

Admiral Blue's

Digital Diet

Find balance between virtual and physical world by
losing screen time in favour of real life experiences

Yettel.

Challenge

As our daily lives are more and more intertwined with technology, it becomes exponentially harder to detach ourselves from our digital persona.

In addition, due to Covid restrictions we have become even more dependent on our mobile devices, which further adds to this issue.

Calculated by today's usage,
the average millennial spends

**8,74
YEARS**

on a smartphone over a
lifetime.



Scrolling Junkie

Our Audience

Miss Missing Out

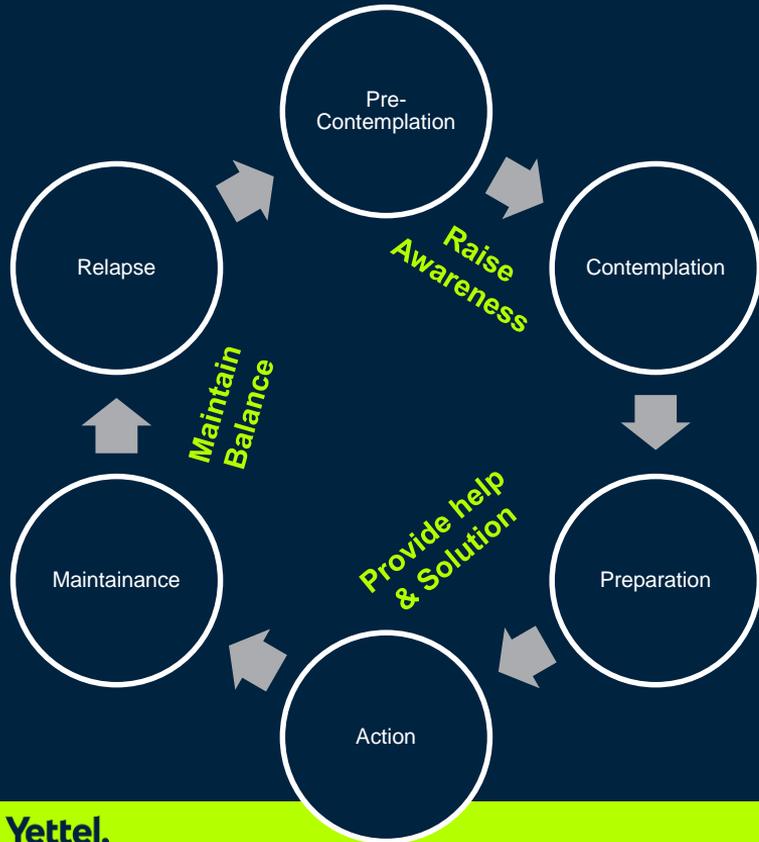
„I'll just watch this last video”

Gets easily lost in social media consumption either as a byproduct of boredom, or the crave for new information

„Can't believe it, she's on Maldives again”

Gets FOMO by stalking others on social media and comparing her life to theirs

Strategy



Help millennials **create a balance** between digital and physical reality.

Encourage change by launching a digital campaign corresponding to the **6 stages of behavioral change**.

The idea:

Balanced Digital Diet

A digital campaign & application that helps to find balance between your real and digital persona by coaching you through the six stages of change incorporated into 3 campaign stages.

- ◆ Raise awareness
- ◆ Provide help & solution
- ◆ Maintain balance



Raise Awareness



It takes around **3 hours*** to learn "Seven Nation Army".

*The time you spent on social media yesterday

Yettel.



When you have **more pictures** of your lunch than your child.

It's time to go on a Digital Diet.

Yettel.



476 likes

1 like

your **Granny**

A balanced life is a better life. Start your Digital Diet.

Yettel.

Confront millenials with their extensive and inappropriate mobile usage.

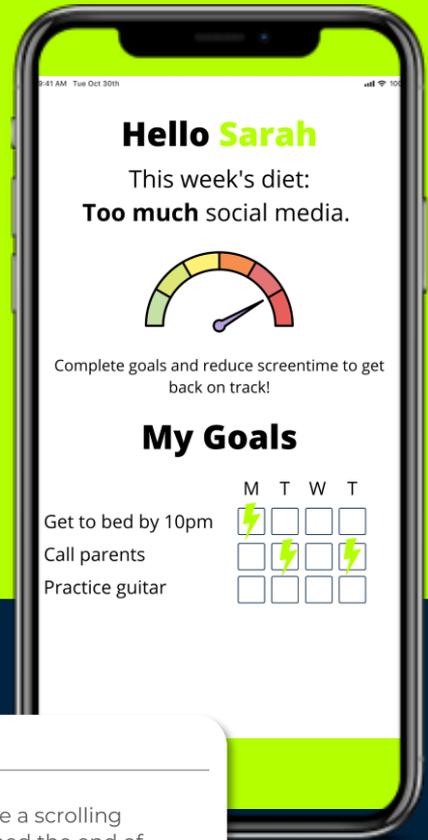
Relatable creatives taken from real life examples which induce strong emotions among our target audience.

Provide help & Solution

DIGITAL DIET APP

Encourage users to register to our application which in turn helps to reduce their digital consumption while promoting real life experiences by measuring personal goals against screen time.

Combining data inputs the application makes easy to follow-through suggestions which appear in the phones notification bar.



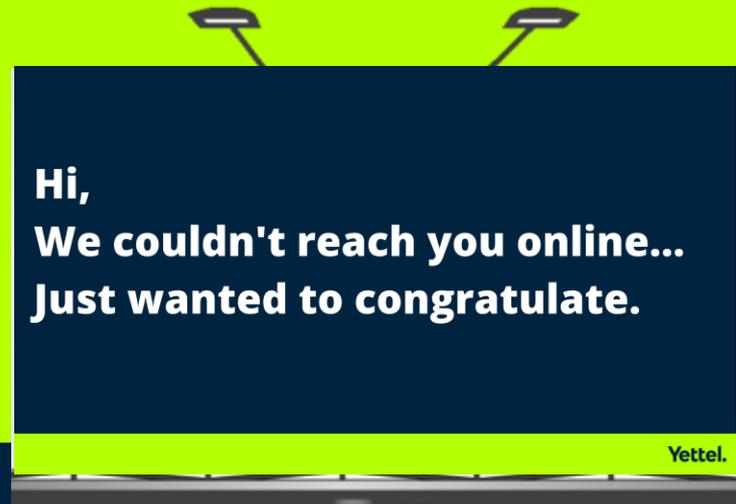
Digital Diet

Heads up! You became a scrolling machine. You've reached the end of Internet. Honestly just go outside.

Maintain balance

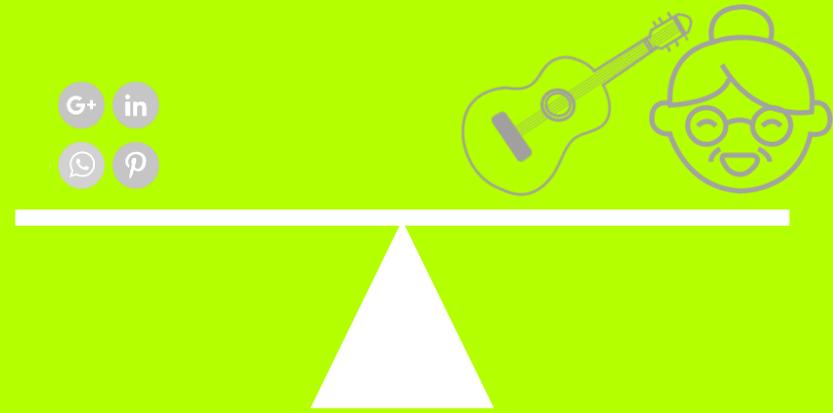
Incentivize app users by creating a reward system that provides discounts on offline activities :

- Restaurant discounts
- Theater tickets
- Experience packages



Reach users in offline places to acknowledge their success.

Why it works



We raise awareness by using creatives with raw honesty, there is no place for bullsh*t.

We can continuously motivate users to keep up their good habits, by reinforcing their behaviour through the app, using push notifications and reward system.

Thank you!

Yettel.