



Why do we expect customers to hear anything when everyone says the same thing?

CHALLENGE:

- Billions of dollars are spent every year in a war among giant wireless companies, each of them making rational, yet similar, arguments about network coverage, download speeds, and great deals.
- Perception and likability suffered, especially for AT&T, the leader and most visible brand. Our goal was to overcome the mind-numbing category claims, demystify the industry jargon, and break through in a meaningful way.



INSIGHT:

- In focus group after focus group, we heard consumers tell us they were confused. Few could make sense of all the lingo – 4G, LTE, etc. And further, they wondered whom to believe when everyone seemed to be saying the same thing.
- Customer research led to our breakthrough. Wireless is really not that complicated after all, as long as you present it in an understandable way.

SOLUTION:

- No one simplifies the world quicker than kids.
- The “Kids” campaign became a fixture of popular culture. The campaign lived and evolved over two years.
- Born initially as a social and digital idea, we evolved the original NCAA-themed effort into a lasting campaign.
- TV, digital, and social supported the campaign in a variety of ways – most notably via social Mother’s Day eCards and the popular “Brackets by Six-year-olds” on Facebook & TV.





RESULTS:

- We added meaning to the AT&T brand, and created a personality that the nation now loves.
- And hard results prove the campaign's success.
 - 38% gain in brand recall
 - Purchase intent and sales increased
 - Over 3 MM YouTube views
 - #1 most-tweeted brand (25,000 mentions in just two months)
 - Message recall increased

PARTNER AGENCIES:



RELEVANCE TO MARSHALLS:

- ✓ Strategically grounded, breakthrough creative for a national brand in a highly competitive category.
- ✓ Experience creating & stewarding brand positioning, messaging, comms strategy.
- ✓ Strategic thinking that can drive innovation for a brand & a sustainable brand idea.
- ✓ Able to articulate a brand's personality.
- ✓ Refreshing a successful, well known brand to make it more meaningful and relevant.
- ✓ Digital and social content strategies. Integrated earned, paid and owned channels.
- ✓ Integrated work that lives and evolves over time.
- ✓ Understanding of the overall US demographic.

Top 10 Brands (1/3 - 1/9)
Tweets About Commercials

Rank	Brand	# Tweets	Week-Over-Week % Change	# Total Impressions
1	AT&T	13,837	+20%	837K
2	Geico	4,876	+27%	1,184K
3	State Farm	4,016	+71%	208K
4	Progressive	3,956	-28%	232K
5	Taco Bell	3,887	+42%	471K
6	McDonald's	3,707	-16%	261K
7	Subway	3,758	+26%	250K
8	Volkswagen	3,517	+687%	656K
9	Allstate	3,414	+58%	178K
10	Monsters University (Movie)	3,199	+223%	567K

AT&T's 'It's Not Complicated' Commercials Prompt Big Buzz in Social TV
by Eleanor Dreyfuss



AT&T Proves Making Consumers 'Love' a Telecom Is Possible
In Commercials, Actor Beck Bennett and First-Graders Charm Consumers -- and Employees
By: John McOmroff | Published: September 02, 2013