

Company Information

Beeline is a telecommunication brand operated by VEON Group (leading international communications and Technology Company providing 210+ million customers with digital services, headquartered in Amsterdam). Throughout the years Beeline has matured into a game-changer, affordable and innovative player on Georgian TELCO market.

Key Insights - what's the background?

Even though Startups seem to be actively promoted in Georgia, statistics show that Georgia is only on 77th place among 137 countries by the health of entrepreneurship ecosystem. Creating a Startup supportive environment in the country can ensure economic growth and development in future.

In Beeline we believe, that even small steps can lead to a greater impact on entrepreneurship ecosystem in Georgia. Therefore, we decided to use our strength (as a global TELCO company) - **BIG DATA** to solve one of the main issues for Startups which is to reach the right target audience with the most cost/time-effective way.

Target Group - who are we talking to?

Millennial Startups who are:

- Short in budget - Saving in every possible way due to lack of funds
- Digital-natives, open to innovations
- Seeking distinct ways to develop their Startups

Service Description - Bullseye platform

Beeline, as a digital company, owns enormous data about its subscribers. We decided to share processed Big Data to Startups in order to better orientate in targeting their audiences through an online segmentation tool called **Bullseye**. By analyzing subscribers' every single interaction with their smartphones, we enable Startups to construct and use specific segments for advertising their products/services on different channels like Facebook, Google and local media.

The user will be able to segment the target audience based on various parameters, like:

- Demographics • Psychographics • Geolocation • Digital Behavioral Patterns etc.

Bullseye will create a following value for the Startups:

- Fully localized algorithm, which provides insights into the preferences and behavior of local population.
- Increased cost efficiency of the advertising budget, as a result of precise targeting
- Single window access to advertisement publishing channels

Campaign Objectives

- Raise awareness of **Bullseye Platform**
- Inform millennial Startups about **Bullseye Platform** and its benefits
- Provoke interest by detailed explanation of the tool

Key Message: *Don't talk in vain!*

Tone of Voice: Supportive; Friendly; Inspirational; Empowering

Deliverables: Communication strategy for marketing and PR activities

- 2 Videos (educational/promotional) for project Launch (full production)
- 7 Prints for Social Media (full production)
- 10 Sponsored Articles

Media Channels • Timeline • Budget

Communication Channels: FB, Google, Local media

Partners: GITA, Techno-Park, TBC Startuper

Duration: 5 Months (September 2019 - January 2020)

Video Production: \$25,000

Promotion: \$10,000

Print Production: \$3,000

Promotion: \$7,500

Sponsored Articles: \$5,000

Total Budget: \$50,500

Campaign KPIs

- Number of registered Startups by the end of campaign on **Bullseye Platform > 100**
- Engagement in digital channels