Cannes Young Lions

2022 - Cyber category
Team meggyvörös

Yettel.

Problem

Our world is busier than ever.
We use technology all day, everyday.
The challenge is tough:
now is the time to **find the balance between** how we
live **our virtual and physical lives.**

Insight

Busy urban millennials are always online, to be up-to-date.
It becomes a problem when they are socializing:
they are there, but not really. They can't switch off,
so **they're missing out of real-life experiences.**
This could be frustrating.

Solution

Yettel is here to remind them **it's ok to switch off.**
By setting up tech boundaries millennials could be
aware of when phone usage is appropriate
& when it's not.

Switch. The app for you.
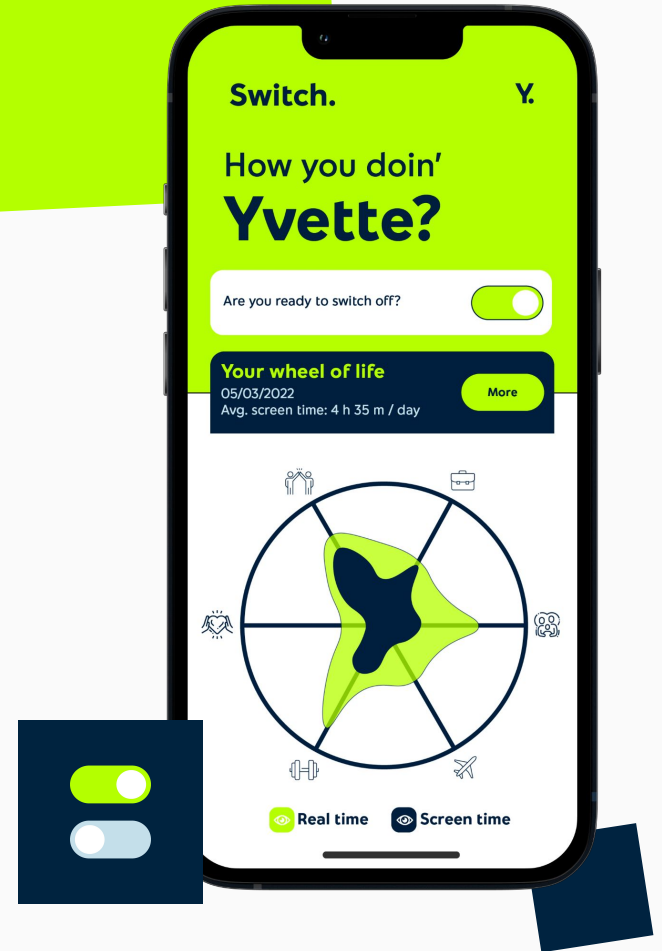
- **What is this app?**
  Switch. is an app that measures if they're staying connected while they're socialising.

- **How does it work?**
  AI analyses their calendars and knows when and how they should spend their time. If it recognises an inappropriate phone usage (like they're scrolling on TikTok while they're on a date) it sends them a notification to remind them it's time to focus on their real-life experiences. The goal is to teach millenials when to switch off.

- **What can a user win?**
  Yettel believes that a balanced life is a better life. If millennials find their balance of responsible mobile usage, Yettel will give them x Ft free credit to help them connect in better ways.

Switch.   Y.

How you doin'
Yvette?

Are you ready to switch off?

Your wheel of life
05/03/2022
Avg. screen time: 4 h 35 m / day   More

Real time   Screen time

Digital Ads

Technology isn't bad, you just have to set boundaries.
That's why we'll use targeted ads to direct people's attention to the importance of responsible telco usage. Some messages will be seen during the day, and some will be seen during the night.

News can wait.

Why don't just switch off?

Yettel.

It's time to read the news.

It's time to switch on.

Yettel.

Are you looking for something or just scrolling?

Yettel.

Take back control of your life.

We are here to help you switch off.

Yettel.

Why should it work?

- Because Switch. helps to direct millenials' attention on the issue and shows them how to use technology for themselves.

- Because Switch. will help them to take back the control of their own lives and find the balance.

THANKS.