

Yettel Business

Prime Tarif

Media Plan

Problem

Reach small business owners
Raise awareness for Yettel Business
Prime Tariffs
Support freshly started businesses
Intensive competition → various
business package opportunities
The world is constantly changing
and faces new challenges

Goal

Build brand awareness with mass
communication
Reach the relevant audiences with
precise targeting
Enhance the importance of cyber
security for businesses
Stand out from the crowd by
highlighting an added value for
customers

**Extend Business Prime Tariff with
cyber security and cloud services**

What is our message?

Businesses are diverse and face different situations and problems

By extending the current package we can offer competitive advantage and an added benefit for our customers

Digitalization is key in today's business world and small businesses must focus on their data protection beyond financial stability

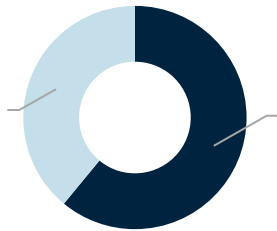
Yettel supports small businesses with cyber security and provides a solution to take a big pressure off their shoulder to run a balanced and safe business

With this concept we can gain more customers and support them from the beginning of their business journey

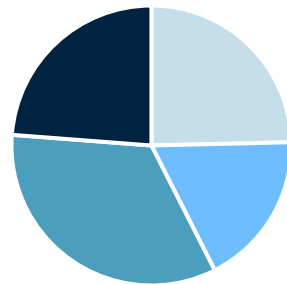
Who we would like to reach?



Female
39%



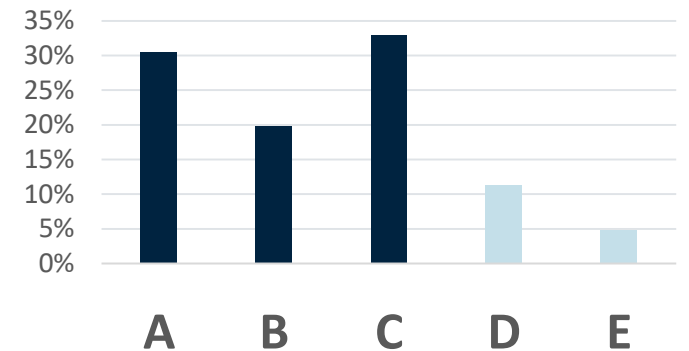
Male
61%



- Budapest
- Country town
- Other city
- Village



43%



Our core target group is fresh small business owners from all around the country from villages to the capital city. Most of them are male with university degree. It is important to note that small business owners can come from various backgrounds with different qualifications. Taking their life style into consideration, they have higher income status.



Media solutions

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Mass media solution

Using mass communication is essential to raise awareness as the brand is new on the market

Get the brand top of mind

Create a buzz for our businesses

Achieve the WOW effect and let it spread as word of mouth



Conception

Different installations that symbolize various small businesses and one significant risk they have to face (e.g a webshop must handle its consumer information with great care or an always-on-the-move entrepreneur needs to find his/her devices in case of losing it).

The subscribers of Business Prime Tariff can run their business in balance because their data and values are protected by the cyber safe service of Yettel.

Activation message: Try to smash the unbreakable glass and experience yourself how Yettel protects against cyber attacks.

Place installations in bigger cities to reach as much people as possible and make the message spread as word of mouth.

Aim: go viral in social media as people are trying to break the boxes.

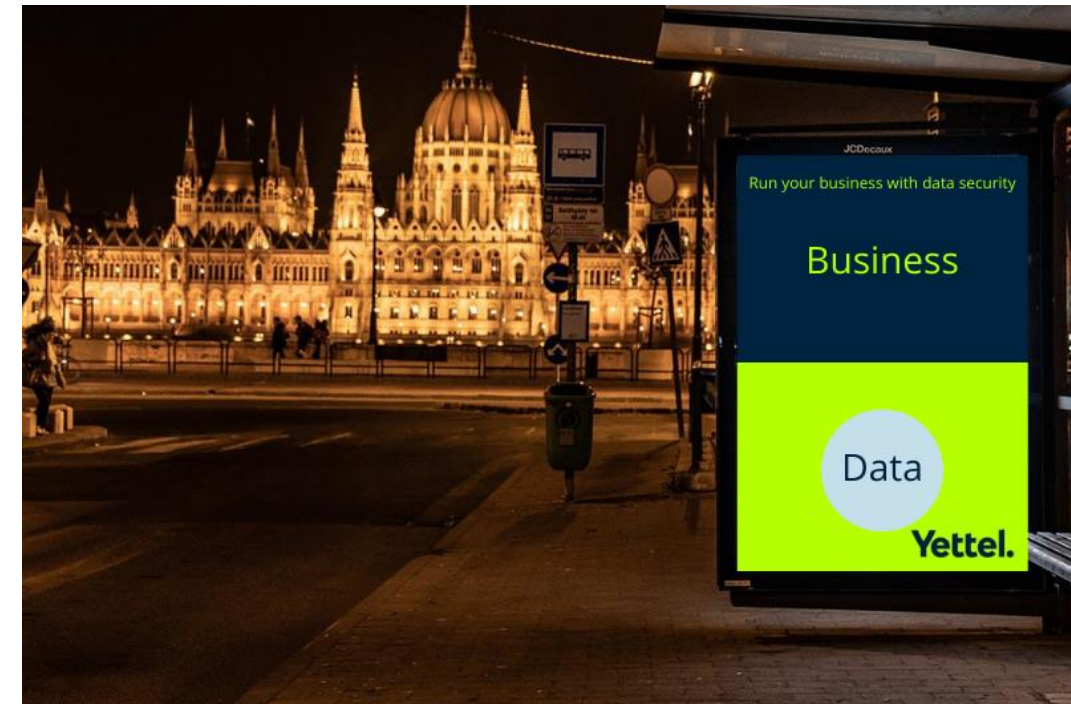
Classic integrated media solutions

Reach the relevant small business owners by using digital channels and precise targeting options:
social media, digital display, search

Other recommendations: Citylights

Banner of digital channels

Citylight



Referral program



INVITE

A fellow business owner

&

**earn discounts from monthly
Business Prime Tariff**

Yettel.

Introduce referral program: an easy way of motivating existing clients in order to reach potential customers

In case of every new subscribers, both the old and new member can get a reward.

It can engage with existing members and gain loyal new ones.

Use the following channels to spread the message: social media, newsletter, website

Summary

All the suggested ideas together help in solving the issues and create a great impact on the brand

Classical solution

- Using classic integrated media channels helps to reach relevant audiences
- Re-call campaign: retarget users by using previous campaign results
- Help us reach and track KPIs

Mass media solution

- Creative concept to create a buzz
- Raise awareness
- Enhance word of mouth
- Get the brand top of mind

Referral program

- Longterm solution
- Trustworthy
- Inexpensive, minimal investment