the videos with links in PR articles
- Invite **B2B influencers** with a large follower base as guest speakers:
  - **Wolf Gábor** – Marketing Commando (116K)
  - **Tomán Szabina** (48K)
  - **Mándó Milán** - Minner (46K)
  - **Lévai Richárd** – Közösségi kalandozások (32K)
  - **Balogh Petya** (28K)
  - **Gál Beáta** (18K)
- Emphasize **the importance of online presence** – which connects to the unlimited internet in the Business Prime tariff

## PR articles on HVG (magazine and site)



## YouTube channel with B2B influencer collaboration





# Engage.



Encourage customers to make a **personal video**, introducing their businesses



„What does being balanced mean to your business?”



Best videos get shared on the Yettel social channels, providing **exposure** and **earned shares** in social media



Prize **competition** - the most shared video receives mentoring and technological support

A photograph of three women in professional business attire walking through a modern office hallway. The woman on the left is wearing a white button-down shirt and dark trousers, holding a coffee cup. The woman in the middle is wearing a light-colored sweater and light-colored trousers. The woman on the right is wearing a beige turtleneck and dark trousers, carrying a laptop. They are all smiling and appear to be in conversation.

# Women in business.

- **14%** of business owners in Hungary are **Women**
- There are multiple **women** among the **top business influencers**, indicating that there's an interest for this topic
- Reach them with an additional message:
  - „**Women are unlimited in the business world**”
- The **Women's Entrepreneurship Day** (19th November) is a great opportunity to organize an event
- Use women influencers to promote this event:
  - **Csábi Boróka**
  - **Tölgyessy Zsófi**
  - **Gál Beáta**
  - **Tomán Szabina**
  - **Vida Ági**