

T-Mobile

Problem

How does a mobile communications company use OOH to serve as a backdrop for its major launch announcement?

Solution

Create an OOH campaign utilizing multiple locations to surround the launch with a consistent magenta backdrop and messaging, ultimately driving attention to the new product.

Background

T-Mobile was announcing and launching the Un-Carrier 11 and T-Mobile Tuesday App on Monday 6/6/16. John Legere, the T-Mobile CEO was going to be at the flagship store on 6/6 to live stream the announcement and give-away's that were going to be offered to their customers.

Objective

To support this announcement and surround the Flagship store with Magenta messaging, the team was tasked to take-over digital screens in the surrounding area, to allow for a Magenta Backdrop. Messaging was also to announce the T-Mobile Tuesday app throughout Times Square. There was the possibility for T-Mobile to be live on GMA Tuesday morning, so media needed to surround the GMA studios as well.

Strategy

Working with Times Square Vendors, the team identified signs that it wanted to execute roadblocks across on Monday 6/6 and Tuesday 6/7.

For Monday 6/6, screens were to turn Magenta from 1-4pm.

On Tuesday 6/7, screens were to turn Magenta 8-10am.

Plan Details

Markets: New York – Times Square

Flight Dates: June 2016

OOH Formats Used: Digital Media

Target Audience: A18-49, Customers

Results

The launch of the T-Mobile Tuesday messaging was a success. During the Un-Carrier 11- TMT announcement, which was live-streamed from the T-Mobile store, T-Mobile's CEO ended the stream outside the store in front of all messaging. During the live



stream John Legere says “If I could only get the word out to all the people in Times Square, any idea how?”, as the crowd cheers, he points to the various OOH displays which are running the creative.

On Tuesday, 6/7 select media that was used to surround the T-Mobile flagship store and the GMA studios went live and was posted as John Legere and T-Mobile employees were interviewed.

Testimonials

Starting @ 18:43 the live stream went outside. Watch: <https://www.youtube.com/watch?v=-kuoToqdc2E>

