

**We exist to help Small  
Business owners achieve  
balance in life.**

**Yettel.**

# THE CHALLENGE

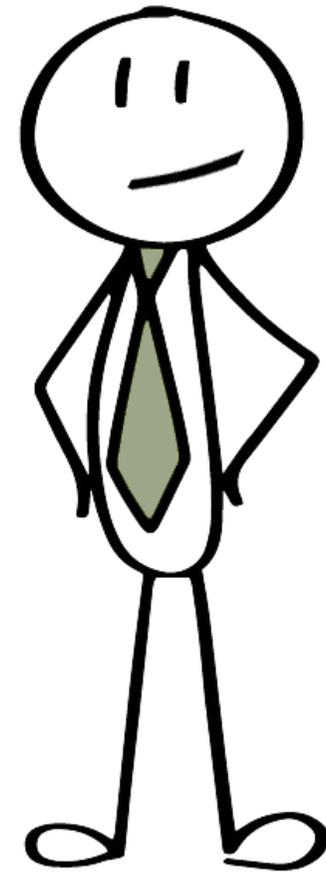
2021. THIS IS CHARLIE.

Charlie has decided that he was going to launch his own Small Business one day.

He is not quite sure about his business profile: he could be a carpenter, a hairdresser, a potter, and even a butcher. He is very talented.

He worries about the paperwork, accounting, and connecting with family & clients.

**Charlie has no idea that Yettel's new Business Prime tariff offers unlimited domestic data.**



# THE TARGET GROUP

It's hard to find a balance between family and work time.

I chose to follow my path by starting my own business.

Administration is my nightmare.

I could not live without the Internet on my mobile.

Being my own boss is not always easy.

My success depends on my connection with the clients.



“Rather than focusing on the obstacle in your path, focus on the bridge over the obstacle.”

– Mary Lou Retton



# THE BRIDGE is the symbol of connection

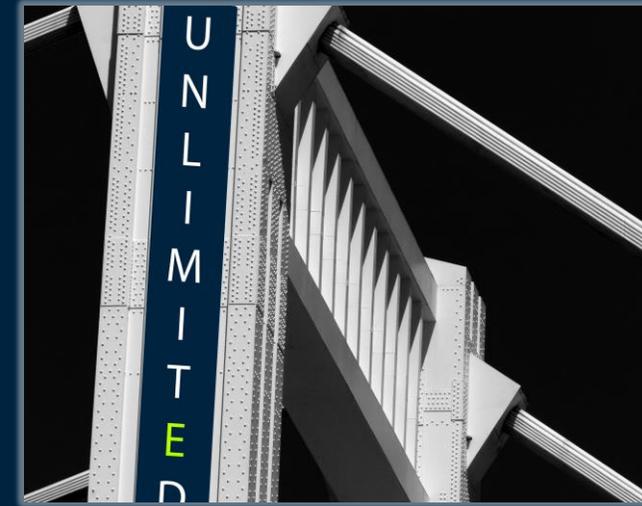
Using the pillars of the most famous Hungarian bridges as a message transferring surface.

Building top-of-mind awareness with the unique bridge-branding while delivering the campaign's main message „Company with unlimited data starts balanced life”.

Suggested sights:

- Bridges of Budapest
- Nine-arched Bridge of Hortobágy
- Viaduct of Kőröshegy and Biatorbágy
- Bridges of river Danube and Tisza

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# THE **CROSS-WORD-WALK** as the symbol of companionship

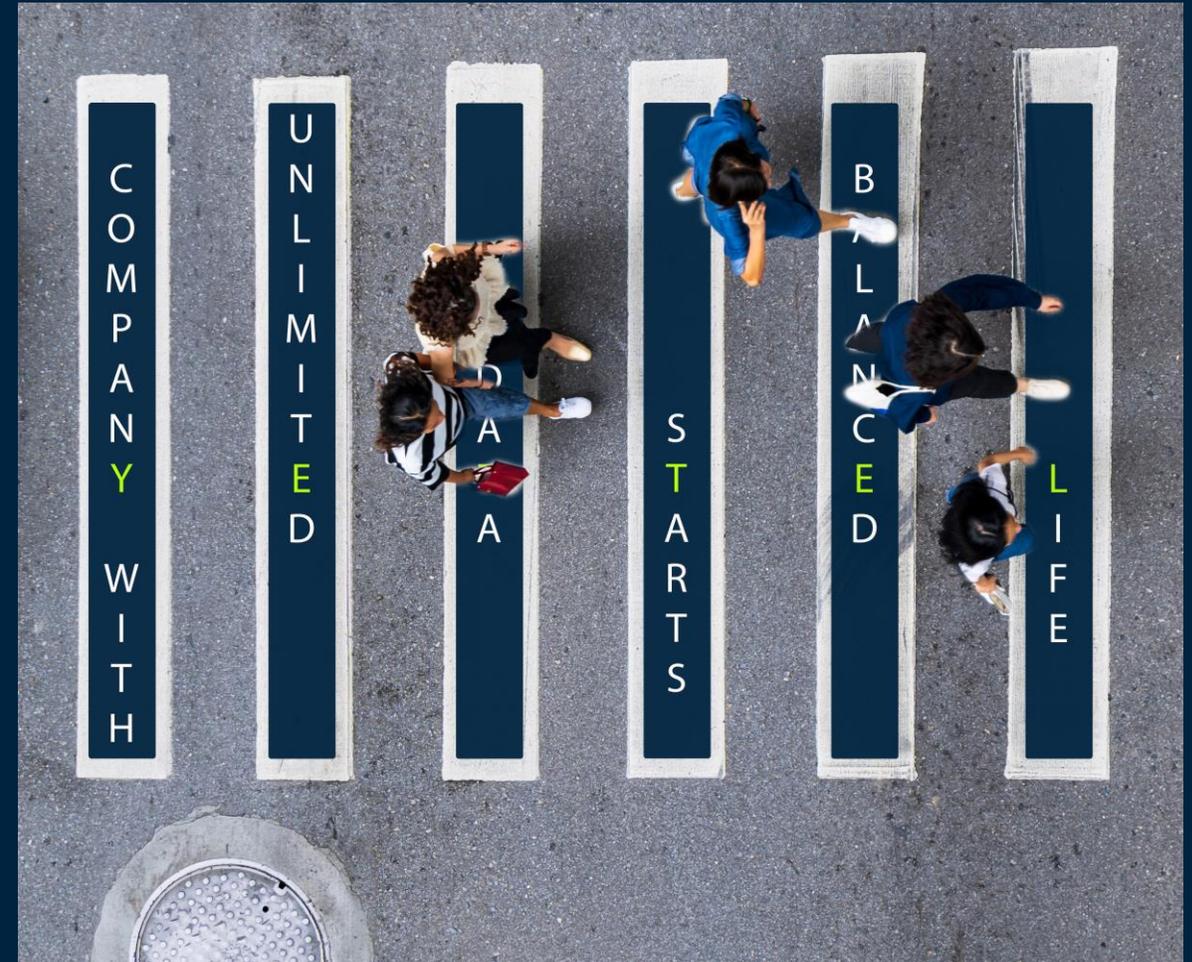


Yettel is everywhere in the country.

From the birth of your small business through to the execution.

Small business owners can take all the steps on the Yettel Cross-Word-Walk on the way to:

- Banks
- Accountancy offices
- Lawyer's offices
- Record offices
- Councils
- National Tax and Customs Office buildings



**THE REWARD:** we support the start of your small business journey with 1 month of free Business Prime tariff if you show us a picture taken of our unique out-of-home brandings.



# THE RESULT

2022. THIS IS CHARLIE.

Charlie has decided that he was going to launch his own Small Business one day.

He is not quite sure about his business profile: he could be a carpenter, a hairdresser, a potter, and even a butcher. He is very talented.

**Charlie knows that Yettel's new Business Prime tariff offers unlimited domestic data.**

He still worries about paperwork and accounting, but connecting with family and clients is none of his concerns.



THANK YOU

