

**Yettel.** introduces

The

**UNITASKING**

challenge

# Problem

The technological change in Millennials' life is huge.

**Balancing their virtual and physical lives is hard** and Yettel understands how technology can often get in the way of their real life experiences by **forming bad habits** and **wasting their time** by the inappropriate usage of digital technology.

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# Insight

Millenials are always busy, working on something and involved in everything, **so quality time takes a back seat.**

They have learned how to use digital devices, but not how to live with them in a harmonic way.

**But the core problem is not in our devices.**

## IT'S MULTITASKING.

The digital world forces them to always be available and focus on various tasks in the same time by neglecting their real life relationships and themselves.

Moreover multitasking can leads to memory problems, increases chronic stress and makes them less productive and efficient.

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# Solution

**THE SOLUTION IS UNITASKING.**

...which means the **exact opposite of multitasking.**

We have to teach Gen Y to focus on one thing at a time. This will slow down their lives and they will be able to enjoy quality time and be more balanced in everyday life.

**So we make a challenge...**

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# Yettel introduces the **UNITASKING** challenge

The unitasking challenge is a **21 day challenge**, which refers to the fact that a new habit takes at least 3 weeks to develop.

**Every day** we introducing **a new challenge** in **Yettel's Instagram page**.

Each of them followed by a content with influencers or professionals (e.g. psychologists).

**But there's always a twist...**

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# Teaser communication

To draw attention, we set up a teaser for the campaign, focusing on the side effects of multitasking, like

'Did you know that \_\_\_ can lead to a reduction in your brain's grey matter?'  
or 'Did you know that \_\_\_ lowers your IQ level in the short term?'

The answer for all the questions is **'multitasking'**.

The teaser appears on  
different platforms:

- social media
- banner ads
- citylights etc.

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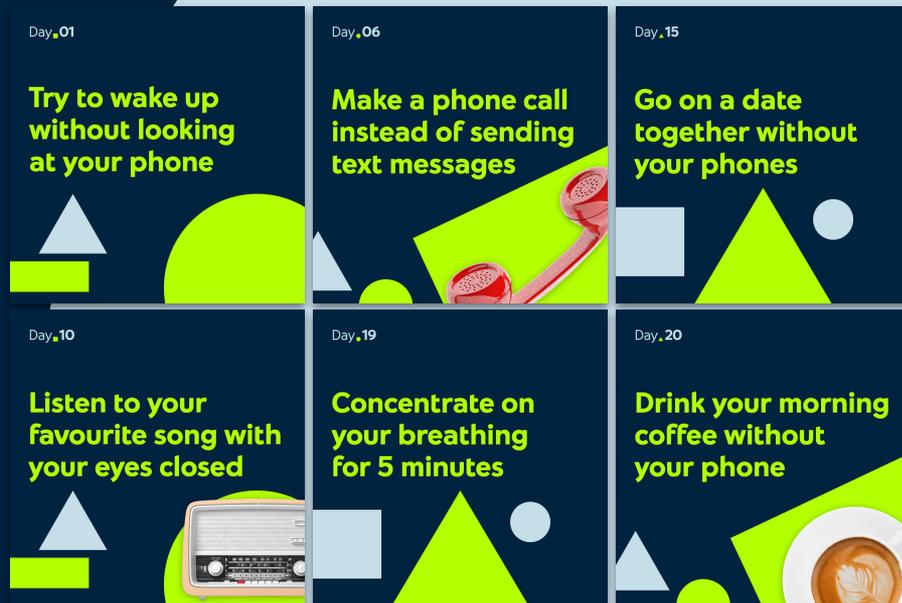


# Campaign launch

After the teaser communication, to give them a solution to reduce multitasking, we finally launch the challenge.

Each and every day we post a new challenge on **Yettel's Instagram account** with different tasks.

These easy tasks will **help them to reconnect with themselves and to re-balance their life** - and also to try out new things!



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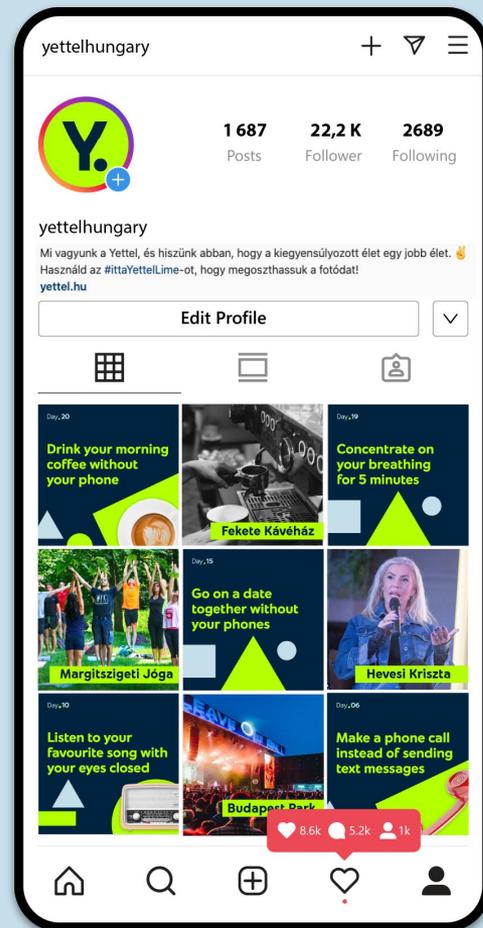
# The challenge become a hype

Every challenge followed by **a video content made by influencers or professionals.**

These familiar faces will **show their experiences and difficulties** on the challenge and **give them advice** how to **find balance and how to take back control** of their life.

We also complement some of the challenges with outdoor activities organised by Yettel (e.g. yoga, running, outdoor cinema).

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# What's next?

After the end of the challenge **Yettel makes a microsite** about the whole campaign, where all of the materials with the influencers, professionals and the challenges can be found, in one place. It can be helpful for anybody who missed the challenge.

As common popular initiatives like 'no shave november' and 'inktober', the event can be **announced every year**, with new and exciting influencers and challenges.

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**THANK YOU.**