

Success AND Failure

YCL Media Competition

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Goal

Awareness building of Yettel Business Prime

Business challenge

Yettel's new Business Prime tariff with unlimited data is an offer that could add value to them, yet has a hard time finding the right business owners at the right moment of intent.

Target group:

Small businesses, who started out less than a year ago



Károly

Age: in his 40s

Marital status: married with children

Education: university degree

Attitude:

- Enthusiastic about starting his own business, the flexibility of being your own boss, and likes that he finally has control over decision making
- He knows that success is not guaranteed
- Feels like owning a small business has rearranged his life, his priorities have changed
- Besides the uncertainty, what he misses the most is feedback: he's desperate to know whether he's doing a good job

Media consumption habits:

- Open-minded, interested in any business-related news, especially those in connection with his field
- In his freetime, he watches TV with his family (but mostly as a background noise)
- Digital and social channels are the main source of news for him

Yettel's 4C - the compass for our strategy

COMPANY

Yettel's purpose: we exist to help people achieve balance in life

CONSUMER

While starting your own business can be the most exhilarating moment of your life, being alone with the pressure of decisions could be the most terrifying as well.

Balance makes an appearance in case of the telco competitor brands:

- **Telekom:** in its non-stop business campaign, Telekom calls attention to the work-life balance issues of the TG
- **Vodafone:** in its latest B2B campaign, Vodafone shows that with its smart office packages you can run your business from anywhere (work-life balance territory)

CATEGORY

People like to tell success stories, especially in case of business ventures, but failure is something to be ashamed of.

CULTURE

Idea: success AND failure

Yettel stands up for the less successful side of business ownership as well - they are just as a part of business life, as the bright moments.

Together with the small business owners, we **destigmatize failure.**

Forbes

Hacking the symbol of business success

Forbes top 50, Forbes 30 under 30 - lists that acknowledge and reward success.

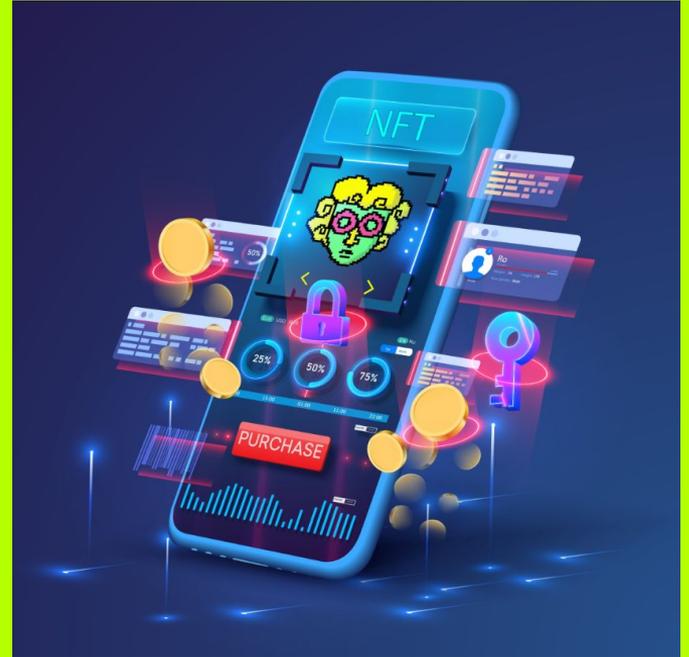
Yettel would bring light to the other side of business life by hacking the greatest embodiment of business success by featuring entrepreneurs who have failed in their ventures - and learned from it.



Little NFTs of failure

Encouraging a mindset change

People usually think of failure as a shameful thing, something to hide. Yettel encourages entrepreneurs to share their failure stories - and turns them into NFTs, signifying that a failure is an investment.

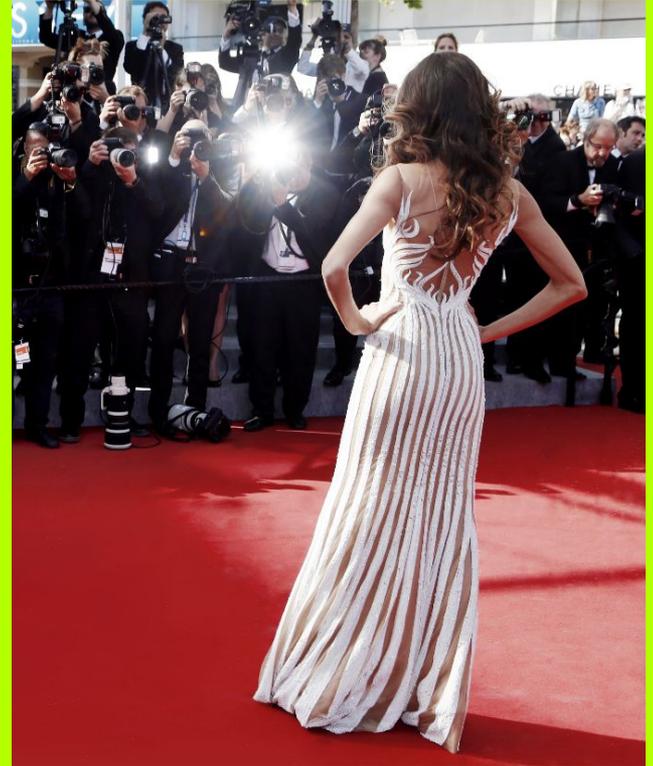


Night of failure

An Oscar gala like event, celebrating trial

As the conclusion of the campaign, we would invite all small businesses to come and celebrate failures of business with us - a red carpet event where they can network and learn from each other.

(alternate version: let's host the [next F*ckup Night](#) in Budapest)



Success & Failure campaign structure



Why do we believe in this idea?

- Destigmatizing business failure is in line with the Yettel brand purpose of balance, and a **territory not yet owned by other competitors**
- A campaign centered around an act have the power to bring **more attention** to the brand through **engaging people and earned media**.

THANK YOU.