

# T Mobile®

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# OUR TEAM



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# AGENDA

- ☐ Situation Analysis
- ☐ The Tech-Dependent Achiever Deep Dive
- ☐ Measurement Plan
- ☐ Strategic Approach
- ☐ Bringing our Strategy to Life

# Consumers prioritize consistent connection

## Industry

- Consumers are most concerned with full coverage\*
- 70% of surveyors believe that "a consistent data connection is more important than having top speeds"\*\*
- 41% of surveyors said, "I (they) would consider switching mobile networks for the best 5G connection"\*

## Competition

- AT&T is focused on creating tangible and intimate connections with its consumers
  - "Don't sell entertainment, be entertaining" \*\*
- Verizon is in competition with T-Mobile as the fastest 5G Service
  - "Branded as 5G Ultra Wideband service, promising speeds up to 10x faster than 4G LTE in over 1,700 cities nationwide" \*

# Which brings many opportunities for T-Mobile's growth

**Business Objective:** Achieve industry-leading share of port-ins during first half of 2023

**Marketing Objective:** Drive switching amongst potential customers and fuel upgrading amongst current customers

**Business Challenge:** Consumers are not choosing T-Mobile as a mobile carrier because of the negative press surrounding their services

**Barrier:** "I only see negative conversations about T-Mobile on social media."

The Better Business Bureau shows that T-Mobile has only 1.18 out of 5 stars after 1,700 people submitted reviews, (bbb.com, Image C) \*\*



miketheike82

POV: as soon as I pay off my equipment I will be switching, t-mobile can't keep their promises 🙄🙄 i won't be missed but all well 🤔🤔



preet789123

Verizon atleast has coverage. T mobile has the worst coverage even in downtown chucsgl

When looking specifically at social media commentary, the top liked TikTok video with keyword "T-mobile" is a negative review from a customer (Image A).\*

Sources: \*Tiktok, 2022, [https://www.tiktok.com/@dominiquereddclarke/video/6978743228854045957?\\_t=8XCCol3MNT8&\\_r=1](https://www.tiktok.com/@dominiquereddclarke/video/6978743228854045957?_t=8XCCol3MNT8&_r=1)

\*\*BBB, 2022, <https://www.bbb.org/us/wa/bellevue/profile/cell-phone-supplies/t-mobile-usa-inc-1296-27026359>





# MEET WILLIAM!

THE TECH-DEPENDENT ACHIEVER

No kids

(64%, 138.1i)

Single

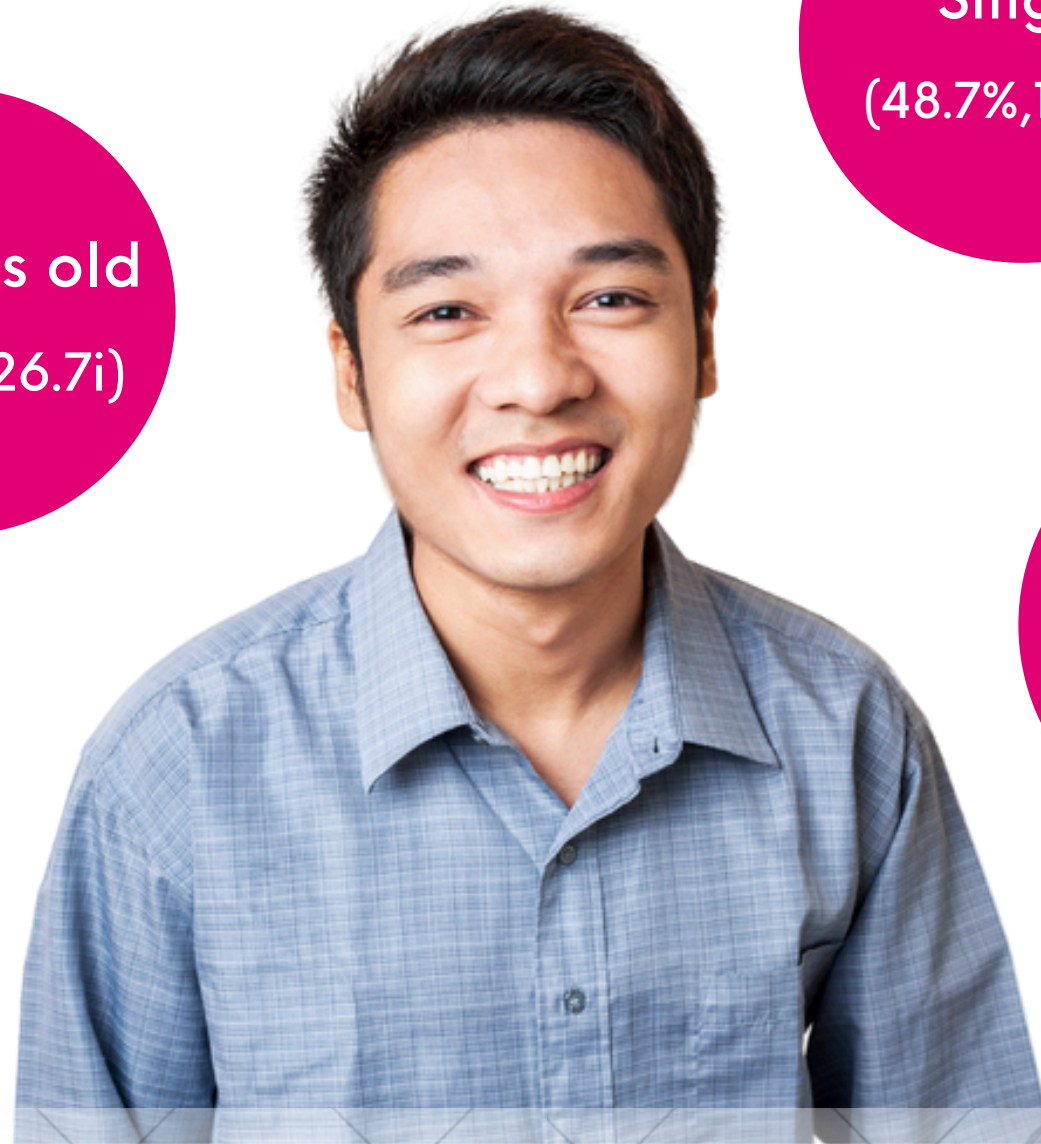
(48.7%, 150.2i)

24 years old

(5.3%, 226.7i)

Asian

(9.2%, 130.6i)



## Most used devices:

- Mobile (50.9%, 170i); Samsung (34.6%, 127i)
- Game consoles (21%, 155i)

## Tech features sought out:

- 5G enabled (10.6%, 136i)
- Enhanced camera capabilities (5.5%, 141i)

## Reasons for use:

- Accessing/listening to music (75.8%, 169.6i)
- Researching products/brands (69.1%, 153.7i)
- Gaming (66%, 190i)

# William utilizes technology in all aspects of his life



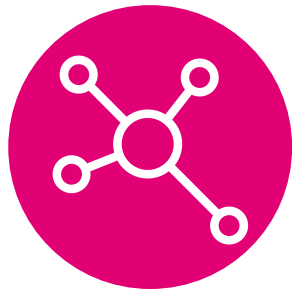
## TRAVEL

In his free time, William has a personal interest in travel (58.1%, 119.2i). Whether at home or on the go, Technophiles think it's important to have access to the internet through their mobile devices (71.9%, 107i).



## GAMING

William fuels his love for adventure/extreme sports (34.8%, 205i) through esports (33% 274i) and gaming (72.3% 203i). William can interact with his friends through games (46.1%, 216.7i) that boost his adrenaline, through the comfort of his tech device!



## CONNECT

William uses technology to stay in touch with friends and family (73.8%, 118). In addition to maintaining relationships, William uses technology to meet new people (44.6%, 175.8i).

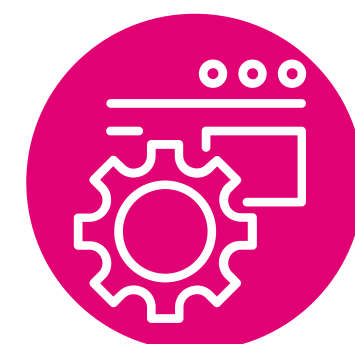
# William looks for endorsements and expert opinions before making purchases



As William looks to research new devices, he prioritizes endorsements by celebrities (14.5%, 173.1i) and information found on vlogs (13.4%, 191.2i) to inform him about the best device to purchase.



When interacting with brands, William trusts what online reviews say about products (46.1%, 155.2i) and looks for expert opinions before making a purchase (44.5%, 144.3i). He is feature-oriented and looks for premium versions to buy (30.1%, 170.1i).

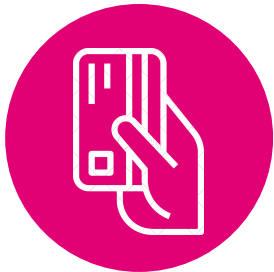


William normally shops for ways to enhance his devices and will be in the market for a new device within 6 months (21.4%, 100i). He regularly upgrades his software packages (13.4%, 170i).



# William uses a variety of social media platforms to interact with his passions

William uses social media in order to



(28.4%, 154.1i)  
Find products to purchase



(43.6%, 169.4i)  
See what is trending



(62.5%, 112.6i)  
Keep in touch with friends and family

William uses these social media accounts



(28.3%, 155i)  
Use more than once a day



(59.9%, 165.1i)  
Used Spotify in the last month



(25.1%, 287.3i)  
Use Twitch at least weekly



On his accounts, William has done these activities



(12.4%, 201.5i)  
Participated in a trend  
(12.1%, 195.5i)  
Clicked on a sponsored/promoted post or ad



(36.8%, 149.9)  
Podcasts are their preferred music/audio content



(34.9%, 266i)  
Watch live gaming stream on Twitch or YouTube

Technology plays an essential role in William's everyday life.

William looks for endorsements and expert opinions before making purchases.

William consistently checks social media to discover trending products.

Because the tech-dependent achiever values quality service on the go, he looks to expert opinions on social media to find products that provide constant connectivity.



## **Business Objective:**

Achieve Industry-Leading Share of Port-Ins During First Half of 2023

## **Marketing Objective:**

Drive Switching and Fuel Upgrading

### **Media Objective #1**

#### **Increase Brand Consideration**

##### **Communications Goal:**

Differentiate from competitors by driving perception that T-Mobile has the best coverage on airplanes and highways.

##### **KPI'S:**

- Drive a 15% lift in awareness of T-Mobiles coverage on airplanes and highways from March 2023 - April 2023
- Drive a 30% lift in consideration for T-Mobile next time they are purchasing a new phone by the end of April 2023
- Increase T-Mobile's website click-through rate as a result of podcast advertising by 20% between March 2023 - April 2023

### **Media Objective #2**

#### **Fuel Positive Conversation**

##### **Communications Goal:**

Drive Technophiles to consider T-Mobile as a brand by generating positive conversation amongst technology experts and current users.

##### **KPI'S:**

- Drive positive social conversation by 10% between March 2023 - April 2023
- Amplify brand favorability by 15% by April 2023
- Increase social media shares by 20% by April 2023

## **Business Challenge:**

Consumers are not choosing T-Mobile as a mobile carrier because of the negative press surrounding their services.



## **Barrier:**

"I only see negative conversation about T-Mobile on social media."



## **Target Insight:**

Because the tech-dependent achiever values quality service on the go, he looks to expert opinions on social media to find products that provide constant connectivity.



## **Primary Communications Goal:**

Generate positive conversations amongst technology experts and current users.



## **Strategy Statement:**

Get Technophiles to consume positive conversation about T-Mobile by reaching them while they are researching new tech products.



## **Media Mix:**

Digital Display, Digital Video, Paid Search, Audio Streaming, Out of Home, Social Media



# Media Mix

## Digital Display

Appear when Technophiles are seeking out expert reviews and opinions on brands

## Digital Video

Show Technophiles that T-Mobile will cover them when they need service most (airports and rest stops)

## Paid Search

Target Technophiles when they are actively seeking out information on mobile carriers and tech brands

## Audio Streaming

Reach Tech-Dependent Achievers when they are actively seeking out information on the newest tech products via tech podcasts

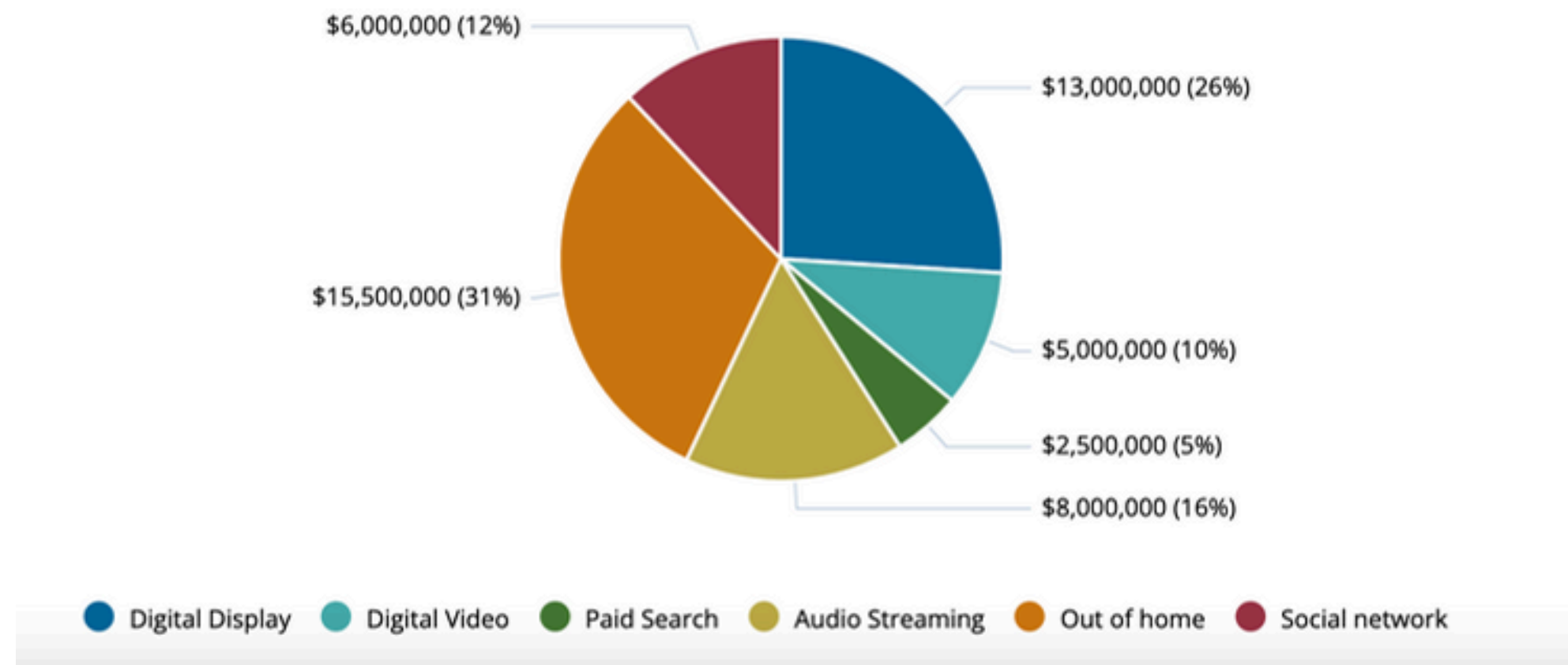
## Out of Home

Appeal to Technophiles when they are on the go and actively desire a better connection

## Social Network

Flip the current negative conversation about T-Mobile on social media by using influencers to generate positive content

Budget Overview - Channel Group (T-Mobile x Samsung Q1/Q2 2023 - Technophiles)



# ACTIVATION 1: Digital Out-of-Home

## Idea:

Offer T-Mobile sponsored wifi at rest stops off major highways and at airports.

## Rationale:

Technophiles have an interest in traveling (58.1%, 119.2i) and think getting internet access on mobile devices is important (71.9%, 107i).

## Execution:

Sponsor wifi at major airports and rest stops where Technophiles might access it while traveling. The wifi will be presented with a banner describing its courtesy of T-Mobile, then will play a short sponsored video ad in order to connect for free.



## Ad Formats:



Billboards



Digital Display



Digital Video

# ACTIVATION 1: Digital Out-of-Home





# ACTIVATION 2: Endorsements

## Idea:

Drive consideration through expert reviews from tech experts.

## Rationale:

Because "I look for expert opinions before purchasing" (44.5%, 144.3i) and "I trust what online reviews say about products ( 46.1%, 155.2i)"

## Execution:

Select 10 tech experts across a variety of platforms such as Twitch and Spotify to have them include endorsements for T-Mobile in their videos/podcasts.

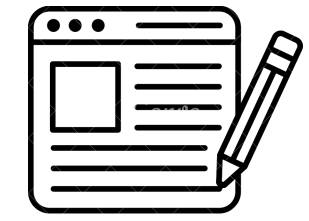
## Ad Formats:



Podcasts:  
Live reads



Twitch:  
Influencer  
Partnership



Blogs:  
Branded  
Content

## Targeting:

Trustworthy sources that young tech enthusiasts look to for the latest tech trends



# ACTIVATION 2: Endorsements

## Execution:

### Tech Podcasts\*

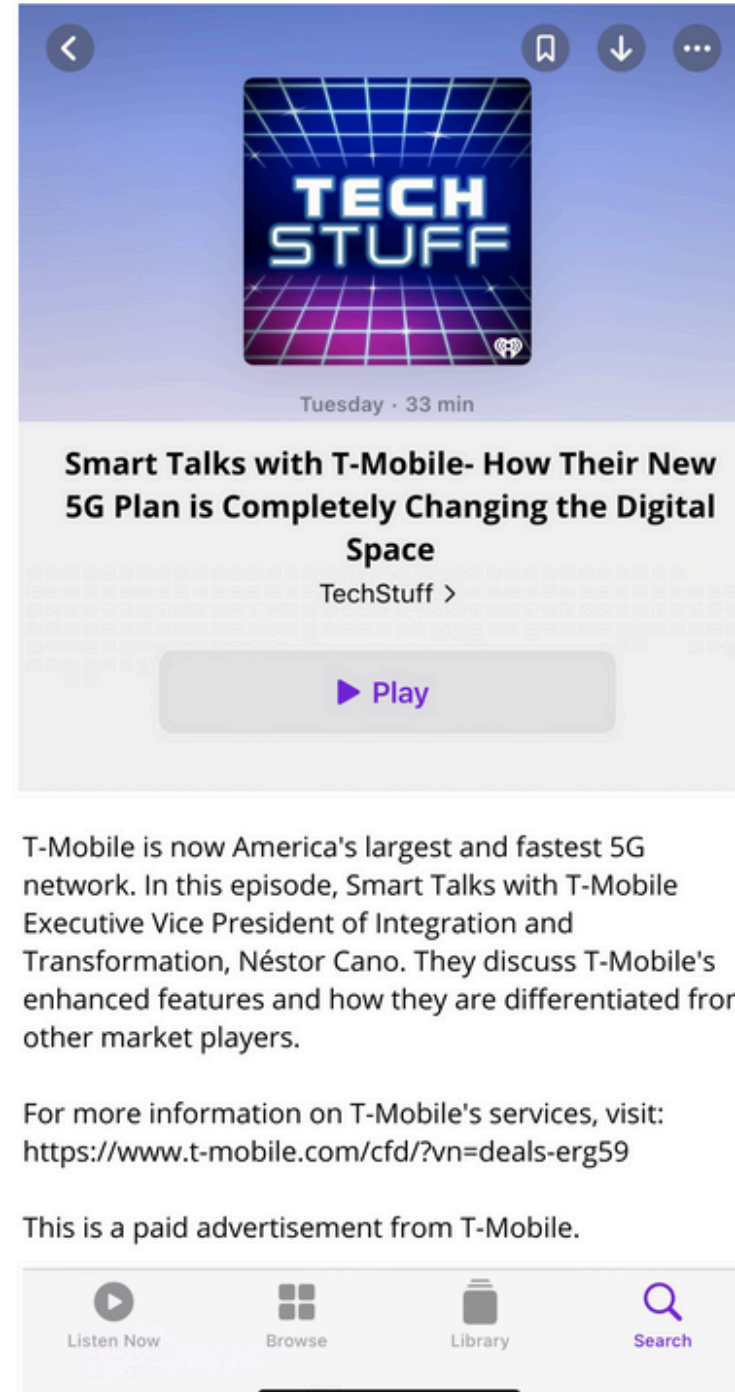
- TechStuff
- Waveform
- Code Story
- Accidental Tech

### Twitch Streamers\*\*

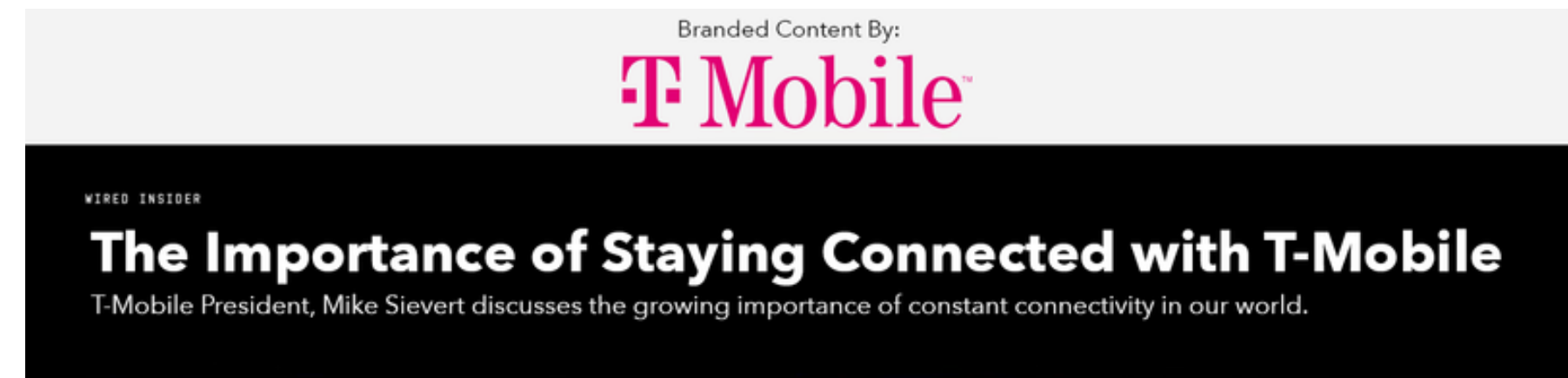
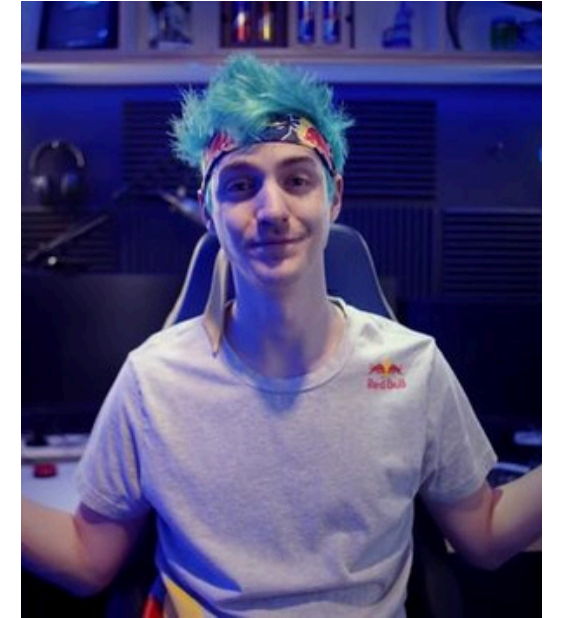
- Ninja (Twitch, Youtube)
- Shroud
- Tfue (Esports gamer)

### Tech Blogs/News Sources\*\*\*

- Wired
- TechCrunch
- Recode



**Ninja:** "Thanks to T-Mobile's exceptional coverage, I am currently 10,000 feet above ground streaming with their high-speed in-flight wifi. No other carrier allows me to play Fortnite while in-flight like T-Mobile! If you aren't already using T-Mobile, join today using this link."



# ACTIVATION 3: Social

## Idea:

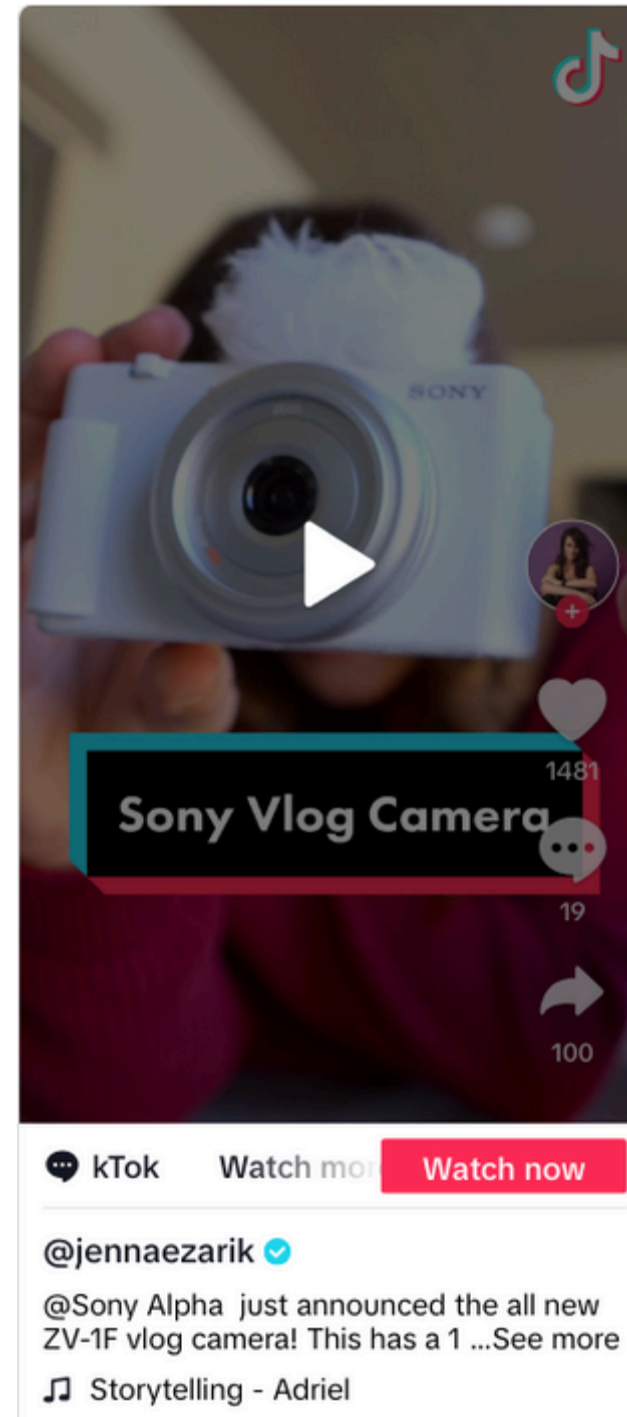
Increase positive conversation from current users and experts using TikTok, to showcase the benefits of using T-Mobile.

## Rationale:

Because "I use social media to see what is trending" (43.6%, 169.4i) and "I use TikTok more than once a day." (28.3%, 155i)\*

## Execution:

Create a TikTok branded challenge that partners with tech TikTokers, using an AI filter to personalize your "own Samsung Phone."



## Tech TikTok Influencers:

1. Marques Brownlee (@mkbhd)
2. Jenna Ezarik (@jennaezarik)
3. Justine Ezarik (@ijustine)

## Ad Formats:

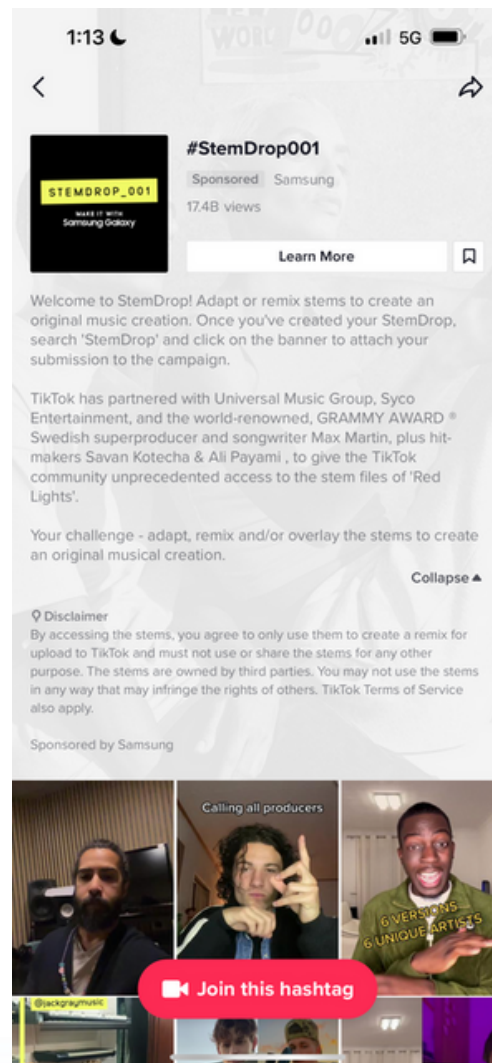
1. Branded Hashtag Challenge
2. Influencer Promotion



# ACTIVATION 3: Social

## Hashtag: #Un-CarrierCreations

- Using a filter (as shown below) users can duet their favorite TikTokers to personalize Samsung devices. This filter will showcase the premium features and unique customizations
- The three influencers' personalized Samsung creations can be purchased as limited-edition phone cases at T-Mobile



## Business Challenge:

Consumers are not choosing T-Mobile as a mobile carrier because of the negative press surrounding their services.

## Barrier:

"I only see negative conversation about T-Mobile on social media."

## Target Insight:

Because the tech-dependent achiever values quality service on the go, he looks to expert opinions on social media to find products that provide constant connectivity.

## Communications Goal 1+2:

1. Differentiate from competitors by driving perception that T-Mobile has the best coverage on airplanes and highways
2. Drive Technophiles to consider T-Mobile as a brand by generating positive conversation amongst technology experts and current users.

## Strategy Statement:

Get Technophiles to consume positive conversation about T-Mobile by reaching them while they are researching new tech products.

## Media Mix:

Digital Display, Digital Video, Paid Search, Audio Streaming, Out of Home, Social Media



**THANK YOU!**

QUESTIONS?

# APPENDIX

# GWI Audience Definition

## Survey Waves:

Survey Wave Q3 2021

Survey Wave Q4 2021

Survey Wave Q1 2022

Survey Wave Q2 2022

# SOURCES

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<https://grin.co/blog/top-technology-influencers-that-brands-should-watch/>



# Media Mix

## Audio Streaming

- Podcast ads
- Activation idea #2
- \$8,000,000

## Digital Video

- Video ad that could supplement sponsored WiFi
- Activation #1
- \$5,000,000

## Digital Display

- Internet ads
- Ads in mobile apps (Twitch)
- Tech blogs
- Activation #2
- \$13,000,000

## Out of Home

- Billboards
- Airport ads
- Activation #1
- \$15,500,000

## Social Media

- TikTok Challenge/ Filters
- Activations #2-3
- \$6,000,000

## Paid Search

- Consideration portion
- Not an activation
- Used to supplement activations
- \$2,500,000

# Why these Channels

## Twitch

- Technophiles have a large interest in gaming
- Technophiles trust influencers

## TikTok

- Technophiles like to find and participate in trends
- Allow for interaction
- Where we see a lot of the negative comments about T-Mobile

## Spotify

- Technophiles listen to podcasts to stay up to date on tech trends
- Technophiles value expert opinions
- Podcasts are Technophiles' most listened to form of streamed audio

## Tech Blogs/ New Sources

- Technophiles research products before buying
- They trust experts' opinions

## Out of Home

- Technophiles desire connection when they are on the go
- They have a personal interest in travel
- Would target when they most desire a connection (airports and highways)