

7 Days Brief

Yaraan – Brand Campaign (launch)

Background

Yaraan (means “Best Friends” in both Dari and Pashto, two dialects talked in Afghanistan) is currently a FREE SIM developed a few years ago by Roshan a TELCO company, leader in Afghanistan.

Key Target Audiences

In Afghanistan, 68% of the population is under 25 y.o.

Bulls eye target: young urbanites

They're aged between 18-24 y.o., males and females

They've a burning passion of the future of their country – and to improve how it's ran

They're the ones fed-up of the old fashioned way of doing things (corruption, bureaucracy, etc.)

They face a lot of struggle in life and very often they're the ones supporting the entire family

They struggle to get good education and when they get it, they can't get appropriate jobs

At the end they're very lucid about their dream.

They're also open-minded and have a good sense of humor.

Insights

Brand truth: The most relevant Afghan brand for young people under 25 y.o. We understand them better.

Context truth: There isn't really a brand in Afghanistan that talks directly to youth.

Consumer truth: They strive for a better tomorrow despite all their struggles. They're likely to feel left alone (by society and government) in their challenging daily life.

Strategy

WE'RE POSITIONING YARAAN AS AN ENABLER: IN A COUNTRY COMPLETELY DESTROYED BY THE WAR, YARAAN WANTS TO BE CONSIDERED AS A HOPE. YOUNG GENERATIONS CAN BE CONNECTED EACH OTHER FOR FREE, SHARING DREAMS AND PROJECTS, IDEAS AND SOLUTIONS.

IT'S A LITTLE 'KICK' THAT WILL HELP THEM TO ACTIVATE THE BEST VERSION OF THEMSELVES – THIS VERSION THAT HAS THE POTENTIAL TO ACHIEVE THEIR GOALS.

Proposition

Achieve your better with Yaraan – Make your mark

What we have to do

An unskippable video.

One thing truly remarkable about the brand

Yaraan is the first brand that truly takes into consideration the aspiration of youth to enable a better tomorrow.

Brand Language

- Aspirational, daring, challenging and fun.