

POWER OF THE DOUBTS

Yettel.

TASK AND CHALLENGE

Task:

Raise awareness of the new **Business Prime tariff** with **unlimited data** and find the potential businesses for this newly launched product.

Challenge:

There is **no significant distinction** among the competitors, therefore Yettel should **create one** for itself to **stand out from the crowd**.

To make Yettel stand out for potential and early stage entrepreneurs, as they could be the **customers of the new product**.

Furthermore, another **challenge is that Yettel aims to discover the customers' needs before they arise**.

INSIGHT

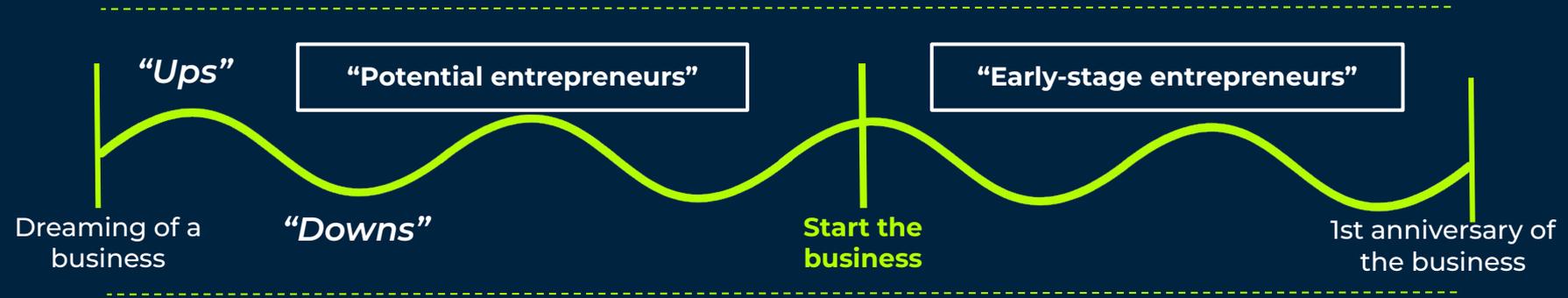
An entrepreneurial journey is full of **ups and downs**.

Imbalance is necessary to be in balance eventually.

There is **no perfect moment** to start a business.

Now is the time.

AUDIENCE



We suggest widening the TG, because all entrepreneurship starts with a dream. Therefore there could be two target groups:

- Potential entrepreneurs, who need more mental support to start the business → **22% of the 16-75 age group, which means 1,6M people**
- Early-stage entrepreneurs, who need physical support (product) to run the business

Yettel.

*TGI-2021/1-4, (16-75 TG size: 7,5 million, 22% = 1,6M people, who want to start a business now or in the future)

IDEA

Yettel has a **straightforward** and **honest** approach when it comes to running a business. Yettel will **prepare you for the imbalanced stages** of entrepreneurship.

Yettel creates a **community** on **LinkedIn**, that **supports full transparency** about the personal and professional ups and downs of starting your own business.

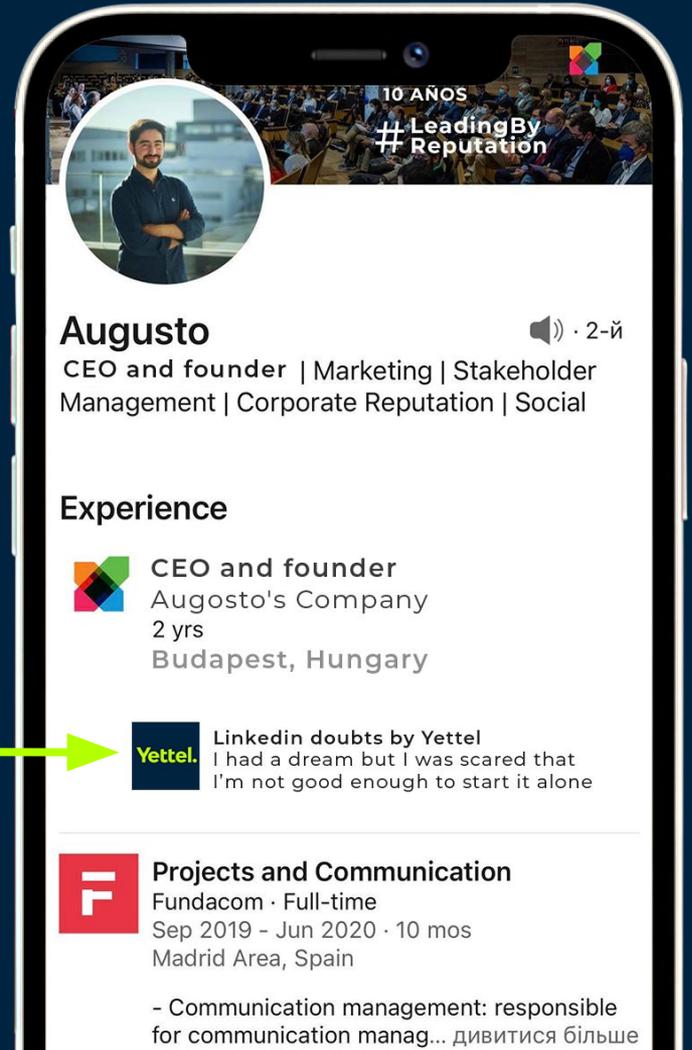
The aim of that is to **encourage** potential entrepreneurs and **ease the fears** of entrepreneurial people.

PLATFORM

Linkedin doubts by Yettel.

We will **modify the LinkedIn profiles** and add a new section that shows all the doubts and fears before a change in positions that allows you to emotionally define your own journey with full transparency.

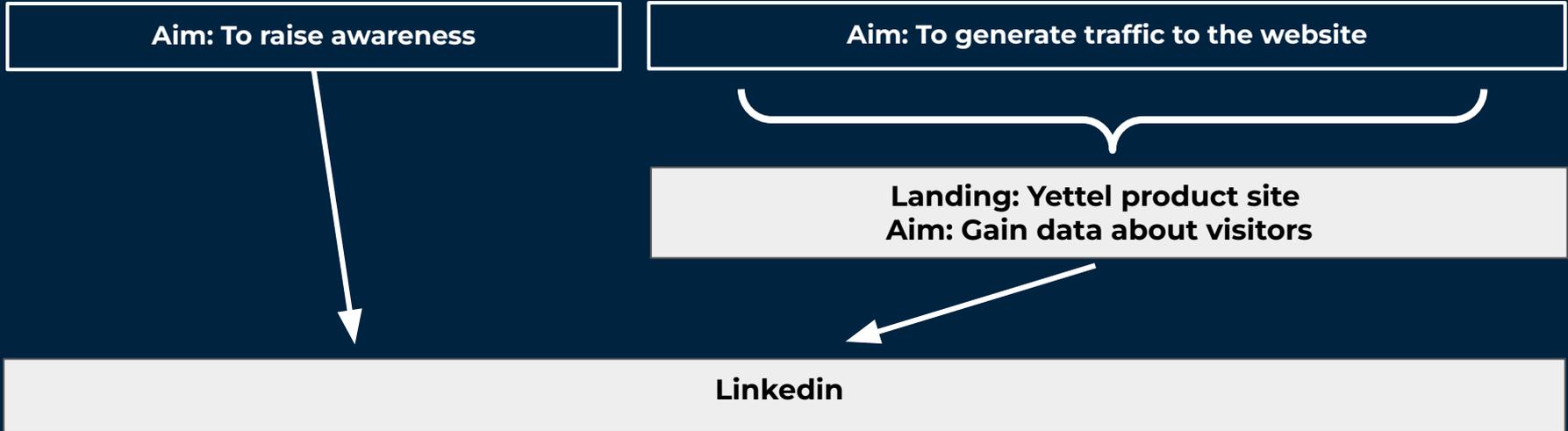
Early stage entrepreneurs **get a month of free Business Prime Tariff** for filling out the LinkedIn doubts by Yettel section.



CAMPAIGN STRUCTURE

Sept: **teaser phase** with the message of **honesty about hardships**

Oct-Nov: **launch phase** of **Business Prime Tariff x LinkedIn Doubts**



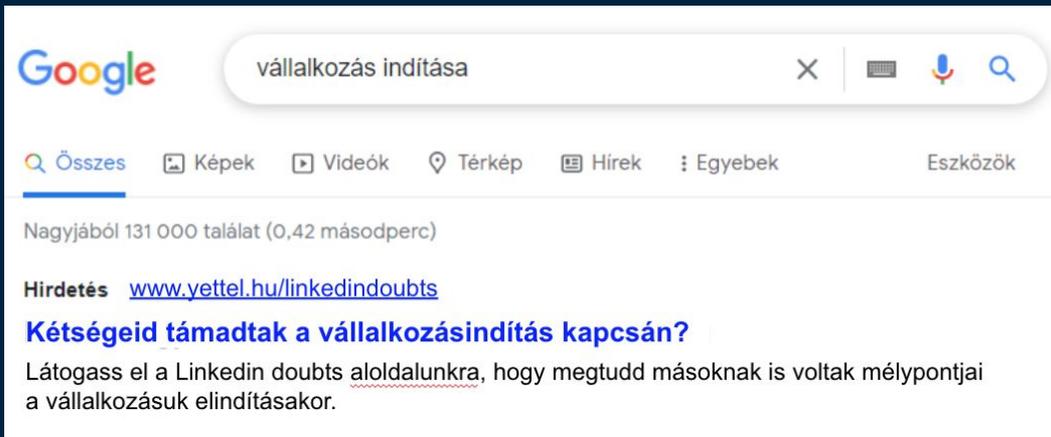
IMPLEMENTATION - Billboard

**It will suck.
Unlimited dreams.
Unlimited data.**

Join our platform of entrepreneurs
on LinkedIn doubts by Yettel.



IMPLEMENTATION



The image shows a Google search interface. The search bar contains the text "vállalkozás indítása". Below the search bar, there are navigation options: "Összes", "Képek", "Videók", "Térkép", "Hírek", "Egyebek", and "Eszközök". The search results show "Nagyjából 131 000 találat (0,42 másodperc)". A search result is displayed with the title "Kétségeid támadtak a vállalkozásindítás kapcsán?" and a snippet: "Látogass el a [LinkedIn doubts](#) oldalunkra, hogy megtudd másoknak is voltak mélypontjai a vállalkozásuk elindításakor."

Targeting solutions:

Social: targeting those profiles, who **didn't change their job title in the last 2 years**

Search: entrepreneurs related keyword list

Thematic influencers: Moneyvlog, Segítség vállalkozó lettem

Thematic podcasts: Vállalkozás és pszichológia, Alkalmazottból vállalkozó

SUCCESS OF THE CAMPAIGN

Make distinction → Yettel shows real honesty and credibility by saying out loud the ups and downs.

Balance and imbalance → Yettel gives mental support by addressing imbalance and aiming to decrease the anxiety.

“Now is the time” → Yettel shows real examples through the personal stories of entrepreneurs.

Yettel helps to discover the needs of customers before they arise → Discovering the segment of the potential entrepreneurs and involve them in the communication.