

The EETT Information Campaign on the Subject of “Broadband Services: A Social Commodity and the Right of All”.

Within the framework of its institutional role, EETT has launched an information campaign addressed to the broad public. The campaign, whose main theme focusing upon “Broadband Services”, will last two years and will exploit various modern marketing techniques as well as communication tools.

@ Messages

Under its main message, “Broadband Internet for Information, Communication, and Work”, EETT urges consumers to become informed and exploit the benefits Broadband Services offer in everyday life.



The main objective of the campaign is to elevate Broadband Services to a status of a social commodity, a right for all citizens. Within this framework, the challenge EETT is facing by employing this specific informational campaign is to overcome any “resistance” by society with regards to Broadband Services and steer consumers towards embracing Broadband Internet and the new technologies.

In order to disseminate the campaign messages and inform the public more effectively, the campaign employs television and radio spots as well as press listings. In addition, the campaign’s Mass Media promotional program is accompanied by informative material in printed form which would be distributed widely. It is also accompanied by targeted, promotional actions addressed to various age groups.

The campaign employs an informative, modern, friendly, and humorous tone approaching the public on its terms, while offering advice. The language used is understandable, with brief messages tailored to the needs of everyday life. The campaign utilizes EETT’s logo as the center around

which the various activities offered by Broadband Services are developed. The intent is to attract the interest and attention of the public and ultimately ensuring public’s affirmative, favorable response and its participation.

Apart from the issue of **Broadband Services**, the EETT informational campaign also aims at stressing two more priorities:

1. The provision of valid, scientific information, in simplified form, on issues related to **Wireless Communications**.
2. **Information targeting Consumers** so that they may become conversant with their rights and obligations as well as with the options available to them at present in the Electronic Communications and Postal Services sector.

