



The Fathers Behind The Businesses

This Father's Day campaign by Yello celebrates the fathers who lead businesses across the Caribbean. Sales Reps are invited to recruit participating clients to share their story through a short video, creating meaningful customer conversations and strengthening relationships beyond the sales call.

Humanise

Real stories behind the brands we work with

Connect

Deepen client relationships beyond the sales call

Retain

Build goodwill and long-term loyalty

Celebrate

Give clients visibility through Yello channels

One Story. One Question. One Father.



Participants choose ONE question that best reflects their personal experience as a father and business owner – then record a simple 15–25 second video on their smartphone.

-  Content output: Social reels ·Compilation video ·Quote graphics ·Feature article

Business & Leadership <i>"Has fatherhood impacted how you now run your business?"</i> <i>"Has fatherhood improved the way you lead your team?"</i>	Fatherhood & Growth <i>"What is the biggest lesson fatherhood has taught you?"</i> <i>"What were you like before becoming a father?"</i> <i>"What surprised you most about becoming a father?"</i>	Legacy & Values <i>"What do you hope your children learn from watching you work?"</i> <i>"What values do you hope to pass on to your children?"</i> <i>"What kind of legacy do you hope to leave behind?"</i>	Advice <i>"What advice would you give fathers balancing business and family?"</i> <i>"What would you tell your younger self before becoming a father?"</i>
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 **Strongest Questions**

The strongest questions tend to generate more emotional, personal, and memorable responses that perform well on social media and help humanise participants:

- What were you like before becoming a father?*
- What surprised you most about becoming a father?*
- What would you tell your younger self before becoming a father?*
- What do you hope your children learn from watching you work?*

 **Final Father's Day Compilation Video**

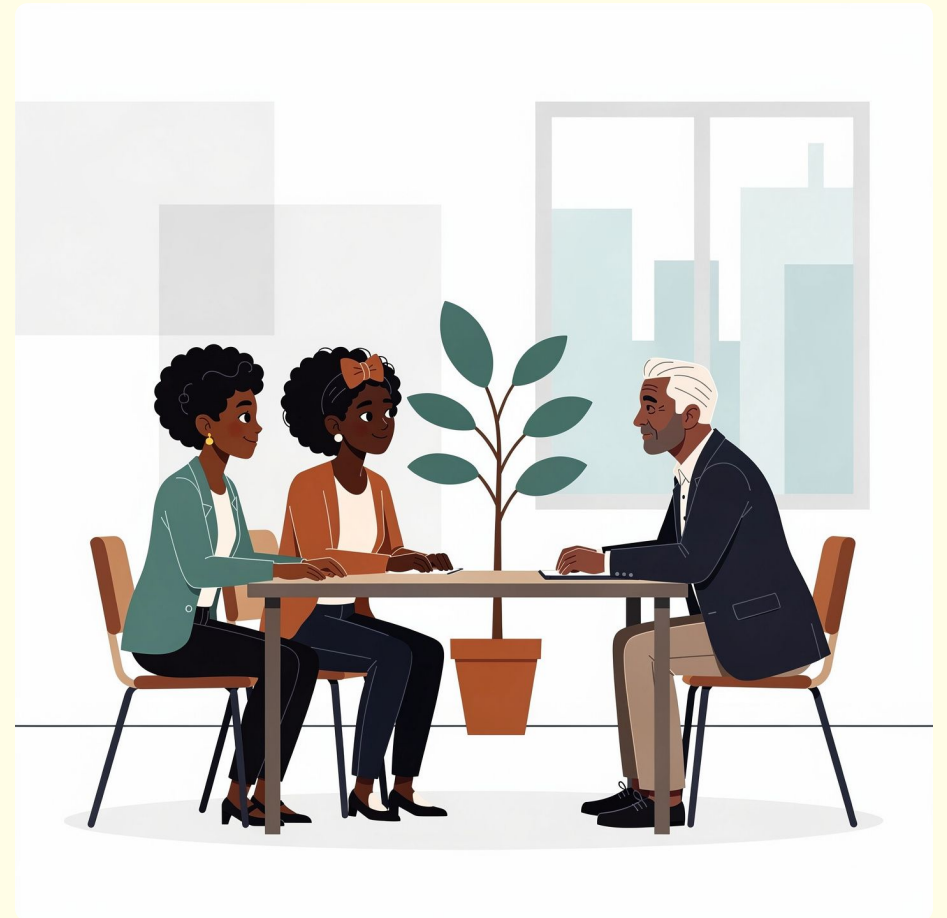
- Target Length: 1 minute 30 seconds to 1 minute 50 seconds
- Fast-paced montage format
- Features fathers from across our advertiser community
- Designed for Instagram, Facebook, LinkedIn and YouTube Shorts

The goal is to create one emotional, highly shareable Father's Day video rather than a long-form interview.

Sales Team Activation

Your Relationships Make This Happen

You know your clients best. A personal invitation from their Sales Rep is far more powerful than any mass campaign. This is your opportunity to turn a business relationship into something memorable.



Meaningful Touchpoint

Go beyond the sales call with a personal, human conversation



Client Visibility

Their story gets shared across Yello's social channels



Retention & Loyalty

Clients who feel celebrated stay longer and refer more



Simple Ask

Target 7-15 submissions. Vertical video, 15-25 sec, smartphone

The easier the ask, the higher the participation rate.

Why Participate?

What's In It For Your Clients

When you invite a client to participate, you're offering them something genuinely valuable – not just asking for a favour.



Social Media Exposure

Their video shared across Yello's social channels



Business Visibility

Reach new audiences through Yello's platform



Share Their Story

A rare chance to speak as a father, not just a business owner



Celebrate Father's Day

Be part of something meaningful this June



Featured by Yello

Recognition from one of the Caribbean's most trusted brands

 No professional equipment needed. Just a smartphone, good lighting, and their story.



Everything You Need To Get Started

Use this as your guide when reaching out to clients. Keep it simple, keep it personal.

 Hi [Name], I wanted to personally invite you to be part of a special Father's Day campaign we're running at Yello. We're collecting short video stories from fathers in business across the Caribbean – and I immediately thought of you. It's a quick 15–25 second video on your phone, answering one question about fatherhood and business. Your story would be featured on our social channels. Would you be up for it?

01

Choose a Client

A father who owns or leads a business

02

Send the Invite

Use the message template above (personalise it!)

03

Share the Details

Video: 15–25 sec, vertical, smartphone, good lighting

04

Collect & Submit

Send completed videos to [insert contact/email]

Submission Deadline

June 15, 2026

Video Format

Vertical (portrait), 15–25 seconds

Equipment

Smartphone only

Submit To

[Campaign Manager / insert email]

Keep It Short

 We are not looking for long speeches or professionally produced videos. A simple 15–25 second response recorded on a smartphone is perfect. The best responses are authentic, personal, and conversational.

01

Introduction (3–5 seconds)

Hi, I'm John Brown from ABC Hardware.

02

Answer (10–15 seconds)

Respond to one chosen question.

03

Optional Closing (2–5 seconds)

Happy Father's Day.

Easy To Participate

Smartphone only

15–25 seconds

No editing required

No professional equipment required

Record from your office, store, or workplace

Be yourself

Questions? Speak to your Campaign Manager.

Alternative Participation Option

Option B: Static Feature Submission

If a participant prefers not to record a video, they may instead submit a photo and written response. Marketing will transform these submissions into branded social media graphics and quote cards.

Photo Options

- Professional headshot
- Workplace photo
- Family photo (preferred)
- Photo with children or family members



Written Response

50–100 words maximum. Participants answer one campaign question in written format.

Content Output – Marketing Will Create:



Branded quote graphics



Father's Day static social posts



Carousel features



Website article features

Why Offer This Option?

- Increases participation
- Accommodates busy clients
- Removes camera anxiety
- Creates additional content formats
- Ensures no interested participant is excluded

Sales Team Note

Option A
15–25 second video submission

Option B
Photo + written response

The goal is participation and storytelling, not video production.

Not comfortable recording a video? No problem. Simply send us a photo and a short written response and we'll create a Father's Day feature on your behalf.

This flexibility will help us achieve our participation target while ensuring every father has an opportunity to share their story.

Campaign Timeline

Simple To Execute. Meaningful To Share.



Expected Impact

- Higher social engagement across channels
- Stronger advertiser relationships
- Reusable, authentic content assets
- Positive brand sentiment for Yello

Behind every business is a story. Behind many of those stories is a father. This Father's Day, let's celebrate the people behind the brands.

DISCOVER MORE. DO MORE.

