



ბილსეი®

Bullseye Platform

/ Beeline

VEON GEORGIA LLC

Beeline is a telecommunication brand operated by **VEON Group** (leading international communications and Technology Company Headquartered in Amsterdam)

- 210+ million customers worldwide
- Game-changer
- Affordable
- Innovative

BEELINE BRAND SHARES VEON VALUES AS FOLLOWS:

CUSTOMER - OBSESSED/**ENTREPRENEURIAL**/INNOVATIVE/COLLABORATIVE/TRUTHFUL



/Key Insights



Only 57 "Startups" sponsored during past years

77th place among 137 countries by the health of entrepreneurship ecosystem



Healthy entrepreneurship ecosystem > Economic growth and development

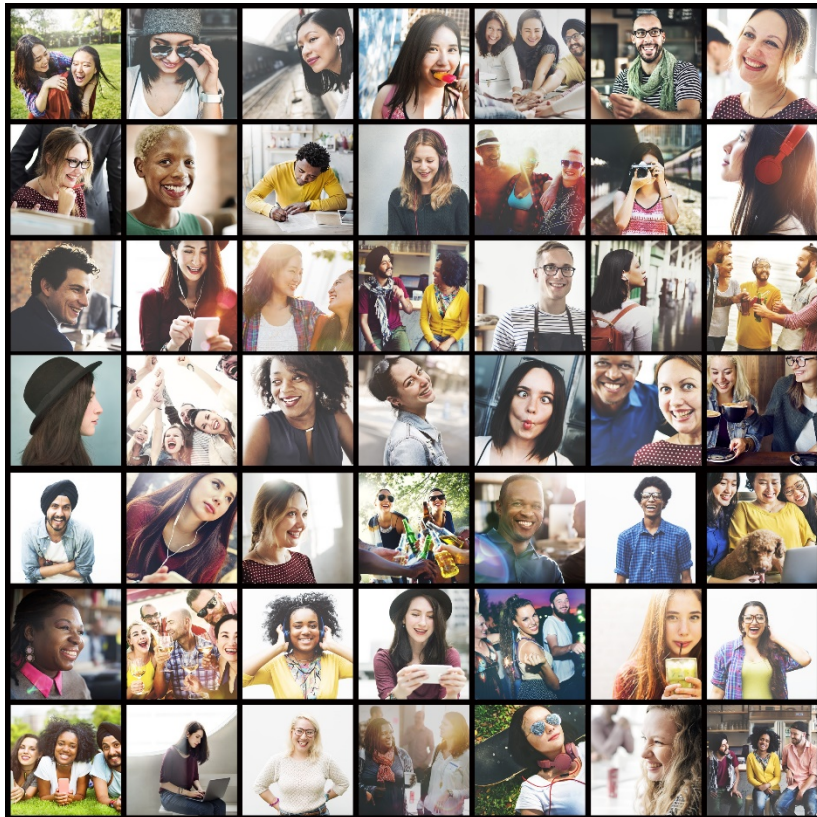


Small steps can lead to a greater impact

BIG DATA = right target audience with the most cost/time-effective way

/ Target Audience

WHO ARE WE TALKING TO?



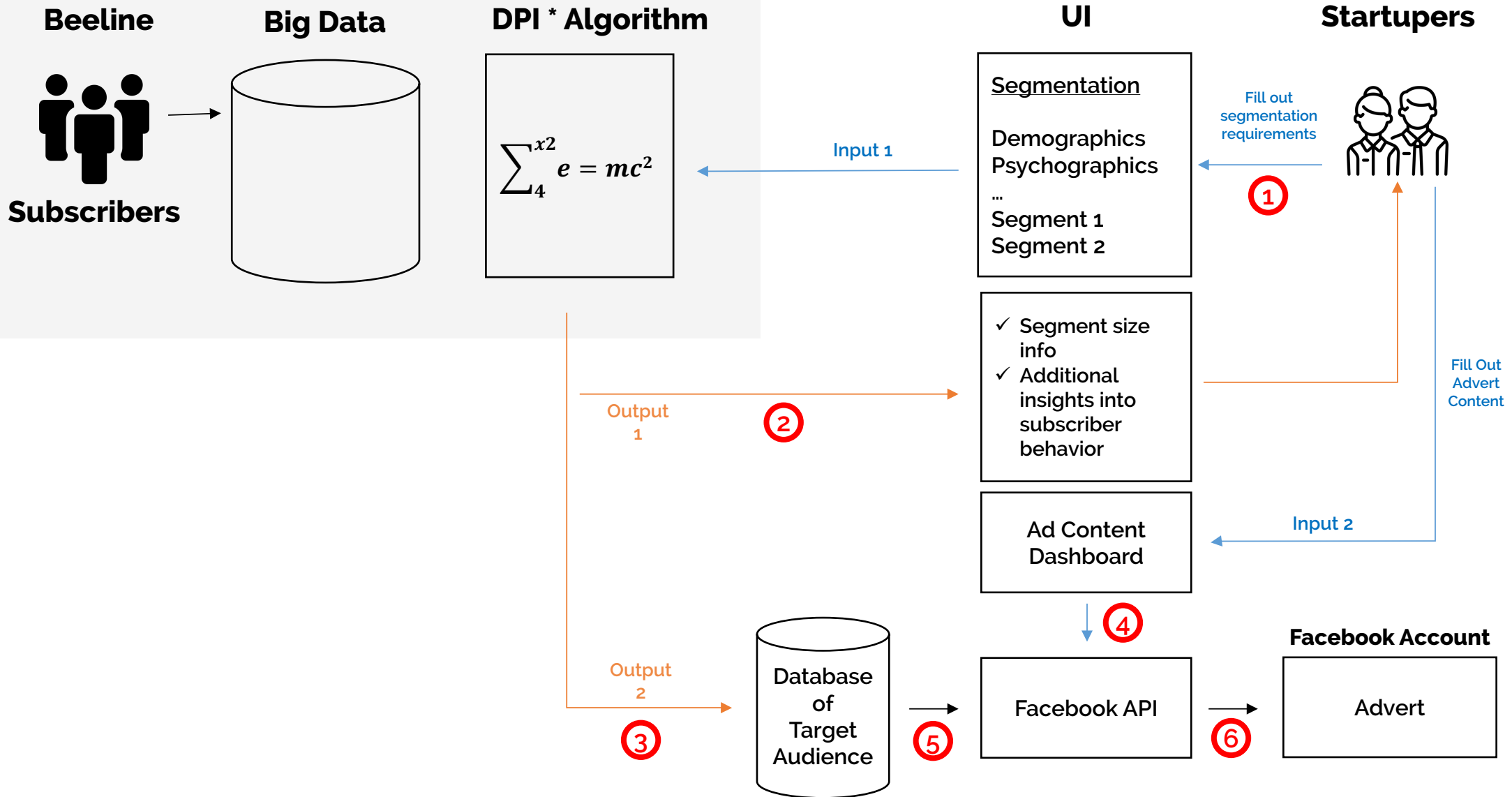
Short in budget - Saving in every possible way due to lack of funds



Digital-natives who are open to innovations

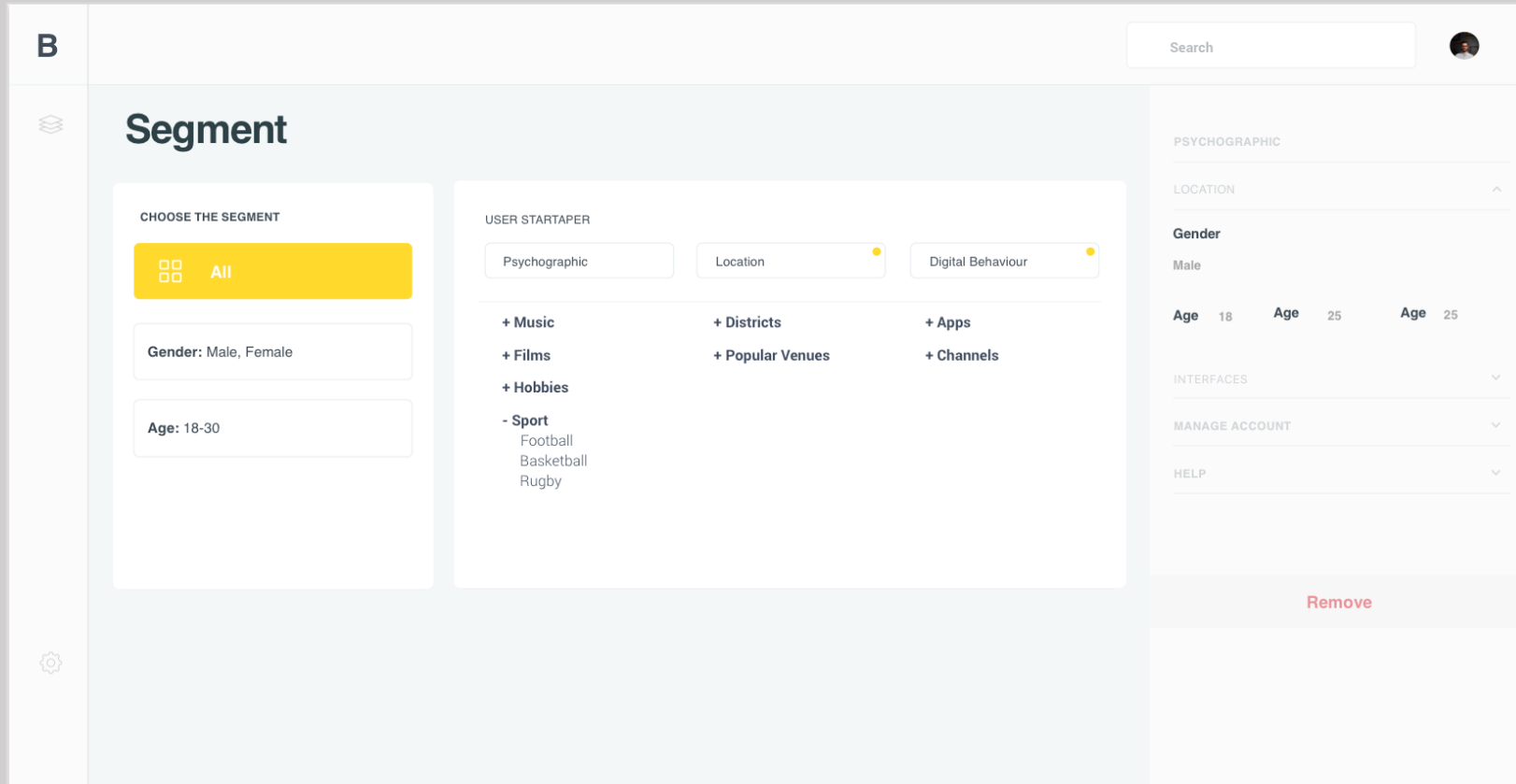


Are seeking different ways to develop their "Startups"



* Deep Packet Inspection

Simulated UI



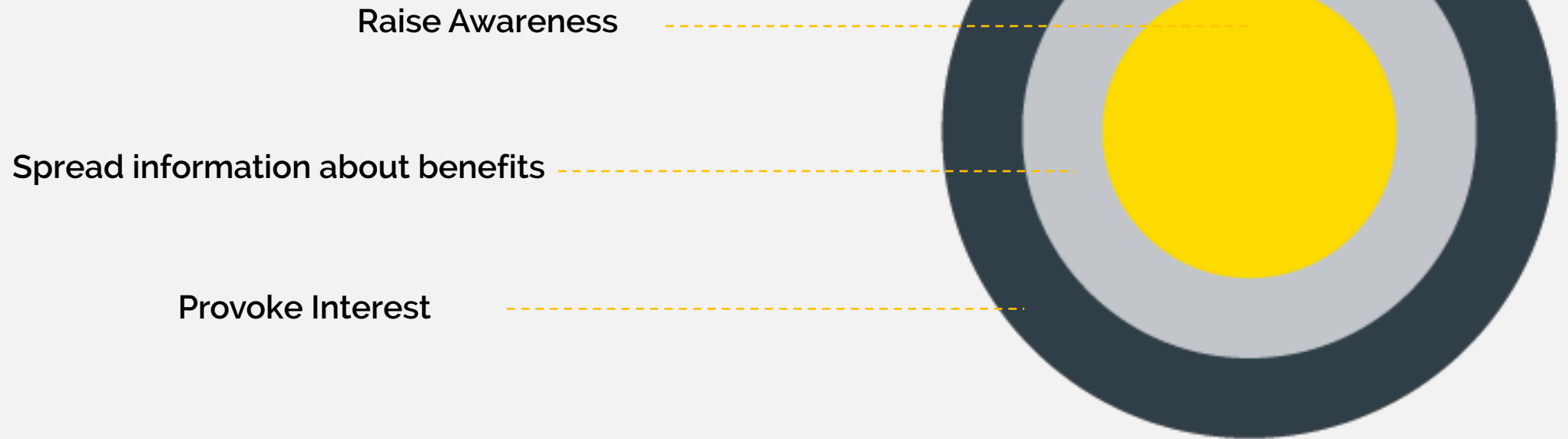
Bullseye will create a following value for the Startups:

- 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

Why are we communicating?



Key Message

Don't talk in vain!

Tone of voice:

Inspirational
Friendly Empowering
Supportive

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

Communication Channels:

FB, Google, Local media

Duration: 5 Months (September 2019 – January 2020)

Budget

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

Partners:

GiTA, Techno-Park, TBC "Startuper"

Big Data - Big Responsibility



Thank You