

Yettel.

babarózsaszín

OOP

Insight

When we attend a social gathering, we often check our phone to see if anyone has sent us a message.

But why do we let our mobiles ruin our real life experiences?

Because we are anxious and afraid that our acquaintances and friends will be offended because we do not respond to their messages immediately.

Yettel introduces



Out Of Phone

A social media plug-in which allows users to send automatic replies in every instant messaging apps during a given period of time.

How does it work?

1.

Download the OOP by Yettel app which works as an extension for each chat apps.

2.

Personalize the message, set the duration of the auto-reply and the apps connected.

3.

Enjoy gatherings without anxiety and focus on your real life experiences.

@Pete, pls answer, mate!!4!
are u willing to come to the
concert next week? pls reply
asap cause we need to
book the tickets!!!

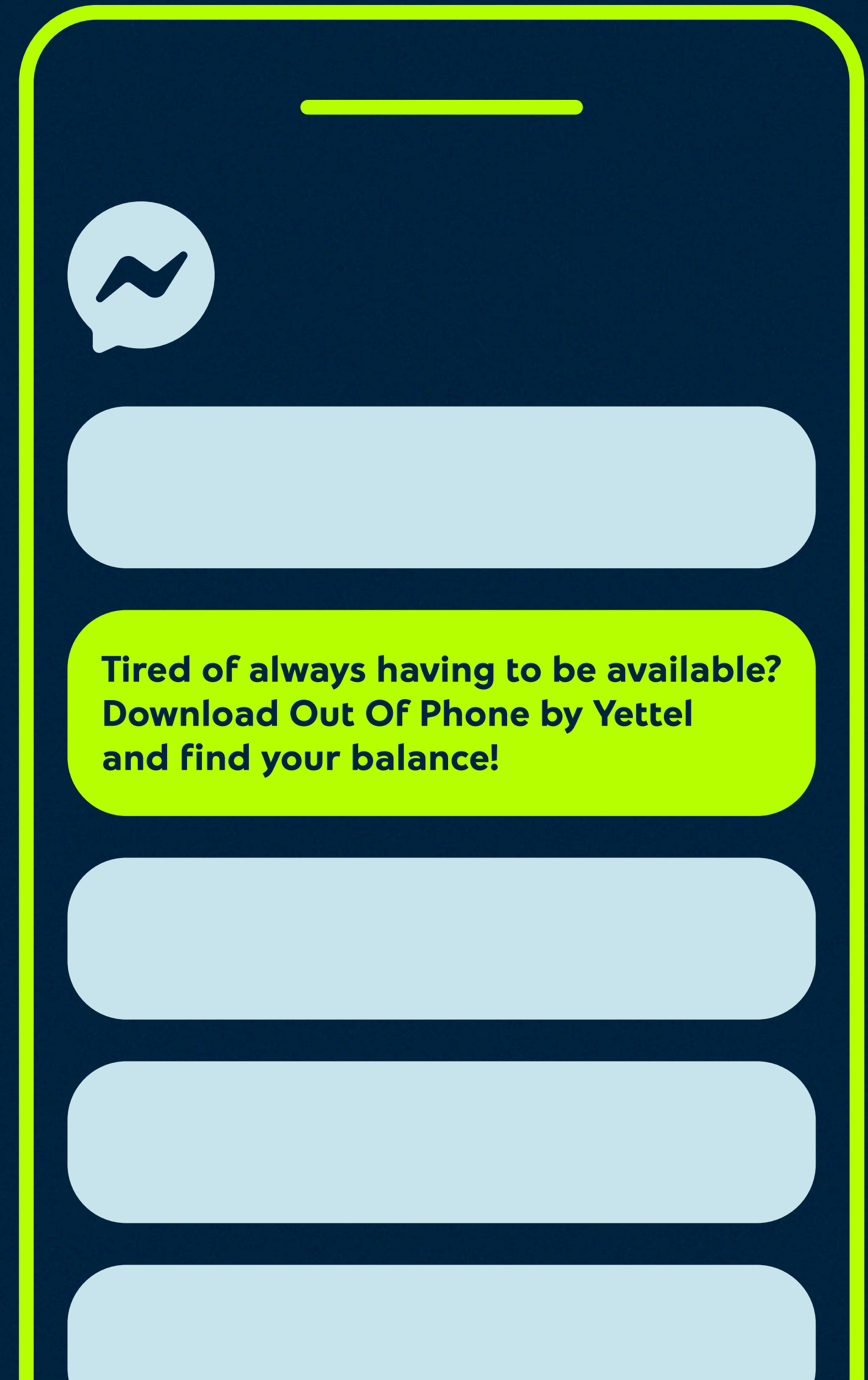
Hey there,
I'm **Out Of Phone** for
the moment, but I will
write back to you soon.
I swear!
XOXO

OOP by **Yettel.**

Campaign extension

Messenger inbox ads

We draw Millennials attention to the app on the platform where it's most relevant: right among their messages in the chat tab of the Facebook Messenger app.



Campaign extension

Branded podcast

We encourage Gen Y - a generation struggling with anxiety and many mental health issues - to use the OOP app through a branded episode of the "We Need to Talk" podcast series available on Spotify.



WMN
WE NEED TO TALK



**We Need to Talk - About the
responsible mobile usage
- powered by OOP by Yettel.**

Thanks!