

Recreating a campaign (T-Mobile)

By Samridha, Hayden, Danny, and Sierra

Inspiration

T-Mobile Super Bowl Commercial 2020

<https://www.youtube.com/watch?v=yHz3IJq1Vu0>



Research

Research

T-Mobile:

Trade-in Device

Trust, it's the #1 key to a healthy relationship and the foundation of a successful promotion enrollment. You're automatically enrolled into your promotion once you completed your order and stated that you'd be trading in your device. We know life happens, so you have 30 days from the time you receive your new device to send back your old one. In addition to sending your old device back, you must maintain any promo requirements, including new line activations or rate plan, for the duration of promo credits to stay enrolled.

Promo Credits

The promo credits you see on your bill account for the trade-in value of your old phone. Depending on timing, they can take up to two billing cycles to appear. If your first bill is missing the credit, you'll see two credits on the second bill.



T-Mobile 5G SIM Card example

BestPhonePlans.net

T-Mobile Prepaid 60

\$ 60

/month

Unlimited Data

Unlimited Minutes

Unlimited Texts

- ✓ T-Mobile coverage
- ✓ 5G access
- ✓ 50GB priority data, then deprioritized
- ✓ Full speed data
- ✓ 10GB hotspot data
- ✓ Hotspot included
- ✓ 480p video streaming
- ✓ VoLTE
- ✓ Wi-Fi calling
- ✓ Visual voicemail
- ✓ Domestic roaming
- ✓ International calling add-on available
- ✓ International data roaming add-on available
- ✓ eSIM

SIMPLE CHOICE AMPED

LINES

1ST LINE \$50 + 2ND LINE \$30 + EACH ADD'L \$10 (up to 12)

+

4G LTE DATA (per line)

		FAMILY MATCH
UP TO 2GB	INCLUDED	
UP TO 6GB	+\$15	+\$10
UP TO 10GB	+\$30	+\$20
UNLIMITED SMARTPHONE W/14GB TETHERING	+\$45	+\$30

Note: Family Match requires all lines on the account to have the same high-speed data allotment.

UN-CARRIER BENEFITS AT NO EXTRA CHARGE

- Unlimited talk, text & data with **NO OVERAGES & NO SHARING**
- Mobile Without Borders: Call, text & use LTE data in **MEXICO & CANADA** just like in the U.S.
- Simple Global: The world is your network. Unlimited data & text and low flat-rate calls in **140+ COUNTRIES**
- Music Freedom: Unlimited **MUSIC STREAMING** from your favorite services without using your LTE data
- **NEW!** Binge On: Watch up to **3X MORE VIDEO**

- Data Stash: Unused high speed Data **ROLLS FORWARD** for up to a year, up to 20GB.
- **NEW!** Binge On: Unlimited **VIDEO STREAMING** from your favorite video streaming services without using your LTE data
- **NEW!** FREE **STREAMING MOVIE** rental each month in 2016 with Binge On
- **NEW!** Binge On: **STREAMING VIDEO** from popular sites never hits your Mobile Hotspot data



BEFORE

NOW



Goal: Introduce the how 5G SIM fast and easier to get data work for travel

Research (Sam)

Product: Home Internet



- 5G home internet
- Newest product that T-Mobile is promoting
- No data caps
- You can try it for free for 15 days
- Price can be from 30-50 dollars

- Color Range for visual
- Use a thicker font, maybe use Sans - Serif

Slogan: Obtain limitless data at a minimal cost.

Target Audience: Family or even smaller household, mainly showing it off

Research (Danny)

Phone plan

Overall from my findings are T-mobile's phone plans include entertainment of a variety of streaming services, a high speed connection along with easy access to 5G services are the best aspects of T Mobile however the international service may be lacking even though heavily advertised

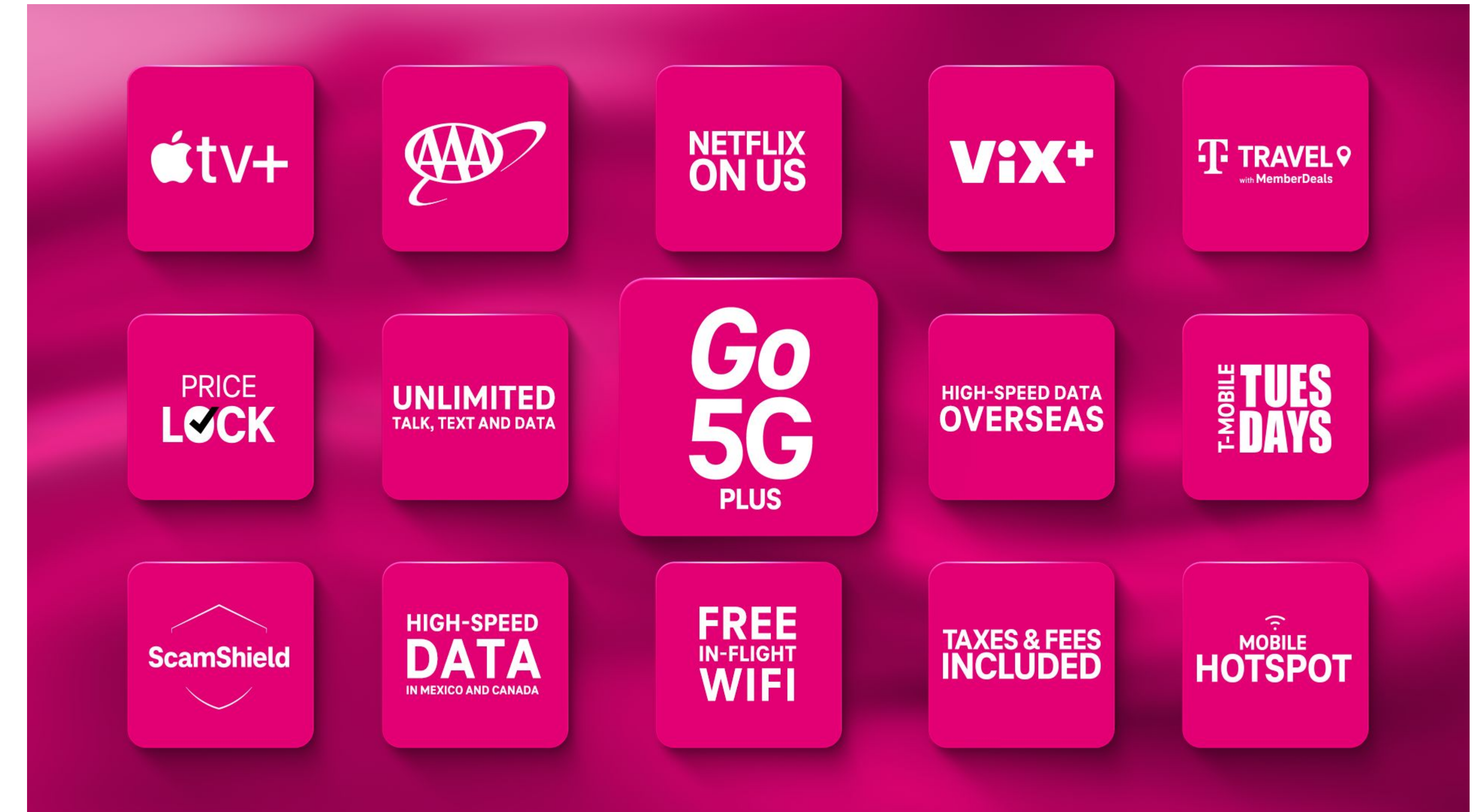
How what does it give you as a customer:

Plans included the following for the base 5G of premium data of 100G to the exponent to "unlimited" data and wifi with an upgraded plan, mobile hotspot with 15GB high speed, unlimited talk and text, High-speed data, No annual service contract, WiFi calling, and 5G access at no extra cost.

Giving streaming services such as Netflix on them on one device, Apple TV," video streaming quality" along side the plan

Their international coverage has an extent of in-flight connection, low flat rate calling abroad,data and text abroad, unlimited international texting from home, usable within Mexico and Canada, and year one AAA membership on them alongside their claimed T-Mobile travel

The differences between the plans being and they make it easier to upgrade at any moment depending on cost and other added benefits such as if you get a third phone in a plan it's on them



Work on together

Main info

Color background: C (8.68) M (79.8) Y (0) K(0)

R(226) G(0) B(116)

Price

No data Caps and fast speed

Roboto font on poster

Small info

- Price lock
- Promoting another service
- Add 5 info from sierra sketch

Research (Sierra)

-T-Mobile's 5G network is built on a series of cell sites that use radio waves to send and receive data. Your gateway converts the nearest 5G signal into Wifi, allowing you to access the internet wirelessly.

-5G can be significantly faster than 4G, delivering up to 20 gigabits per second peak data rates and 100 plus megabits per second average data rates.

Target audiences- Everyone has different needs when it comes to internet plans and providers. If you live alone, have one or two devices, and only use the internet casually- you don't need the same download speeds as a large family who has a dozen smart devices, stream movies, play a lot of games, and work from home.

Slogans I came up with- "The Internet Made For Everyone" "Get connected with us" "Online Made Easy"

Break up with your internet provider.

Switch to T-Mobile Home Internet and we'll cover early contract termination fees up to \$750 via virtual prepaid Mastercard®.

Allow 8 weeks.

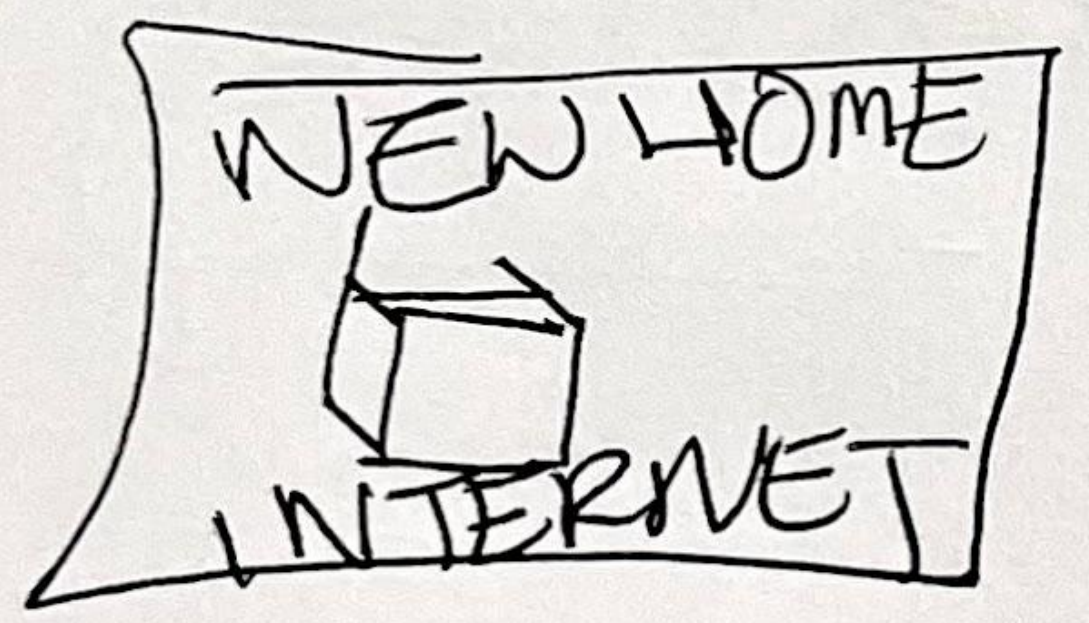
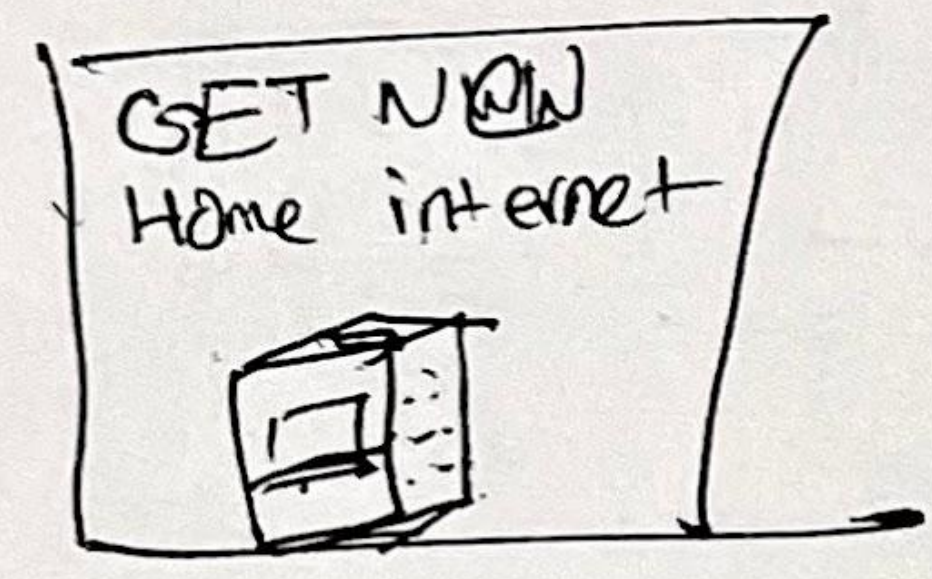
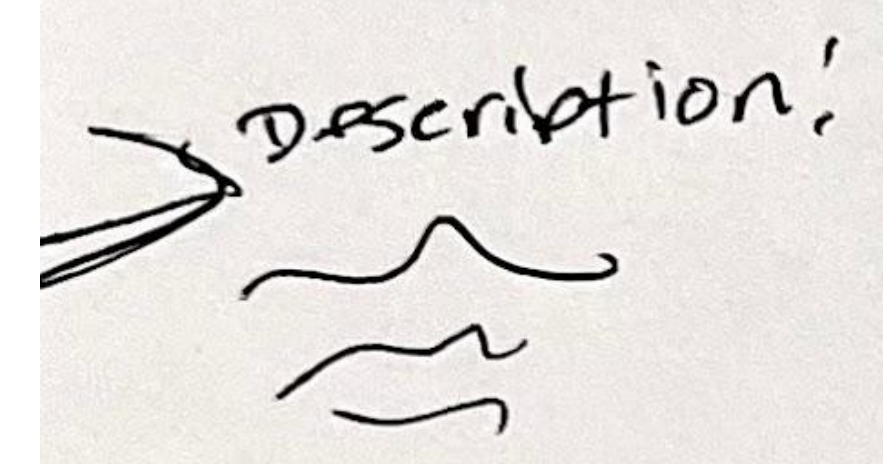
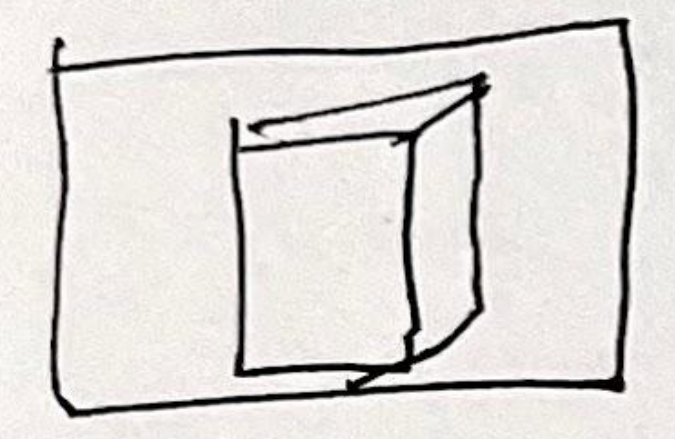
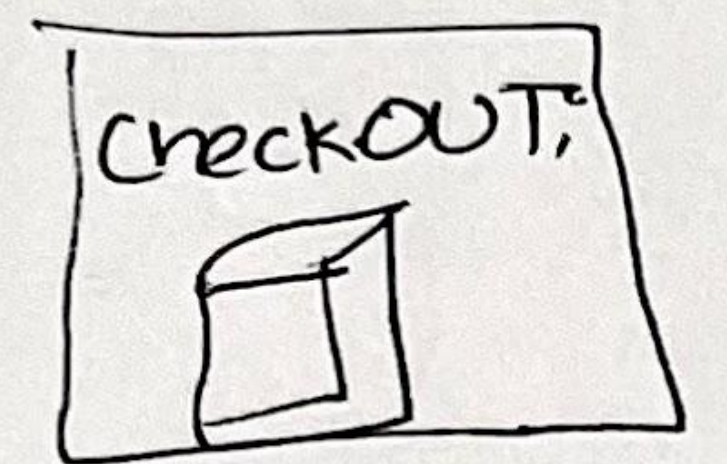
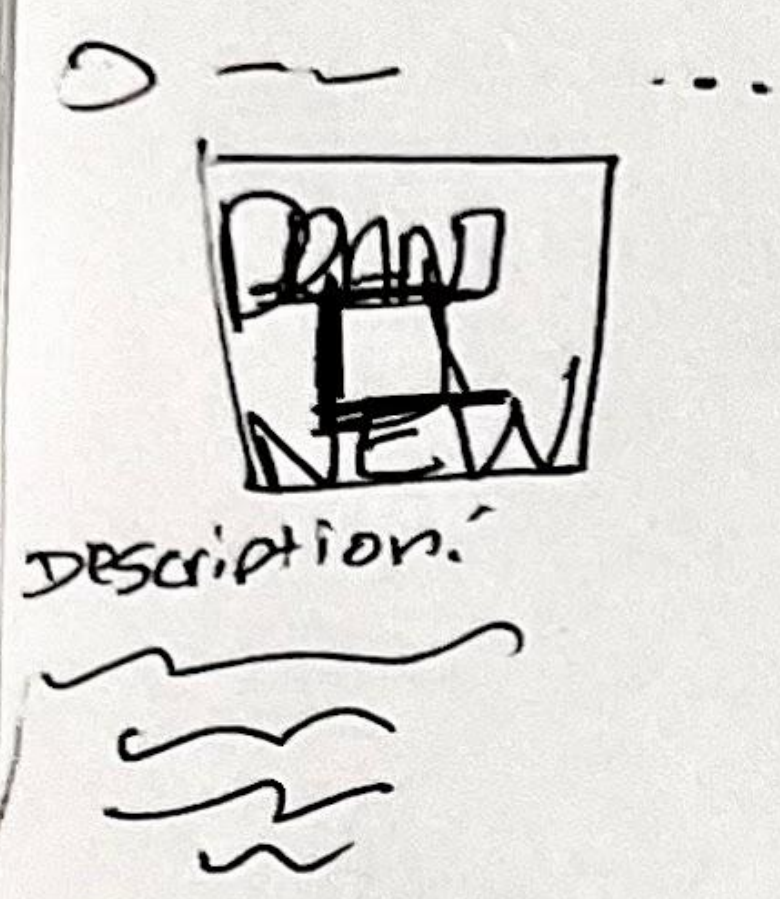


Appearance of gateway may vary.

Hand Sketch

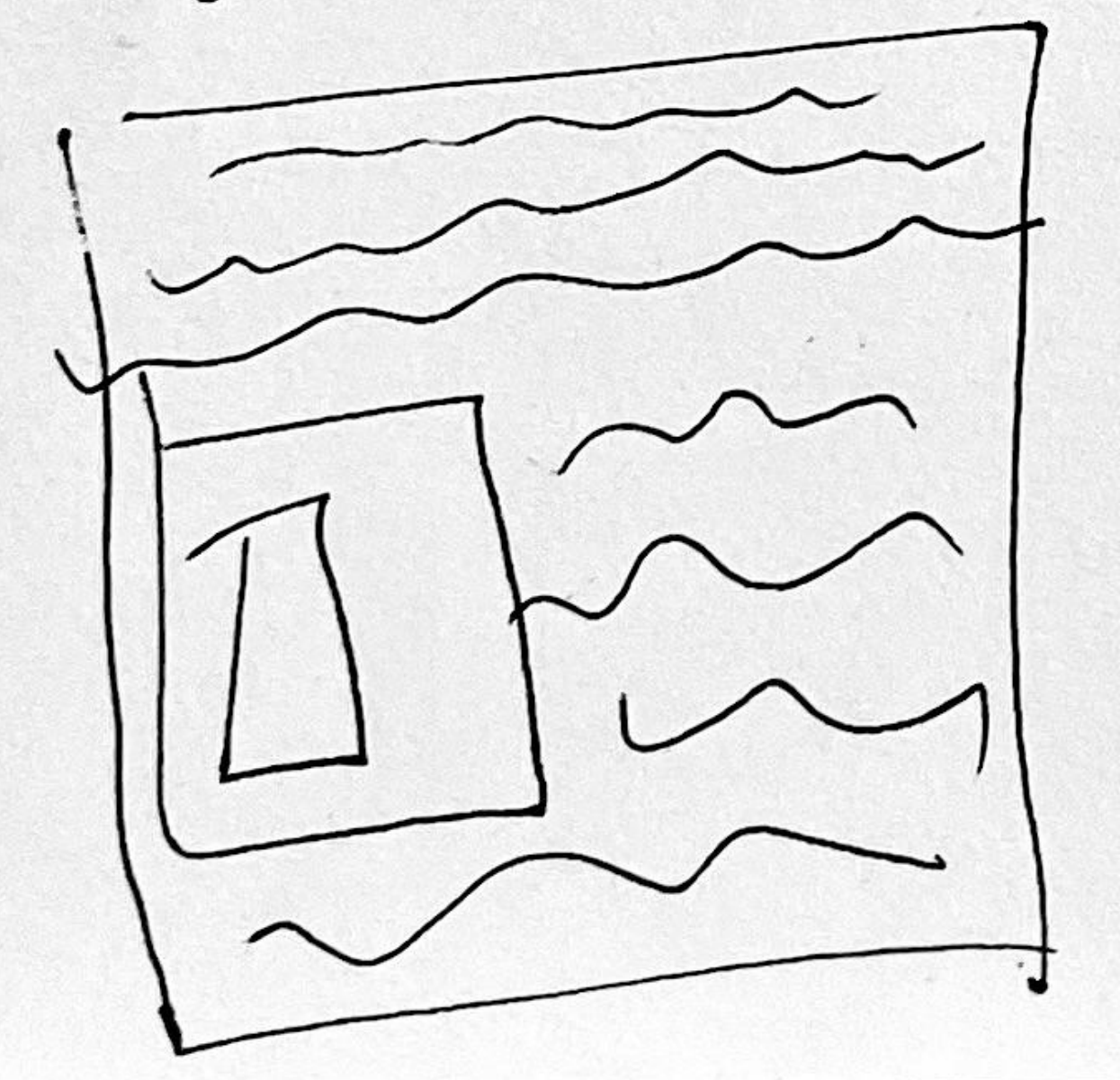
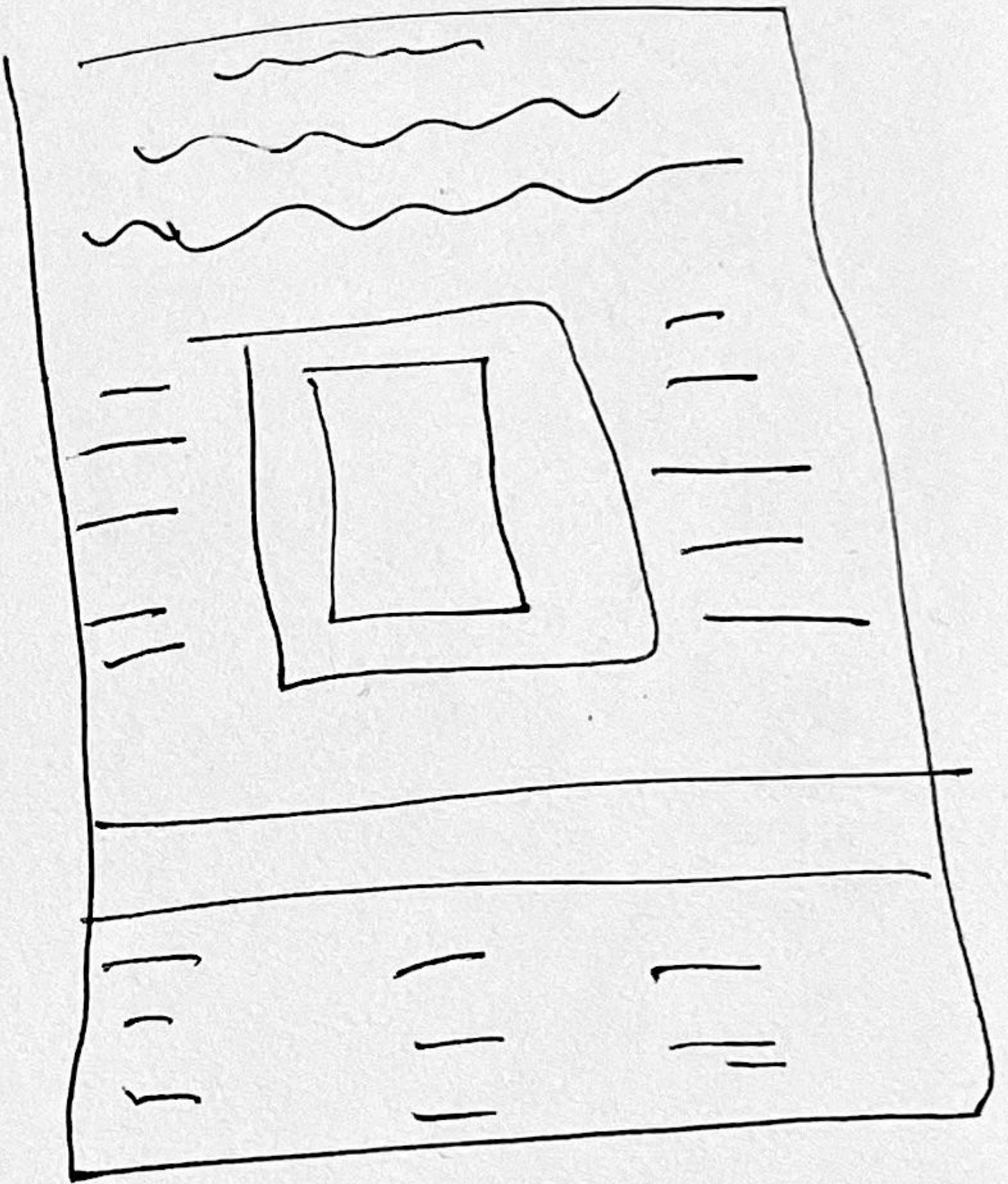
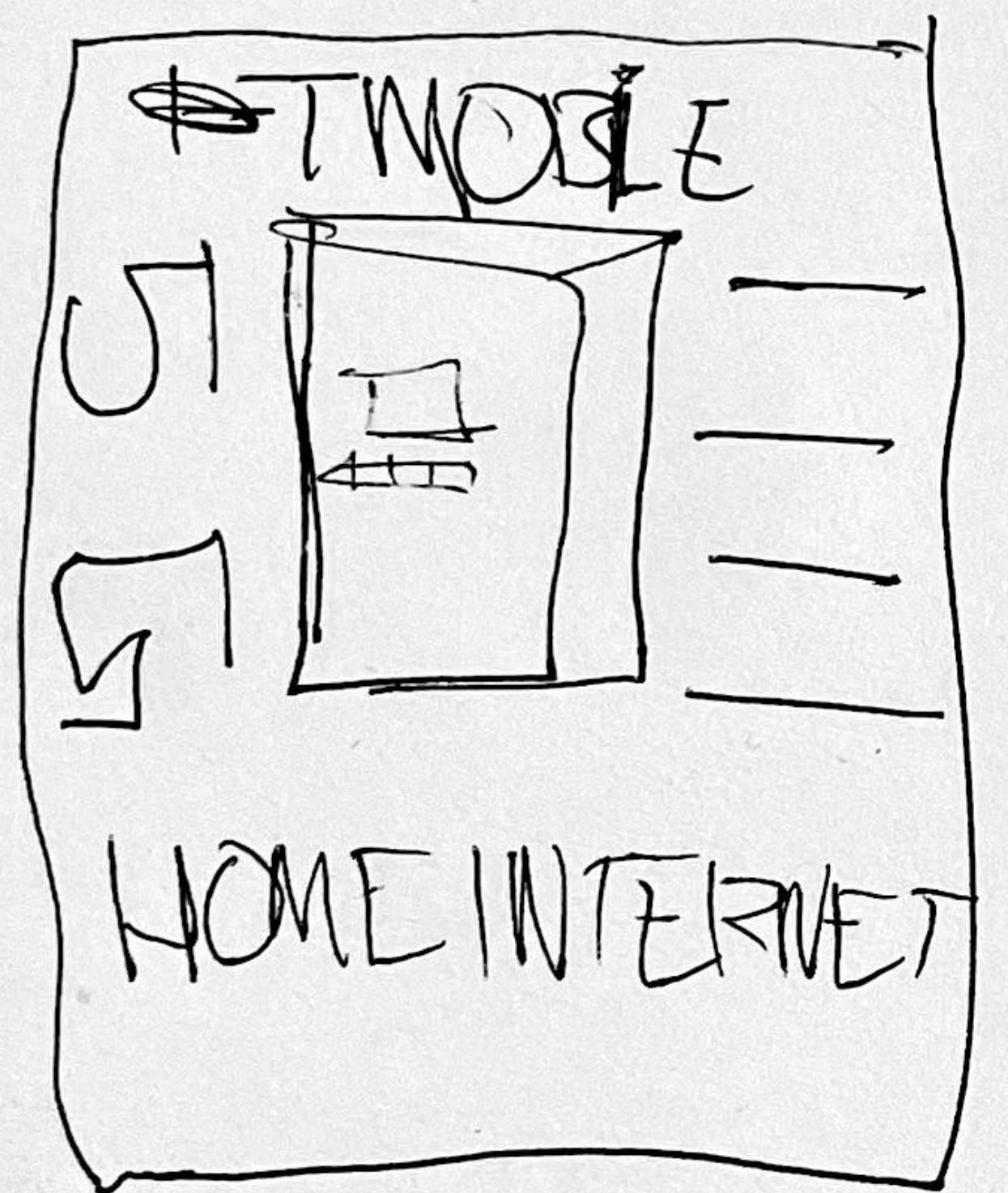
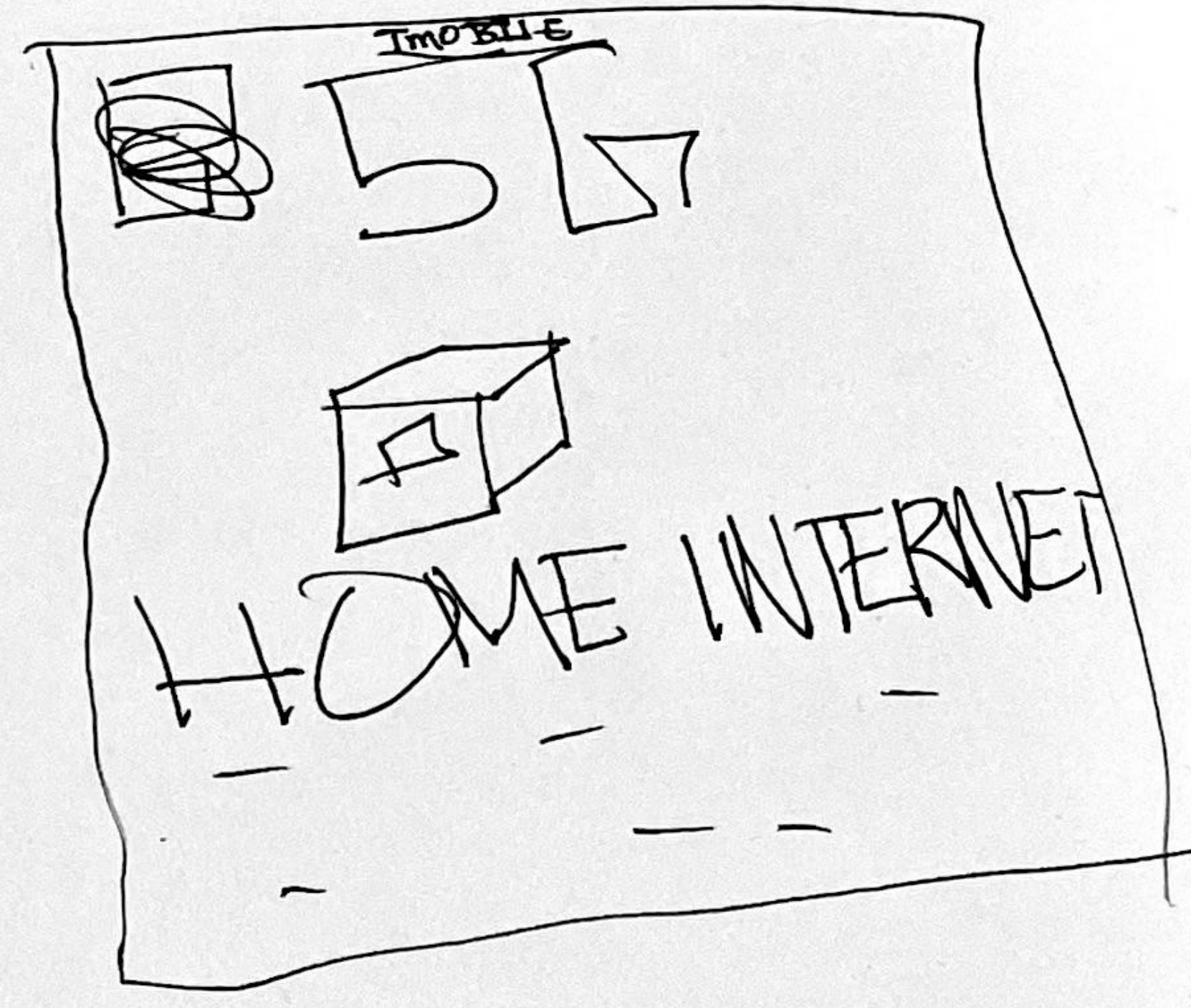
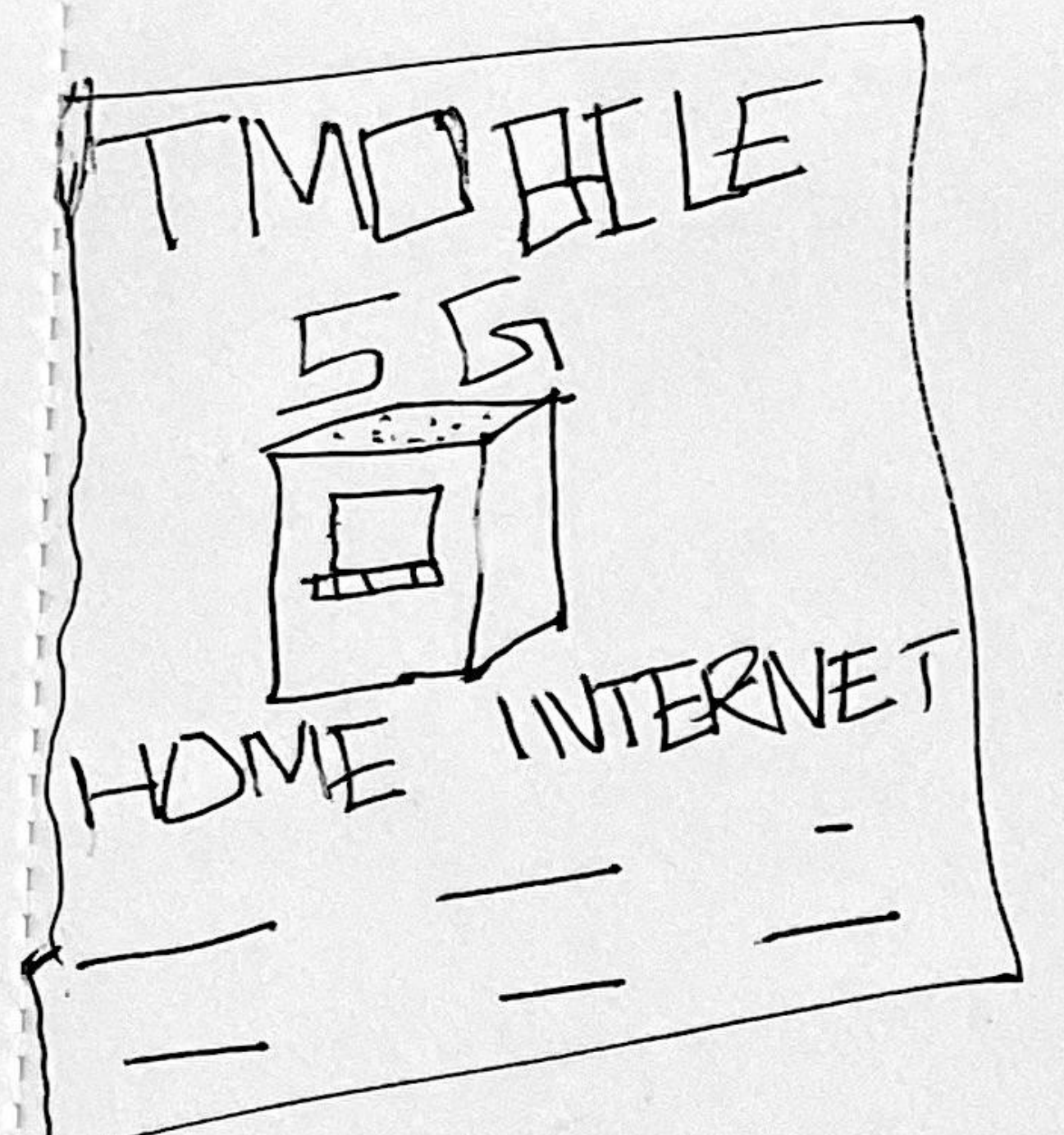
Sketches (Sam)

Social Media



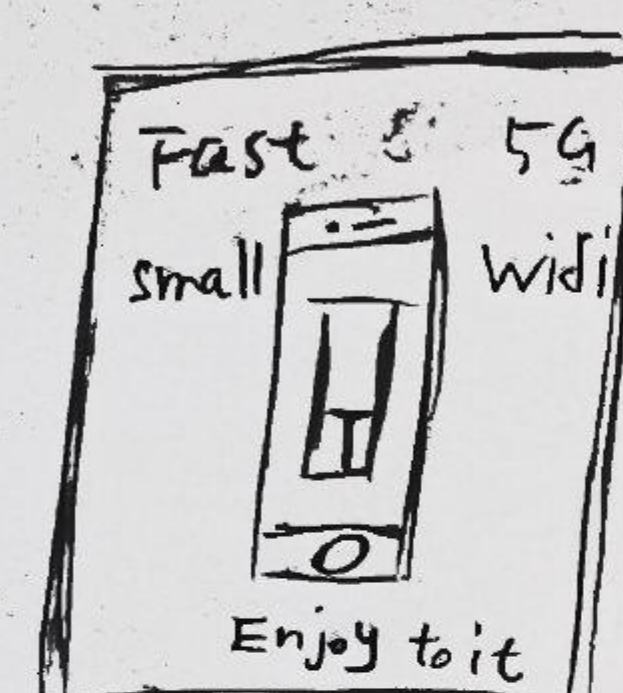
Show the home internet (device)
 All Capitalize text
 Bright color
~~min~~ Minimal information
 Put a link for ^{more} info, or redirect to mobile website
 - some text to catch readers attention

Sketches Posters with layout


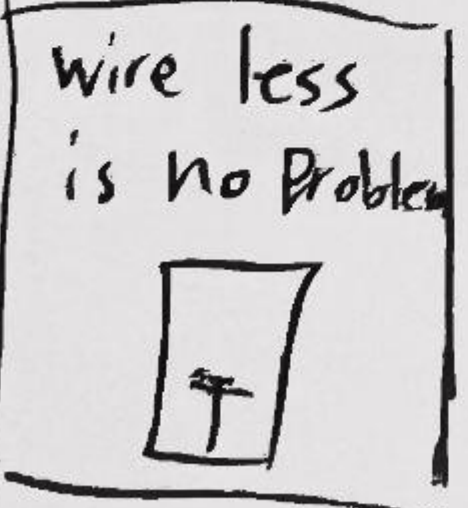
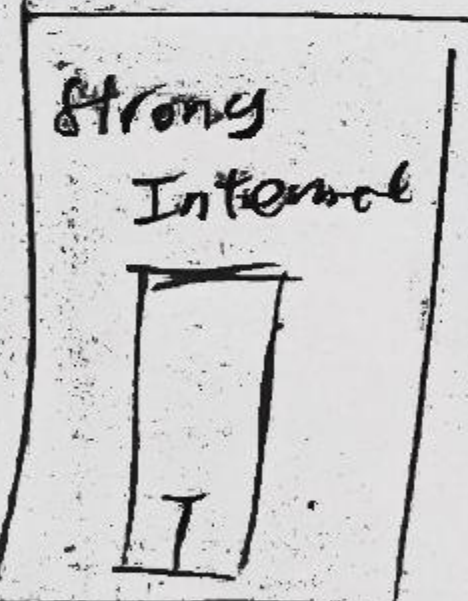


Sketches Hayden


Social Media



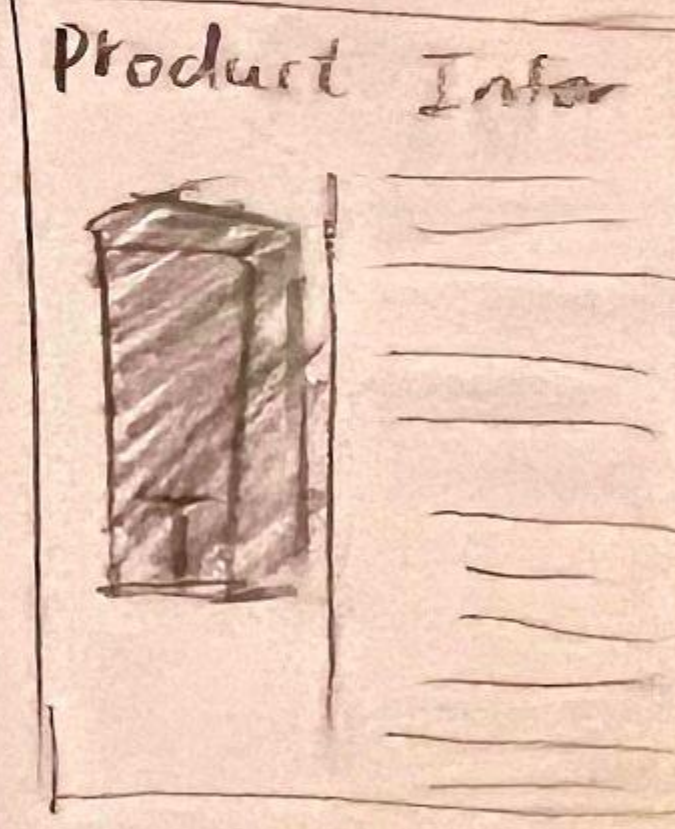
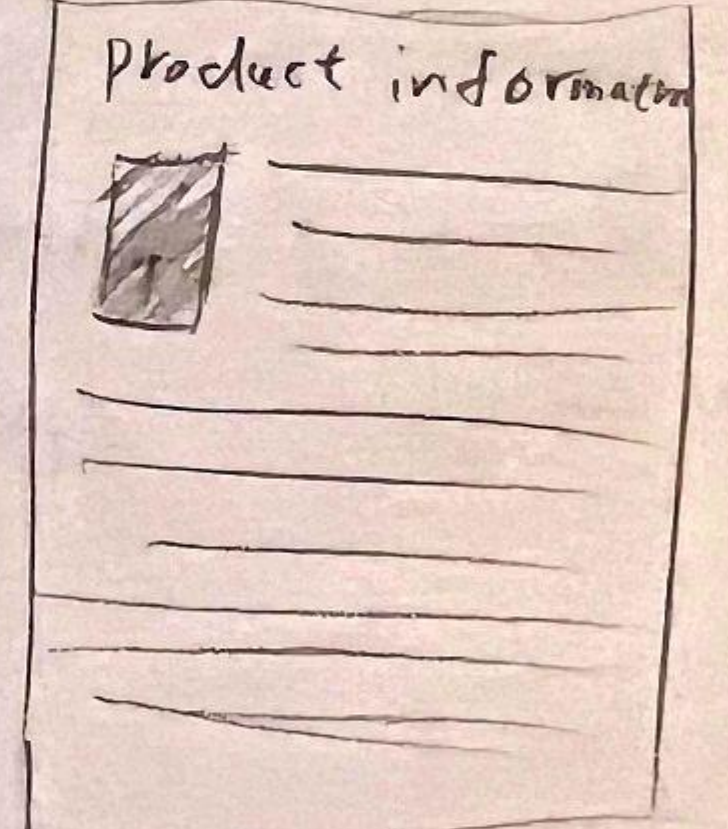
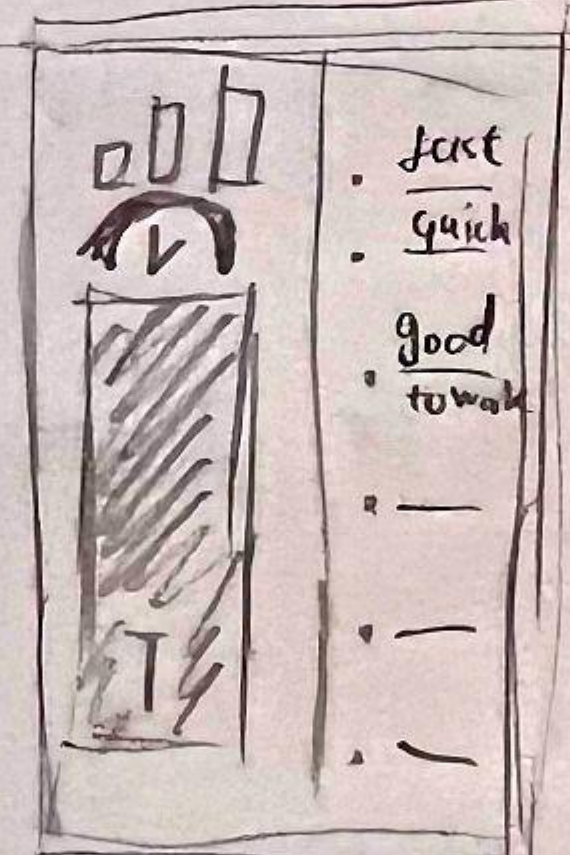
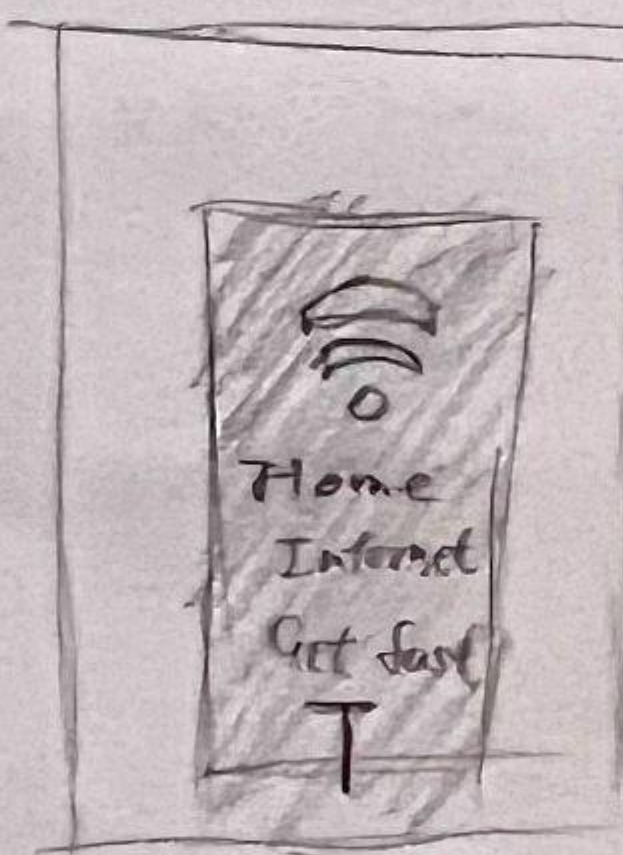
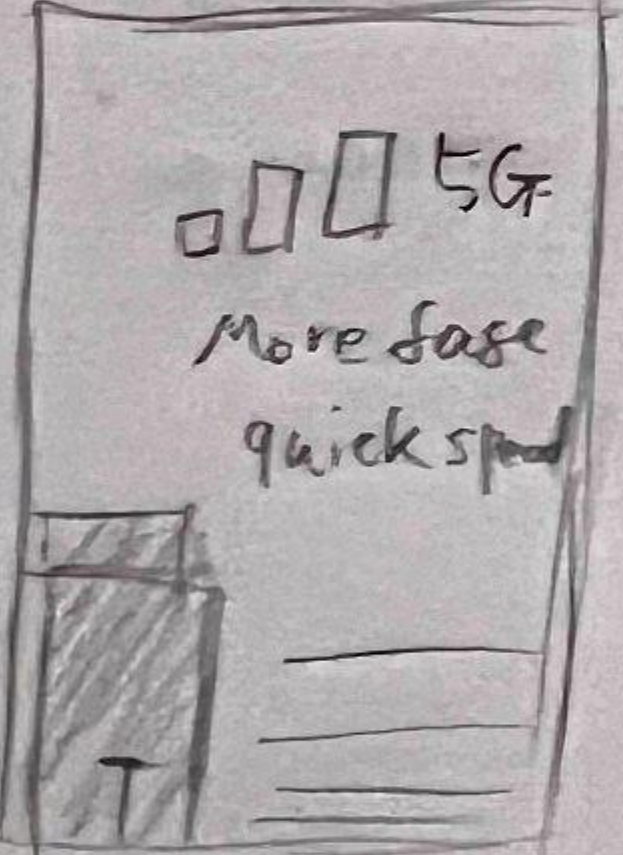
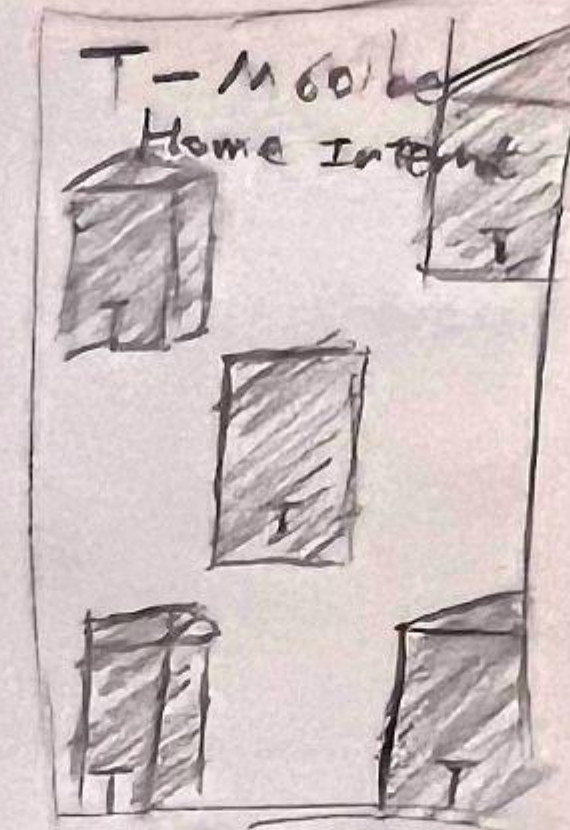
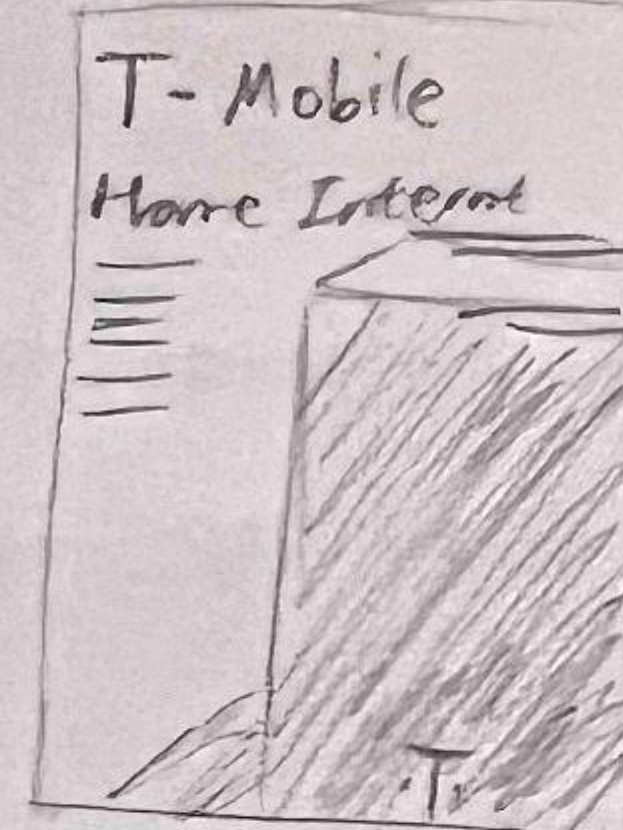
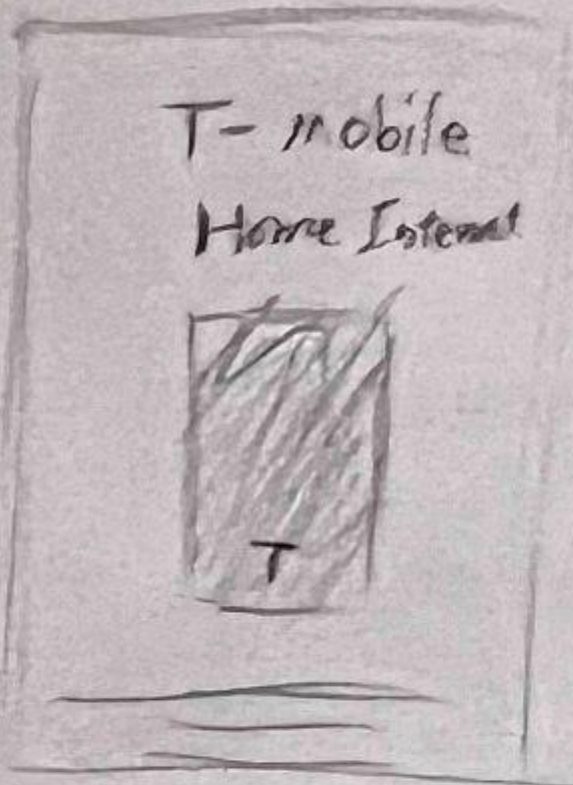
- Audience for people who needs Internet transmission.
- Make people can easy to set up the wifi with no problem.
- Update speed and down load be more quick other.
- Get a low cheat plan to set up first moon on Data / Month.
- High - speed 5G Internet with No BS,



with out loading Times



Poster sketches



Sketches (Daniel)



Social Media app



Poster

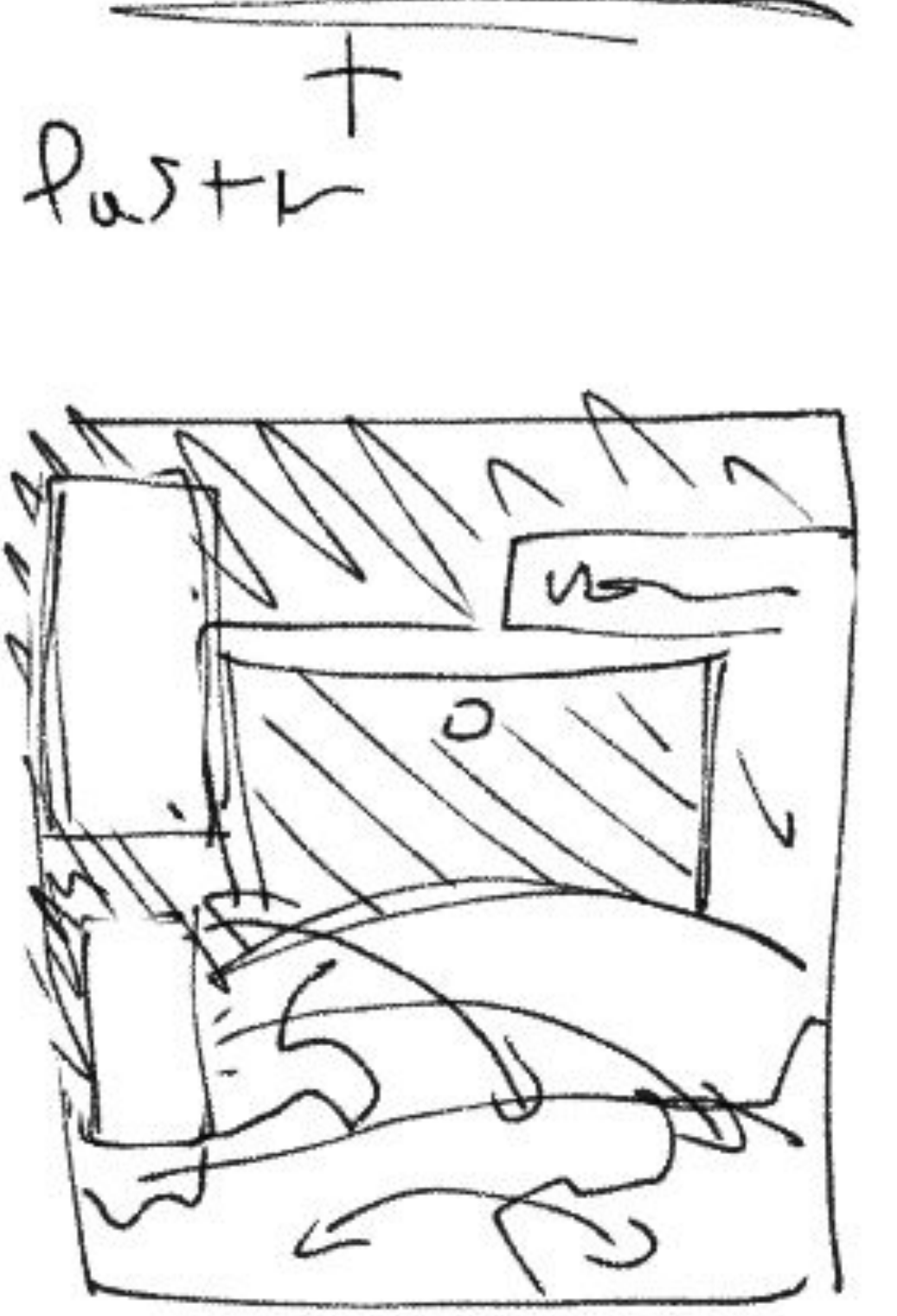


* May want to simplify the colors more
 * Remember to edit any photos used - (or at least jpeg solution)

Social Media app



add aspects or crops of the plan name



go plan
 may want add picture of happy customer



S.M

Sketches (Sierra)

The Internet Made
For Everyone
Get Connected With Us
Online Made Easy

The sketches include a house with a window, a signal tower, a list of benefits for 5G Home Internet, a 5G Home Signal tower, and the text 'INTERNET FREEDOM' over a smartphone icon.

5G HOME INTERNET

- No annual contracts
- No data caps
- No hidden fees
- No price hikes
- No hardware costs

5G HOME SIGNAL

INTERNET FREEDOM

Digital sketches

Un Limited
5G

More Fast
Easy Sets up!

T-Mobile 5G
Is Your
Best choice!

New
Internet
Easy Sets up!

T-Mobile 5G

T-Mobile's 5G network is built on a series of cell sites that use radio waves to send and receive data. Your gateway converts the nearest 5G signal into Wifi, allowing you to access the internet wirelessly.

T

T


T

T

T

Poster progress

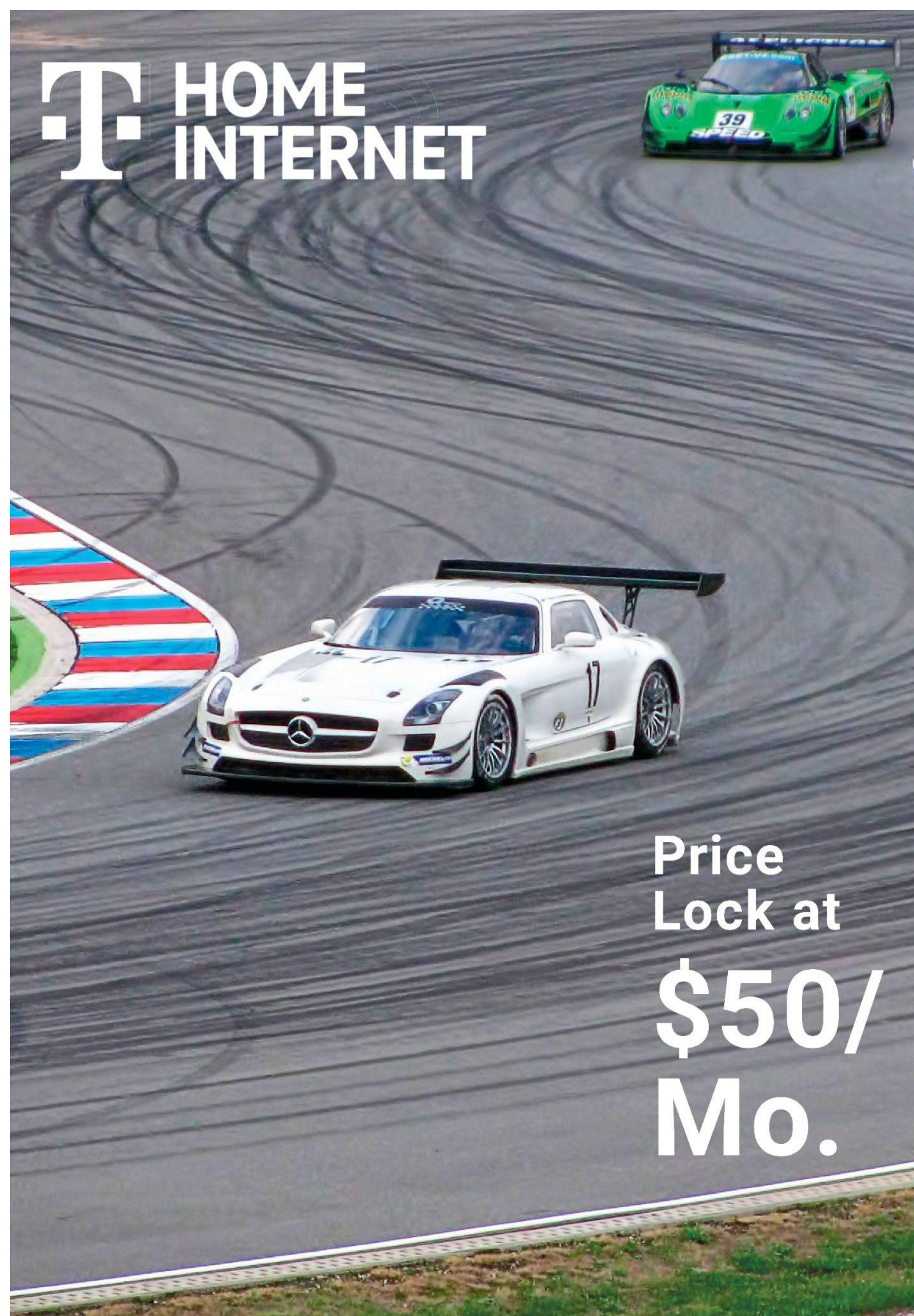
Price Lock at \$50/Mo.

5  G

Set up can take less than 15 Minutes

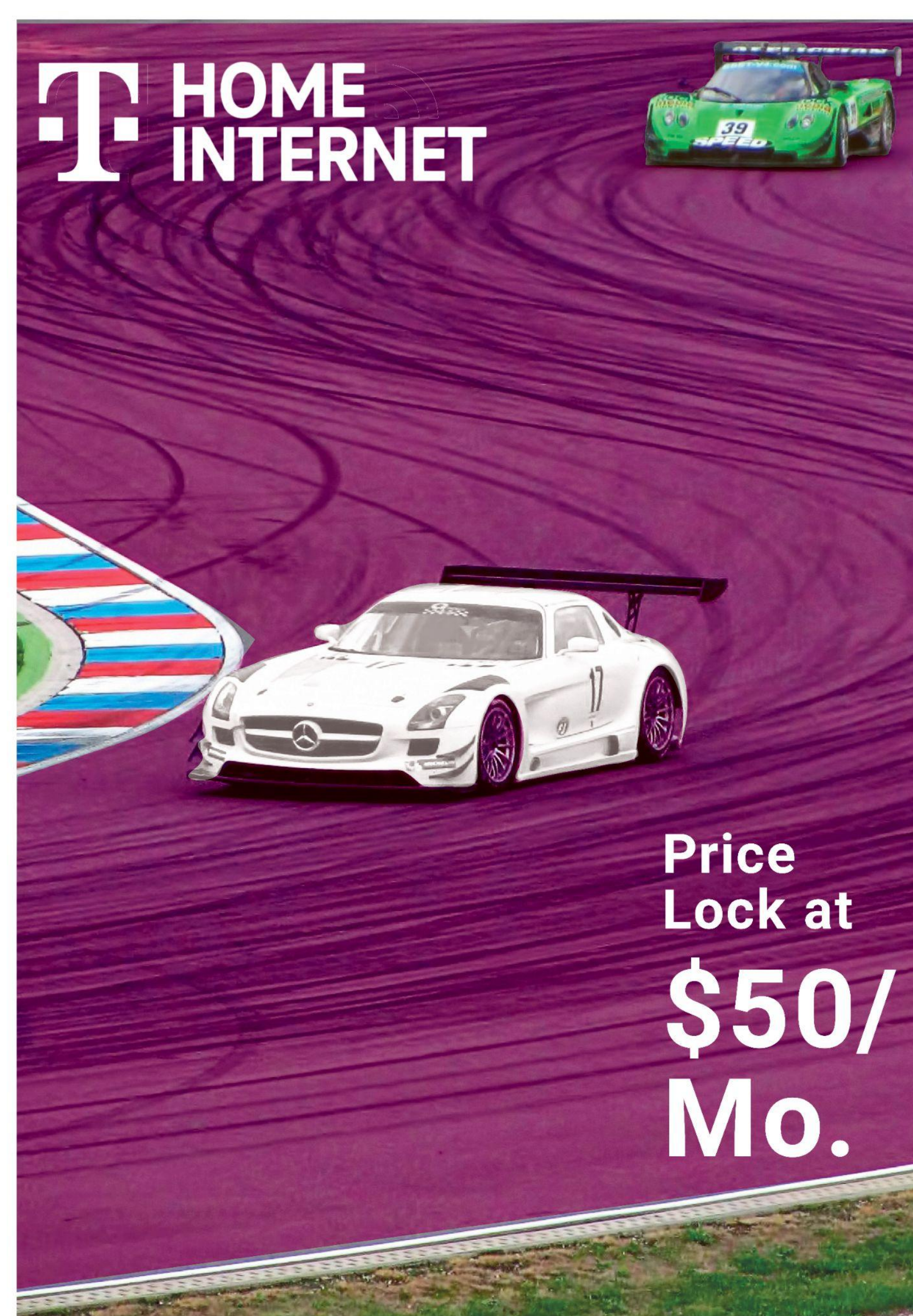
Unlimited data at a rapid speed

T HOME INTERNET



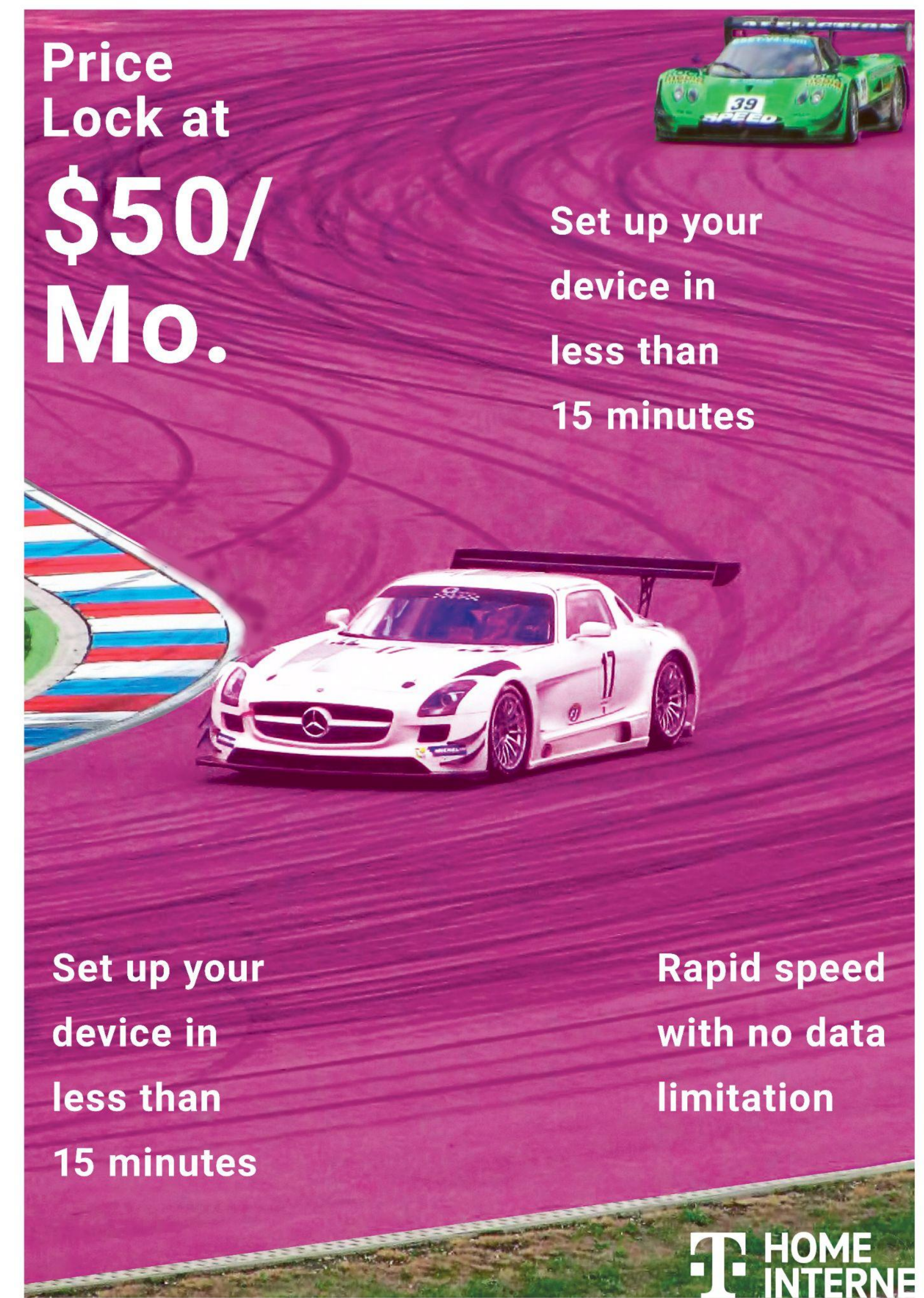
Price Lock at \$50/Mo.

T HOME INTERNET



Price Lock at \$50/Mo.

Price Lock at \$50/Mo.

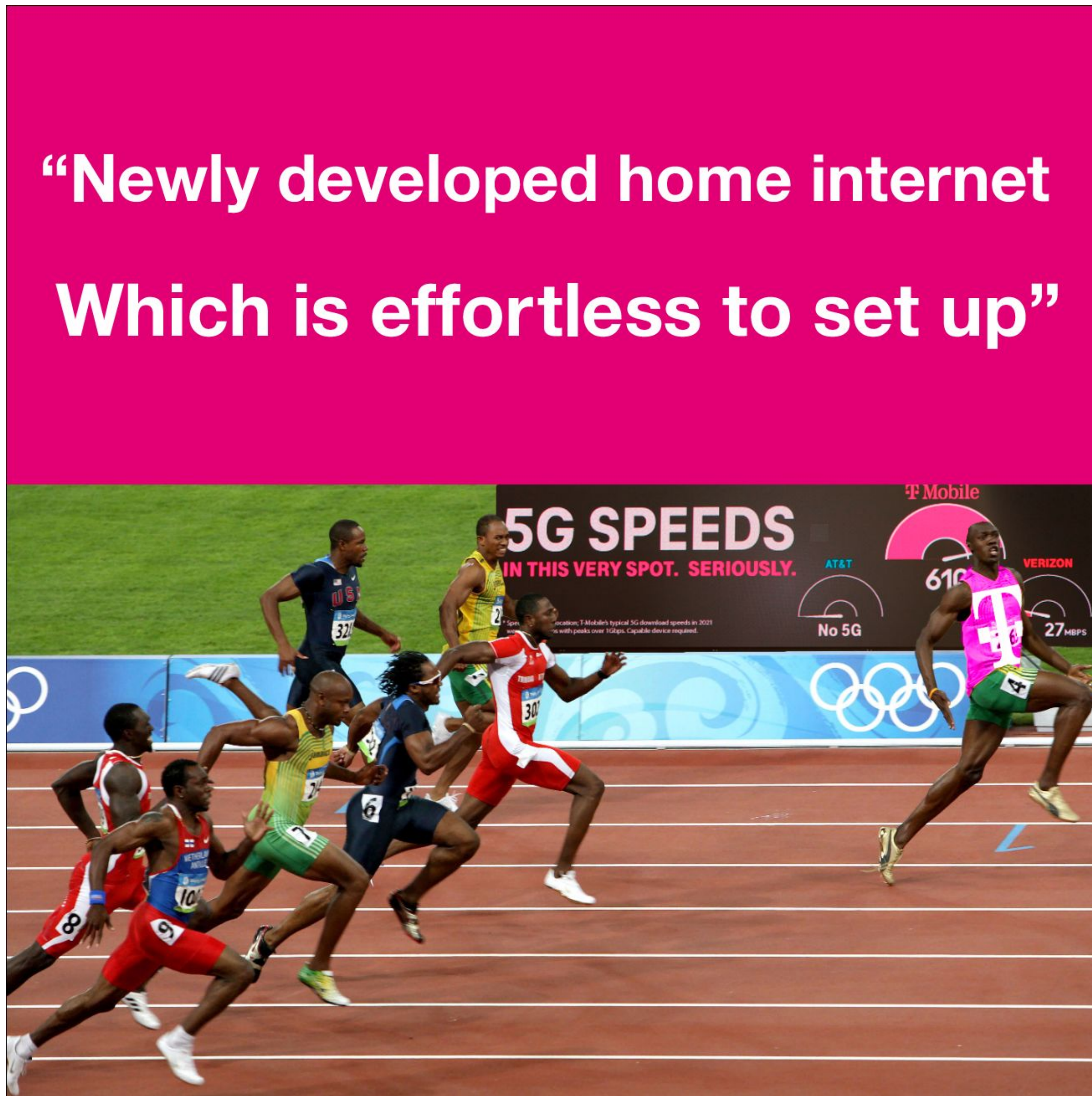


Set up your device in less than 15 minutes

Rapid speed with no data limitation

T HOME INTERNET

Social media progress



T | HOME
INTERNET

#Get Connected

#As Fast As It Can Get



T | HOME
INTERNET

As Fast As You Can Get





T | HOME INTERNET |
As fast you can get

With the easiest
setup on the market



Reliable 5G service

As fast you can get

T | HOME INTERNET |



T | HOME
INTERNET |

As fast you can get

No data limitation

Ad progress

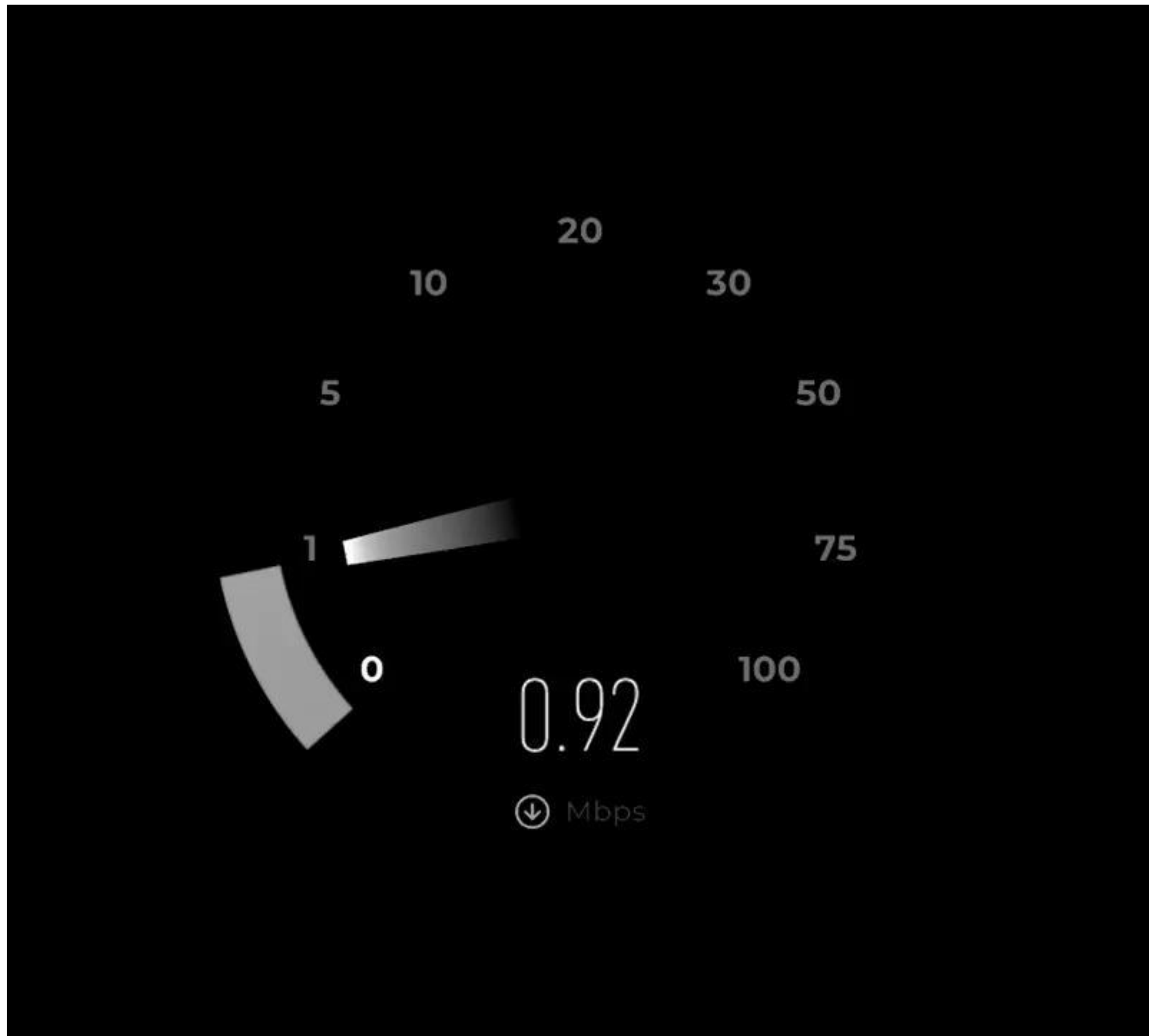
Showcase speed

Use references from the poster and social media (race, fast car, jet plane)

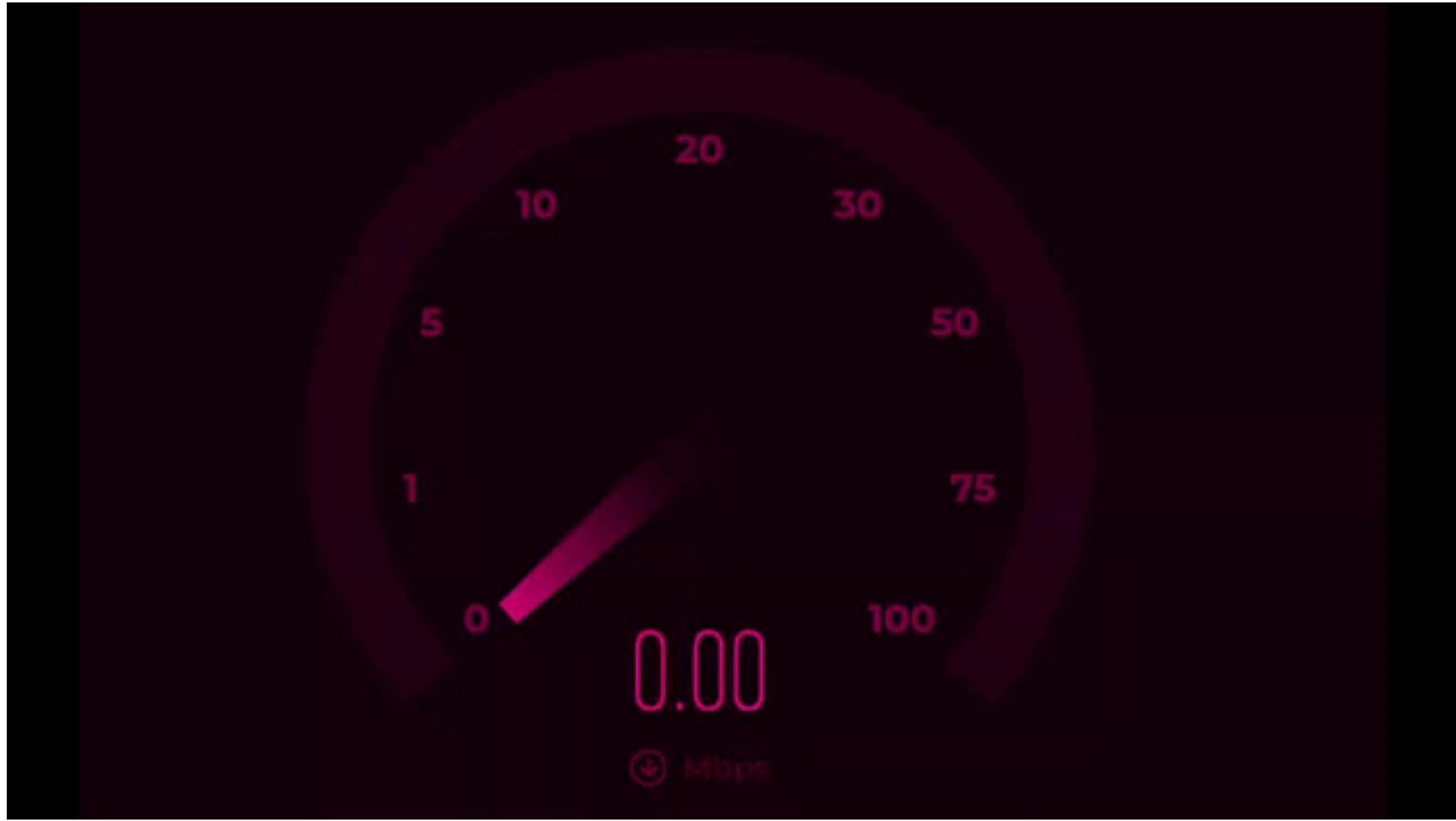
Quick transition

Show the product at the end and the price

Put background music



Slow speed



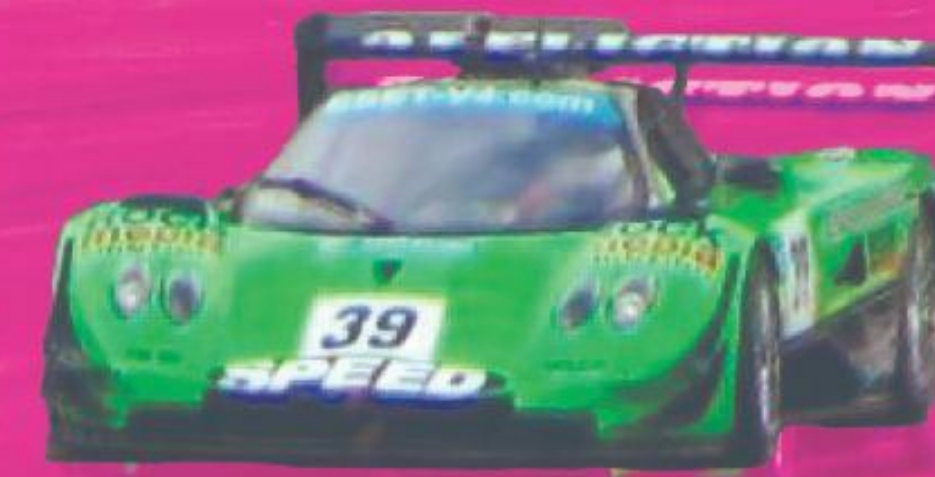
Fast speed



GIF

Poster Final

As fast as you can get



Price
Lock at
**\$50/
Mo.**

Rapid
speed with
no data
limitation

T HOME
INTERNET

Social Media Final



As fast as you can get



Rapid speed with no data limitation

T HOME
INTERNET

As fast as you can get

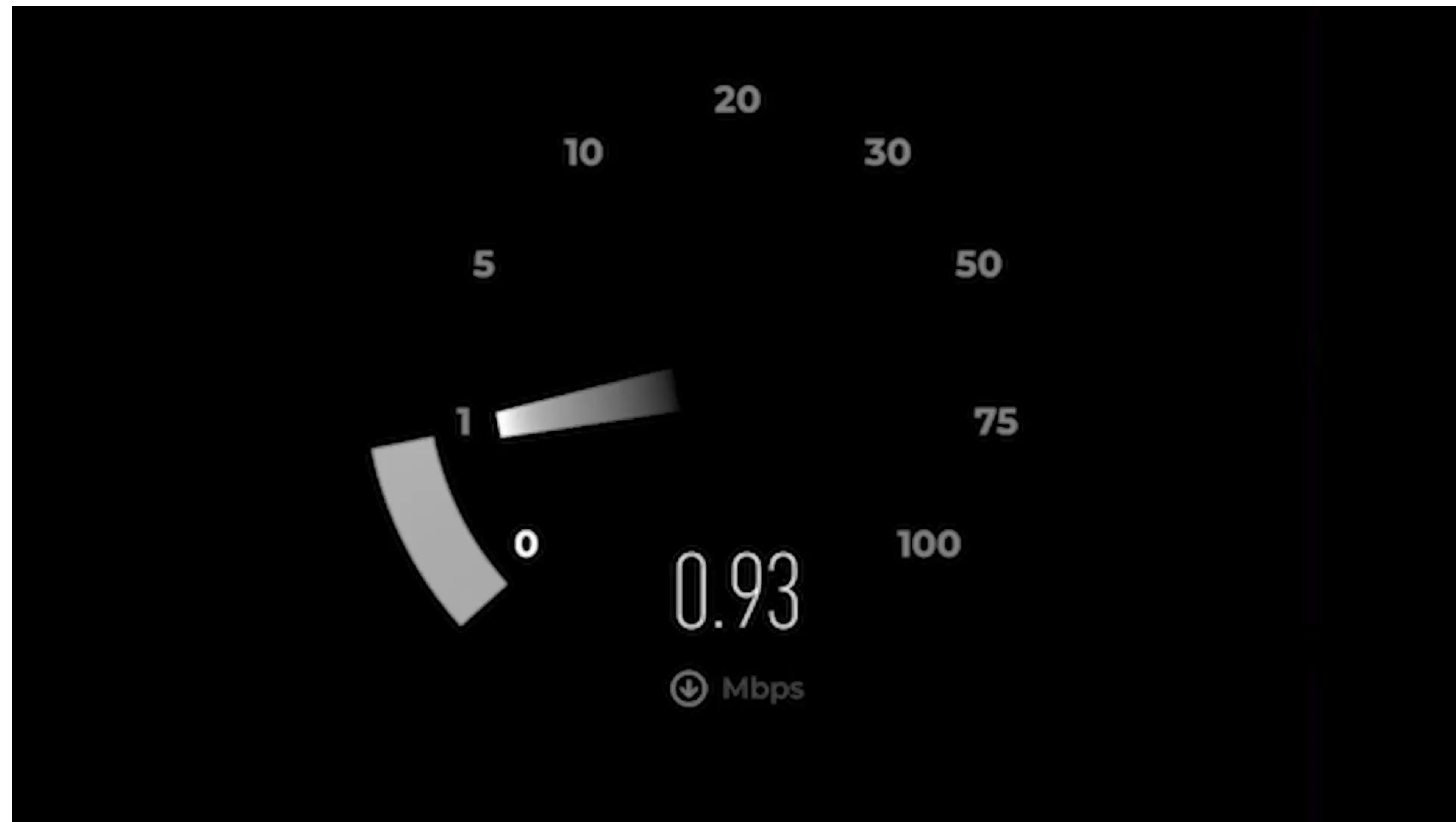


T HOME INTERNET

As fast you can get

With the easiest
setup on the market

Final ad



https://drive.google.com/file/d/1QczQ9aBqqkGf0qqUVyX4iAVxy1FP-YOP/view?usp=drive_link