**HEY YOU!
alkonybíbor**

**Description**

For the past several years, the world has been focused on understanding and adapting to Gen Z, the most misunderstood generation. While we are only tech-savvy, they are tech-native, which means, it’s time to embrace their power and learn from each other. We’d try to give them help to get to know the idea of a balanced life that Yettel can provide to them - in an honest and friendly tone film.

**About the script**
This film is a message from the previous generations to Gen Z - a honest message in which we try to understand and embrace who they really are.
We needed to fly in the face of the negative perceptions toward a real discussion by creating a single-minded idea that would speak to the brand’s goal - and directly to Gen Z’ hearts.

**Background**

“Kids these days!” It’s a phrase that’s been bandied around since ancient times, usually accompanied by a sorrowful shake of the head. But do we really understand them? Gen Z grew up with technology, the internet, and social media, which sometimes causes them to be stereotyped as tech-addicted, anti-social, or “social justice warriors”.
Instead of trying to create a film where they are portrayed as tech-addicted youngsters who’s best friends are only their mobile,, we believe that the attention must be drawn to their real needs and recognize their real values.