

**IT'S
NOT
WHAT
YOU
THINK...**



AT&T

aaf[®]

**national
student
advertising
competition**

**TEAM
804**

EXECUTIVE SUMMARY

AT&T has a reputation as the leader and innovator of all things communication. In fact, without AT&T, the communications category as we know it today, wouldn't exist. But, over the last twenty-four years, the landscape has shifted and AT&T has lost some share to competitors – T-Mobile and Verizon.

Tense competition between competitors has trained consumers to switch and look for phone deals to decide which company to give their business to. While keeping this in mind, **we were charged with the task of taking this level of excellence and driving deeper brand love amongst Generation Z (Gen Z).**

Right now, Gen Z views AT&T as another bill to pay, our goal is to fix that. In a world of endless distractions, Gen Z demands more than just another brand speaking to them—**they want brands that truly connect with their every need, thought and desire.** With the help of our proposed campaign, we want to show Gen Z AT&T is not what they think.

Through a multitude of unexpected avenues, our purpose is to prove that connecting *changes* everything is relevant to Gen Z. This is derived from understanding Gen Z and their desire for connection on a deeper level. By choosing to connect them through unexpected ways, such as popular influencer pairs they might not have thought of, advertisements in their favorite TV shows, and even a groundbreaking entertainment festival combining all of the media they know and love, **we will prove that AT&T knows how to connect with Gen Z.**

Connection is more than just connecting people, **it's about changing how we live our lives for the betterment of ourselves and those around us.** We are driven by a desire to help AT&T achieve their goal of committing to build a true testament of love for their brand throughout Gen Z.

"It's Not What You Think..." is a campaign designed to make AT&T impossible for Gen Z to ignore—using interactive, digital-first experiences that resonate with Generation Z's fast-paced, content-driven world. This twist pays off the brand platform, "Connecting *Changes* Everything."

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THEY ASKED:

How can we leverage 'Connecting Changes Everything' to build brand love and increase the relevancy of a 150-year-old brand among Gen Z?

WE ANSWERED:

ARTICLES



DATA BASES



INTERVIEWS



SURVEYS



"THIS IS ABOUT MORE THAN TECHNOLOGY. IT'S ABOUT EMPOWERING PEOPLE AND COMMUNITIES EVERYWHERE."
JEFF MCELFRISH, COO

CURRENT SITUATION

Our job is to shift Gen Z's current mindset from thinking about AT&T as just **a bill to be paid** to a tool that connects them **to greater possibilities**. To achieve this, we must reflect on the past to see what AT&T has tried, what has worked and what we can do better moving forward to **foster a relationship with Gen Z**.

- 1876** Alexander Graham Bell patents the telephone.
- 1885** AT&T is established as a subsidiary of the American Bell Telephone Company.
- 1956** AT&T lays the TAT-1 connecting calls from America to Europe.
- 1997** The first group of Gen Z is born.
- 2000**
- 2002**
- 2004** AT&T loses the market share in mobility for the first time.
- 2007** AT&T becomes the first and only carrier to sell the new iPhone.
- 2023**

THE SIGNAL SHOWDOWN: For over 115 years AT&T went unrivaled—they were **the original**. Then, at the turn of the 21st century, the landscape shifted and the industry became a high-stakes race for innovation, connectivity and consumer admiration. In the race today, AT&T is falling behind its competitors—not due to a lack of technology, but because of a growing disconnect with Gen Z.

verizon



Their Audience

Verizon's customer are primarily 50+, upper income, and are tech laggards.

T-Mobile



Their Audience

T-Mobile's customer base is primarily 29 or younger, low income, and early adopters of technology.

AT&T



Our Audience

While AT&T held the market share with millennials in 2023, our goal is to get connected with Gen Z in 2026.

"Can you hear me now?"

In the summer of 2000, Bell Atlantic Corp. and GTE Corp. merged to create Verizon Wireless. Now, they have a 35% market share based on their coverage. This makes them **the largest mobile carrier in the U.S.** They are largely **product-focused** in their advertising and portray themselves as a "premium" provider.

"The Un-Carrier"

T-Mobile came onto the scene in 2002 after Deutsche Telekom purchased VoiceStream. Today, T-Mobile has a 29% market share in mobility, making them the **2nd largest mobile carrier in the U.S.** T-Mobile's advertising largely promotes the **cost efficiency** of their services. They are focused on appearing as affordable, rebellious and fun.

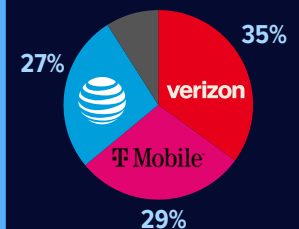
"Connecting Changes Everything"

This tagline is introduced to capture AT&T's brand purpose. As of 2023, AT&T's marketing efforts for the Connecting *Changes Everything* campaign has resonated primarily with families and millennials.

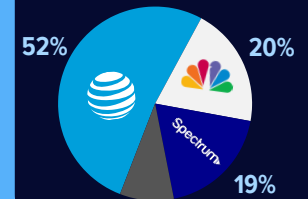


OUR PLACE IN THE RACE

MOBILITY



FIBER



OUR GEN Z CONNECTION IS LAGGING.

AT&T is a leader in connectivity but struggles to authentically connect with Gen Z. AT&T's digital presence feels corporate and outdated.

HOW CAN WE STRENGTHEN OUR SIGNAL?

DO WE HAVE GEN Z'S ATTENTION?

No...not yet. To earn Gen Z's attention, we have to first understand who they are. Born between 1997 and 2012, Gen Z is a **reactive, socially aware, and individualistic** demographic. Their environment has always been technology-based, being the first generation to not know life before the internet. Growing up in an **overly saturated, content-focused world**, Gen Z has becoming desensitized to generic, everyday messaging. What resonates with them are moments that break expectations and connect on a deeper emotional level. Unexpected connections—between people, ideas, and brands—pique an untapped interest in modern advertising, something Gen Z is actively craving. Gen Z doesn't want more content—they want content that "gets them". That's our challenge—and our opportunity.

SHORTER AND FASTER

Gen Z consumes content in seconds, not minutes; they expect brands to meet them in the fast lane. Being raised on short form media, they've developed **a radar for relevance**.

If it's not quick, authentic and engaging, they're on to the next.

DIGITAL ENHANCES REALITY

With Gen Z getting their first taste of tech at such a young age, their brand perceptions, digital consumption and purchasing decisions are influenced early on.

Such exposure fosters a unique approach to **trend adoption and digital fluency**.

AUTHENTICITY OVER PERFECTION

When it comes to forming relationships, Gen Z values authenticity over perfection. This stems from an extremely saturated algorithm of **overly polished content**.

Consequently, this drives them to seek real, unfiltered moments.

57% of Gen Z prefers short-form video to receive ads.

68% of Gen Z adopt social media by age 13.

82% of Gen Z trust a brand who uses unedited photos.

THE POWER OF UNEXPECTED CONNECTIONS

Gen Z **values organic and natural connections**. An out-of-the-blue collaboration, a new friendship, or an influencer interaction in a surprising way hits different for them. When experiences overlap, Gen Z leans in—think music and streaming, fashion and festivals, sports and storytelling. They're drawn to brands that **defy expectations and reframe the ordinary**.

For Gen Z, it has to feel real. They don't want perfectly polished—they want **raw, relatable, and rooted in truth**. Trust comes first. Only then can you start pushing boundaries.

GENERATION Z IS THE FUTURE OF CUSTOMER BASES

With \$860 billion in current spending power and a projected \$12 trillion globally by 2030, Gen Z is **no longer an emerging force**—they're a dominant one.

Gen Z's attention is a currency—and brands can't afford to miss it.

With nearly every Gen Zer plugged into their phone for hours a day, the path to **loyalty starts by showing up where they are**, and showing you understand why they're there.

GEN Z'S CHARACTERISTICS

INDEPENDENCE **INDIVIDUALISTIC**
FOCUSED **PHONE RELIANCE** **ONLINE**
TRAVELING **AFFORDABILITY**
SOCIAL **CONNECTIVITY** **FUN**
ENVIRONMENT **CHAOTIC**
ENTERTAINMENT **LOVER** **ANXIOUS**
REBELLIOUS MIND **CREATIVE MINDED**

**RING... RING...
IT'S TIME TO PICK UP.**

ADDING TO OUR CONTACT LIST

These segments help us tailor messaging that speaks directly to their mindset, not just their demographics. By meeting them in moments that matter, we turn AT&T into a brand they don't just notice—but trust. Our target audience personas are gender-neutral and these segments are linked to different sides of Gen Z's world.

ALWAYS TRENDING ALWAYS CONNECTED

Connection sustains Sam. This persona uses social media, whether in a group chat or on TikTok, to stay in the know and share experiences. Their knack for making connections is why they are a pro at researching their favorite things on TikTok. For Sam, if an influencer says it, it's true. Sam is a part of the **73%** of Gen Z that uses their phones to access social media.



SOCIAL

SAM

SOCIAL MEDIA
FOCUS

INFLUENCER MEDIA
MINDED

PRIORITIZES
CONNECTIVITY

INDEPENDENT

IGGY

WRITES THEIR OWN

REBELLIOUS

RULES

FIRST TIME
ALONE

CONNECTED AND EMPOWERED

Connection frees Iggy. This persona thrives on independence, growth and confidence. Iggy's objective is to progress towards their best self and build their life on their own terms. Pursuing goals and sharing journeys online through an Instagram page dedicated to travel and **embraces challenges.**



PLUGGED IN AND ENJOYING ENTERTAINMENT

Connection thrills Emerson. This persona is a hyper-connected individual who is hooked on online and offline gaming, streaming music and videos, and live music experiences. Emerson is a part of the **88%** of adolescents who play video games, so reliability means everything to Emerson. From watching sports, to live music events to streaming movies and TV shows, Emerson is always seeking a new form of entertainment.



ENTERTAINED

EMERSON

DIGITAL
FIRST

EXPERIENCES
EXCITES THEM

LIVE MUSIC LOVER

SPENDS A LOT OF
TIME IN ROOM
ON STREAM

CONNECTION

Connection unites Gen Z, whether it happens digitally or socially. This generation places a high value on the time they spend together.

FREEDOM

Freedom plays a crucial role for Gen Z, as they value its empowering nature. In their search for freedom, they are ultimately aiming for independence.

RELIABILITY

Reliability holds significant importance for Gen Z, as it fosters a sense of trust. Trust, in turn, creates meaningful connections.

NOW, IT'S TIME TO TALK...

IT'S NOT WHAT YOU THINK...

THE BIG IDEA

AT&T is flipping the script.

The “It’s Not What You Think...” campaign challenges the outdated view that phones and technology isolate us. For Gen Z, connection isn’t just about service—it’s about survival. It’s how they build friendships, chase dreams, share moments and shape movements.

Instead of seeing phones as a distraction, we show how they’re a **lifeline to the people and passions** that matter most.

Instead of Wifi being just another bill, we show how it **powers creativity, hustle, and human connection.**

Instead of tech pulling us apart, we show how it **holds Gen Z’s world together.**

This campaign isn’t about better service. It’s about shifting the way Gen Z sees connection—and proving that connecting *changes everything.*

And to get their attention, we have to think like them.

Gen Z thrives on **curiosity, irony, and playful twists.** They love being in on the joke, questioning assumptions, and flipping expectations. The “It’s Not What You Think...” campaign taps into that mindset—challenging how they view **connection, technology and relationships** in a way that feels **fresh, fun and unexpected.**

Gen Z doesn’t just use technology—they have a relationship with it. Their phone is more than a device; it’s a lifeline to friends, a safety net in uncertain moments, a tool for self-expression and a doorway to endless entertainment. Too often, **connection is misunderstood**—seen as impersonal, addictive or isolating. This campaign exists to change that narrative—and help Gen Z see **connecting *changes everything.***

WHY IT WORKS

Playful and Unexpected: Twists and assumptions to grab attention will increase Gen Z engagement with AT&T.

Authentic and Relatable: Speaks to real life experiences that make the campaign feel authentic to consumers.

Encourages Participation: Gives Gen Z a reason to engage and share campaign content that aligns with their values.

96%

Of Gen Z surveyed agree that Connecting *Changes Everything.*

78

The # of Gen Zers responding favorably in **concept and copy testing.**

CREATIVE CONNECTIONS

CREATIVE STRATEGY

Our creative strategy for our “It’s Not What You Think...” campaign blends AT&T’s signature wit with a sleek, modern aesthetic—designed to resonate with Gen Z’s mindset and media habits. With this campaign, we are reintroducing AT&T to Gen Z with a twist on our approach.

The look and feel of our creative pieces will include shades of AT&T blue, white and gradients of the two to create a simple, eye-catching color palette to allow our headlines and copy to shine. Our headlines will include fun and low-key Gen Z phrases that will draw the attention of our intended audience. All the headlines will have an “It’s Not What You Think...” moment, which Gen Z loves, a spin on what they *think* they know about AT&T.

Our creative media will use AT&T’s known fonts, colors and influencers, along with new additions to each, to attract the target audience of Gen Z to prove connecting *changes* everything.



CREATIVE STYLE

The fonts Team 804 chose take on a clean and concise look – **but clean does not mean boring to Gen Z**. The font we chose shows confidence with a hint of fun to embody the style that Gen Z has adopted. This makes our campaign quietly confident, with a spark of fun.

It's giving clean, bold confidence.

ATT Alek Sans Black

ATT Alek Sans Bold

ATT Alek Sans Medium

ATT Alek Sans Regular



#009FDB



#9BE4FF



#FFFFFF



#009FDB
to
#9BE4FF

THE APPEAL

AUTHENTICITY:

Gen Z values authentic content and creative pieces that drive interest. Team 804 utilized youthful humor and clever taglines to capture their attention, foster brand love and build lasting connections—showing that AT&T is more than just a bill. Authenticity is more than candid expression, but it is building trust with your consumers in an **organic way**.

ENGAGEMENT:

Engagement is shown through our bold and eye-catching headlines that tell the story of our campaign from beginning to end. Gen Z—a short-form media consumption generation—needs to be captured creatively and break through the barriers of a digital-first generation. **By incorporating influencers**, Gen Z can see AT&T through the eyes of someone they *trust*. Engaging with Gen Z is the key to gaining insight. Quickly distracted, Gen Z needs fast and powerful attention-grabbing headlines in their own words to **keep them engaged and coming back for more**.

INCLUSIVITY:

Keeping the language in our campaign conversational makes Gen Z feel included and a part of a community. Team 804's goal was to make Gen Z feel like they are **seen, valued, and heard** within the AT&T community.

NO STATIC, JUST STRATEGY

MEDIA STRATEGY

Alongside our creative strategy, we will have a consistent voice across all the targeted media channels. This will be our omnichannel marketing strategy that targets all of Gen Z's favorite media platforms. This will ensure we get the best coverage per creative piece. Whether on TikTok, Instagram, Spotify or out-and-about there will be a specialized, yet cohesive story from AT&T.

THE RESEARCH

Based on the top habits of Gen Z and the media that makes the most sense to market, this campaign calls for a focus on top-of-funnel marketing. So, Team 804 approached this campaign with the mindset of not just selling a phone and reaching a point of purchase but truly connecting with Gen Z.

WHAT WILL WE DO WITH IT?

INFLUENCER

28%

Influencer marketing has continued to make strides in marketing tactics—generating brand love and loyalty through Gen Z's favorite influencers.

SOCIAL/DIGITAL

51%

Social Media is one of the best ways to reach Gen Z and even serves as their go-to search engine. Some Gen Zers even say they trust companies more when they have a presence on social media.

STREAMING

1%

Streaming has become vastly popular throughout Gen Z and has become the preferred way of watching. By incorporating streaming service ads, we can reach the Gen Z masses.

OOH

7%

Traveling is big with Gen Z. What's better to reach those on the road than billboards to catch their attention? Gen Z values experience, and with experience comes traveling—billboards catch your attention while still spreading a message.

EXPERIENTIAL & EVENTS

12%

Gen Z is a generation full of surprises and interaction. By incorporating events such as **The Hotspot Festival, Block Parties featuring March Madness and The World Cup**, we can appeal to the adventure and experiences Gen Z craves.

WHERE IS THIS GOING?

Billboard placements are concentrated in FIFA host cities, March Madness college towns and along high-traffic highways to maximize cultural relevance and reach. We selected these locations for their alignment with key campaign moments and high impression efficiency.

- Atlanta
- Boston
- Dallas
- Houston
- Kansas City
- Los Angeles
- Miami
- New York City
- Philadelphia
- Seattle
- San Francisco
- University of Kansas
- University of North Carolina
- Duke University
- University of Kentucky
- Michigan State University
- Indiana University
- University of Connecticut
- Purdue University
- Marquette University
- University of Illinois

IMPRESSIONS BREAKDOWN



BOOSTING OUR SIGNAL

Don't expect the same old, same old from our campaign.

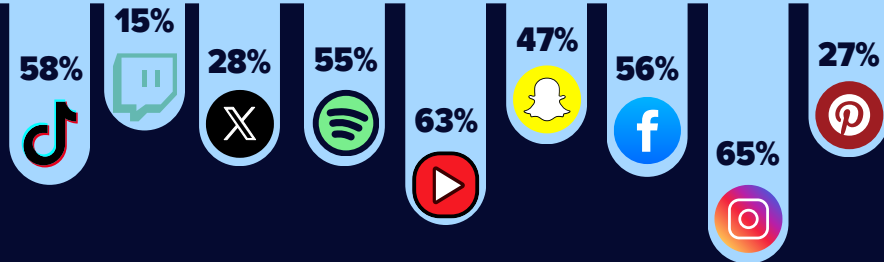
Yes – we are using influencers, BUT we are using them in unexpected ways. Out of Home will feature our mega-influencers to capture attention outside of the digital and social environment. We are also using them in Gen Z expected ways – **by creating a connection between influencers and AT&T**. If it isn't broken – don't fix it, but by implementing unexpected connections, we can make AT&T stand out as everyone's choice of connection.

SO, EXPECT THE UNEXPECTED...

Influencer marketing serves as a powerful tool for **connecting users with your brand and enhancing customer loyalty among AT&T's clientele**. By showcasing well-known influencers such as *Kai Cenat* and *Caitlin Clark* in advertisements, brand visibility would be significantly increased, promoting customer retention and engagement. Additionally, *Jake Shane* and *Jason Kelce* collaborate on a podcast, offering listeners their distinctive viewpoints. **AT&T actively sponsors influencers to produce captivating content, further solidifying brand presence and loyalty**. Noah Kahan and Tate McRae form a captivating duo, emphasizing their relaxed approach through Instagram posts. Meanwhile, *SarCar* and *Serena Page* lead a Gen Z-focused campaign by featuring in an advertisement and promoting AT&T across their social media platforms using the hashtag: **#DOITFORTHEPLOT**

WHY IT WORKS

By leveraging the trust and credibility that influencers have cultivated with their followers, brands can build stronger relationships and foster brand loyalty – we can develop a cohesive concept that aligns with AT&T's rebranding initiative as an unexpected twist – #doitfortheplot



JAKE SHANE AT&T INFLUENCER ROSTER



LIFESTYLE, COMEDY
1 MILLION INSTAGRAM FOLLOWERS
3.5 MILLION TIKTOK FOLLOWERS
THERAPUSS PODCAST

SARCAR



LIFESTYLE, TRAVEL
101K INSTAGRAM FOLLOWERS
153K TIKTOK FOLLOWERS

JASON KELCE



RETIRED NFL PLAYER
2.8 MILLION INSTAGRAM FOLLOWERS
NEW HEIGHTS PODCAST
SUPERBOWL CHAMPION

CAITLIN CLARK



WNBA PLAYER
3.1 MILLION INSTAGRAM FOLLOWERS
649.5K TIKTOK FOLLOWERS
ROOKIE OF THE YEAR

NOAH KAHAN



SINGER, SONGWRITER
3 MILLION INSTAGRAM FOLLOWERS
3 MILLION TIKTOK FOLLOWERS
26.8M MONTHLY SPOTIFY LISTENERS

TATE MCRAE



SINGER/SONGWRITER
6.2 MILLION INSTAGRAM FOLLOWERS
12.1 MILLION TIKTOK FOLLOWERS

SERENA PAGE



LIFESTYLE, REALITY TV
2 MILLION INSTAGRAM FOLLOWERS
2.6 MILLION TIKTOK FOLLOWERS
LOVE ISLAND USA WINNER

KAI CENAT



STREAMER, COMEDY
13.8 MILLION INSTAGRAM FOLLOWERS
17.9 MILLION TIKTOK FOLLOWERS
STREAMER OF THE YEAR

THE FACTS

40%

Of Gen Z users trust influencers more than they did a year ago.

57%

Of Gen Z users are more likely to buy a product promoted by an influencer.

THE COST

~5MIL

Dollars to onboard the influencer roster.

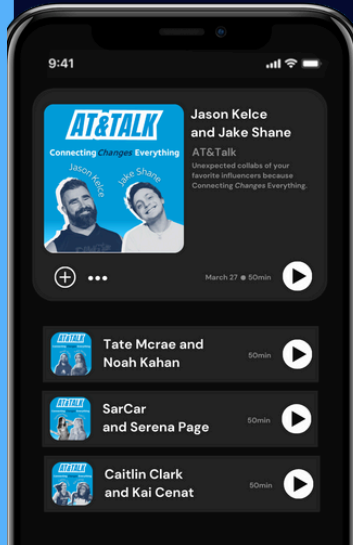
~1.8B

Amount of impressions from our influencer roster.

SENDING THE MESSAGE

So now that we have our influencers, how will we use them? We want to connect with Gen Z so we'll go where they are. The most popular social media platforms include Tiktok, Instagram, and Spotify. We decided to target these platforms and create specialized ads for each platform we chose.

AT&TALK PODCAST THE MOST EFFECTIVE WAY TO REACH GEN Z



Gen Z loves to listen to Podcasts. So we decided to create our own to reach Gen Z. Introducing AT&Talk, where we will be leveraging our influencers to create unexpected collabs. These unexpected connections will catch Gen Z off-guard and go with our Connecting Changes Everything message - providing an unexpected twist to expected media.

47% Gen Z are monthly Podcast listeners.

YOUTUBE

Our YouTube channel is built around the video recordings of our Podcast. Half of Gen Z Podcast listeners feel more connected to what the people are saying if they can see the facial expressions and emotions.

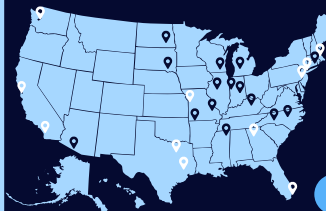


71% Actively watch video podcasts while listening.

OOH - OUT-OF-HOME

Gen Z appreciates OOH advertising more and more. Gen Z has turned to shopping increasingly in person and being more receptive to this kind of marketing with 84% of Gen Z paying attention to OOH advertising in public places.

AT&T ACTIVITIES



Billboards are strategically located in cities that are most popular with Gen Z adults.

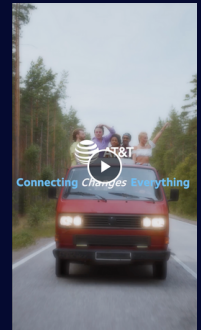
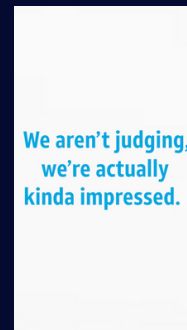
Billboards



SOCIAL MEDIA

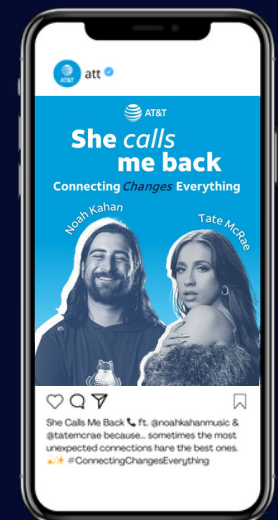
TIKTOK ADS

According to our survey, short form video content is the most popular among Gen Z, making Tiktok the most opportune place to catch their attention. 62% of respondents said that short-form videos were their favorite way to consume social media. Through "Take a Break" advertisements AT&T will encourage the audience to take brief pause from doomscrolling to regroup.



INSTAGRAM ADS

Our Instagram marketing will be static images over short-form videos. We want to be a little more serious on Instagram over TikTok because **72% of Gen Z who use this app look for customer care from companies.** Fostering a relationship with your consumer base-Gen Z-creates brand love and trust throughout social media platforms.



STREAMING SERVICE

HULU & YOUTUBE TV

Being the top streaming platforms amongst Gen Z, they are prime ad spots. We will be running a short form "confession" video that connects with our campaign of "It's Not What You Think..."



UNEXPECTED EXPERIENCES

MARCH MADNESS



In 2023, AT&T created a Block Party, held in Houston, TX, for the Final Four Fan Fest. This event included both in-person and online interactive aspects. In an effort to build off of this already existing collaboration, AT&T will take this idea and go beyond the norm. For both Men's and Women's NCAA March Madness Tournaments, AT&T will host Block Parties on each of the college campuses for those universities in the championship rounds. Just as advancements in the tournament are unexpected, the connections AT&T will make with Generation Z are unexpected just the same.

Team 804's Tailgate Talk Block Party is a way to provide an exciting experience and to give back to college campuses that cannot attend the final game, so AT&T strives to bring it to them. With live coverage of the games providing a virtual experience, catered food, and merchandise, college campuses get to experience the final game in their own college town.



TAILGATE TALK BLOCK PARTY

FIFA WORLD CUP



The 2026 FIFA World Cup will be hosted by 16 cities in three North American countries. This will be the first World Cup Gen Z will see being held in North America in their lifetime. In the U.S., soccer has gained popularity among the generation. AT&T Stadium will host nine matches, which is more than the other 15 venues. With the aim to continue Gen Z's growing love of soccer in the U.S., AT&T will be hosting block parties in the five selected cities hosting the matches: Miami, LA, Houston, Atlanta and Dallas.

This will provide fans with access to the block parties citywide, creating an environment for fans to have an experience of a lifetime—without stepping into the stadium.

THE HOT SPOT

x



AT&T INTRODUCES – THE HOTSPOT
NO BARS, CONNECTING CHANGES EVERYTHING.



Festivals have been all the rage when it comes to Gen Z, but they are all sponsored by AT&T competitors. **It's our time to stand out.** Team 804 presents – **The Hotspot – AT&T's collaboration with Spotify to create an immersive 5-city festival for people to enjoy music and find a surprise in the unexpected twist of live podcast shows on day 3.** A festival that combines a love for music genres and Gen Z's love for podcasts – and sets AT&T up to be the number one provider for Gen Z entertainment. The goal... to show a full spread of media for AT&T users and more to love. It's well-known that Gen Z values inclusivity—**so why leave anyone out?**

In collaboration with Spotify, festival-goers have early access to crafted setlist playlists to listen to before the festival even begins.

Gen Z is always in search of a good time—why not be the ones to bring them one?

23%

OF GENERATION Z ALLOCATED THE
HIGHEST MONTHLY SPENDING ON
CONCERT EXPERIENCES.

53%

A PORTION OF GENERATION Z HAS OR
IS PLANNING TO TRAVEL BY PLANE
FOR A LIVE MUSIC EXPERIENCE.

WHY IT WORKS

It's time to add an **element of surprise** by hosting this event at a premier venue that appeals to Gen Z, creating an exciting atmosphere for this unique experience organized by the top connectivity provider, AT&T.

Taking place in **Denver, Colorado**, this expansive setting offers a never-before-seen 3-day festival, featuring a variety of genres and live podcast events. A festival made for all.

Team 806 is also introducing the **#PlotTwist25 giveaway**, which will award VIP tickets to The Hotspot for loyal customers with an AT&T phone plan. A total of 2,500 VIP tickets will be distributed to selected festival attendees, which includes exclusive meet-and-greet access, an AT&T festival-ready merchandise bag, and exclusive perks while inside the festival.

Gen Z craves new experiences and wants to feel connected through the idea of music. Music brings people together, and with that, AT&T can create a new wave of connectivity and be an innovator in the festival industry and create a new before seen experience – **an AT&T sponsored music festival.**

BUDGET & TIMELINE



INTRODUCING "ITS NOT WHAT YOU THINK..."

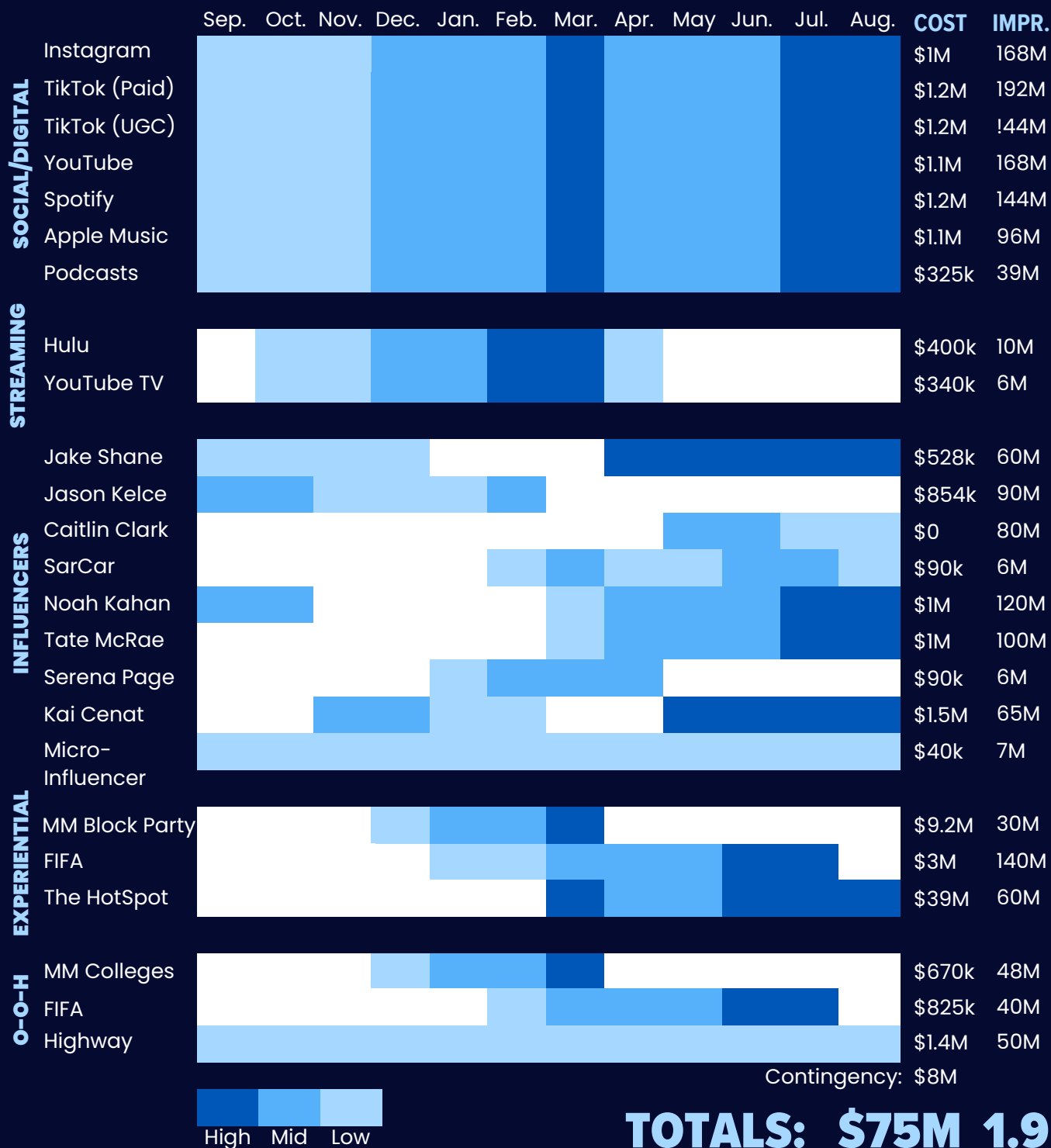
Starting September 2025, we will run this campaign through the 2026 year, using it to...

REACH NEW GEN Z CONSUMERS

By targeting their passion points and meeting them where they are in the market we can...

ACHIEVE BRAND LOVE & LOYALTY

And reach our goal of connecting with Gen Z.



TOTALS: \$75M 1.9B 12

MEASUREMENT & OPTIMIZATION

To measure the success of our brand love campaign among Gen Z, we will track key KPIs through engagement, sentiment, and advocacy metrics. With eight million dollars left over in our budget, we can continue to track the campaign through A/B testing and further research to optimize the overall success of Team 804's "It's Not What You Think..." campaign.

AT&T'S BRAND PROMISE IS "CONNECTING CHANGES EVERYTHING."

This campaign redefines connection through participatory, digital-first experiences. Instead of just telling Gen Z about connection, **AT&T invites them to experience it in their world.**

SOCIAL MEDIA & SENTIMENT KPI

Track likes, shares, comments and sentiment using the TikTok and Instagram platforms.

Track how Gen Z is talking about the brand and campaign.

Goal: 20% increase in positive brand mentions.

AWARENESS & ENGAGEMENT KPI

Conduct focus groups, interviews and AAU (awareness, attitude, and usage) surveys intermittently to measure brand awareness and engagement.

Measure organic posts, hashtag participation, and influencer collaborations.

Goal: 15% increase in respondents identifying the brand as one they identify with and like.

REVENUE & VALUE KPI

Sales & Revenue

Analyze the impact of the campaign on sales and overall revenue.

Customer Loyalty

Track customer retention rates and repeat purchases to measure the long-term impact of the campaign

Brand Advocacy

Assess the number of Gen Z users who are promoting the brand.

**HEY GEN Z! LEARN TO EXPECT THE UNEXPECTED.
CONNECTING CHANGES EVERYTHING.**