

TEAM 867 PRESENTS

&Beyond

Connecting *Changes* Everything™

TEAM 867



aaf american
advertising
federation

Table of Contents

02

BRAND &
CATEGORY

05

INSIGHT &
STRATEGY

08

MEDIA &
ACTIVATIONS

11

BUDGET &
PERFORMANCE

The Ask:

AT&T has been a world leader in innovation since the creation of the telephone, yet the equally tech savvy Gen Z finds the brand unremarkable. Younger generations feel that the choice to switch isn't theirs to make, and are ultimately indifferent towards the category itself. Without giving the audience a reason to connect outside of material benefits, they will continue to gloss over the brand.

AT&T seeks to leverage the key line "Connecting Changes Everything" to build relevance among Gen Z and rekindle excitement for the brand that started it all. Through countless hours of research, Team 867 not only analyzed Gen Z's relationship with technology, but their relationship with the brands they crave. Our team will highlight AT&T as their partner and motivator that aligns with their values and dreams. The &Beyond campaign will meet Gen Z where they are, **reminding them just how much is possible through connectivity.**

Mandatories:

- Use key line "Connecting Changes Everything" throughout the work.
- Stick to brand guidelines, and avoid altering anything.
- Incorporate the brand into the concept so AT&T doesn't appear bolted-on.
- Minimum of 5 creative outputs.

RESEARCH METHODS



2442

NATIONWIDE
SURVEY RESPONDENTS

120

ONE-ON-ONE
INTERVIEWS

80

MAN-ON-THE-STREET
RESPONDENTS

4091

MINUTES OF
SCREEN TIME

24

UNIQUE RESEARCH
LOCATIONS VISITED

4

FOCUS GROUPS

19

A/B COPY TESTS

15

MYSTERY CALLS TO AT&T
CUSTOMER SERVICE

21

CONCEPTS TESTED

Research&Beyond

Let's see where this research takes us as we start to uncover Gen Z's thoughts about the AT&T brand and category. Spoiler Alert: It's indifference.

A WORLD OF INDIFFERENCE

BRAND & CATEGORY 2

Team 867's first step on the journey to understanding how to speak to Gen Z began with a deep dive on the AT&T brand and the overall category. We conducted a nationwide survey of approximately 2,442 people between the ages of 18-27 to better understand their relationship with AT&T, its competitors, and the idea of connection in general. Focus groups helped supplement our findings.

What we found on the surface was a lot of **INDIFFERENCE**.

To the AT&T brand. To the competitors. And to the category. This is a category that immediately signals a **TRANSACTION**, which allows for limited emotional connection.

“When you think (Brand), you think...”

AT&T	VERIZON	SPECTRUM	COMCAST
Phone	Mobile	Service	Cable
Blue	Technology	Internet	Provider

Other than the word “blue,” these associations are largely interchangeable.

“These are phones. It’s the internet. I don’t think much more about it than that.”

(Trevon, Focus Group Participant) ⁴¹

“I think of plans, I think of prices, I think of discounts, I think of constant switching.”

(Natalie, Focus Group Participant) ⁴¹

To better understand the idea of connecting and connection, we tested the AT&T tagline:

Connecting *Changes* **Everything**™

Does the AT&T Tagline make sense for the Brand?

42% of respondents said no. ³⁹

“They probably just mean like texting or something.” ³⁹

From **FUNCTIONAL**

Once we read the brand purpose, that number increased.

63% of respondents said yes. ³⁹

“Being connected to others helps one to feel better. Especially on a bad day.” ³⁹

To **EMOTIONAL**

AT&T CAN SEPARATE ITSELF FROM THE COMPETITION BY HELPING GEN Z UNDERSTAND IT IS A BRAND CAPABLE OF AN EMOTIONAL CONNECTION IN A CATEGORY FILLED WITH TRANSACTIONS.

TEAM 867's CAMPAIGN WILL DO JUST THAT.

Proof that our respondents are definitely looking for that emotional connection:

52% of Gen Z survey respondents are NOT on their own phone plan. ³⁸

“What would make you switch to your own plan?”
FUNCTIONAL RESPONSE: 43% Better price ³⁸

“What would it mean to you to switch your own plan?”
EMOTIONAL RESPONSE: 67% Freedom 55% Independence ³⁸

Brands&Beyond

Indifference may lead this category, but Gen Z has some clear and definite opinions about who speaks their language. Green and red flags coming next.

AVOIDING GEN Z TRAPS

BRAND AFFINITIES 3

Marketing to Gen Z can be a little fickle. Ever heard of **cancel culture**? Through our quantitative and qualitative research, Team 867 asked which brands are getting **right**, and which ones are getting it really, really **wrong**.

Brands that get the Gen Z Thumbs Up



"Their campaigns are always fresh, fearless, and full of character. They're not afraid of stirring the pot or having the heat on their ends by poking fun at themselves." ⁴²



"They stick to their morals and are actively involved in causes that are important to [us]." ⁴²



"They have a moral compass and care about the general population." ⁴²



"They've created a status culture that goes beyond their product and makes people want to be seen with their brand, whether or not they drink water." ⁴²



"They're so Gen-Z girl. They know what this consumer base wanted and provided it." ⁴²



"Nike stands out because they've mastered storytelling and brand loyalty, selling not just products but inspiration and a lifestyle." ⁴²

Every response taps into a deeper emotional connection to the brand that goes beyond the product itself.

Team 867 also found that it is very important to avoid common Gen Z Marketing Traps:

NO PERFORMATIVE ACTIVISM:

"[Brands] change their IG logo to rainbow for 30 days and act like they threw the first brick at Stonewall." ⁴²

INSTEAD GEN Z IS LOOKING FOR:

A TRUE ADVOCATE

NO CRINGE-WORTHY MOMENTS:

"I hate Nutter Butter because they try to be relatable and make unhinged and funny content, but it's not the type of content we actually like and it feels cringe to watch." ⁴²

INSTEAD GEN Z IS LOOKING FOR:

A RELATABLE MOMENT

NO MAIN CHARACTER ENERGY:

"I don't want the brand to be the main character in my story. They are just part of the story, not the whole thing." ⁴²

INSTEAD GEN Z IS LOOKING FOR:

A PARTNER IN THEIR JOURNEY

Unpredictability & Beyond

Avoiding Gen Z brand pitfalls is key to cracking the code to brand affinity. Gen Z always keeps everyone guessing. Turns out they are pretty unpredictable.

Ranging between the ages 12-27, this generation encompasses several phases of life with varying interests and a distinct contrast between attitudes and behaviors. To truly speak to Gen Z, there is one thing everyone needs to understand - and to embrace:

They are a Generation Full of Contradictions

In our qualitative research, we asked our respondents to identify some of the dualities they battle every day:

1 They can have FOMO and JOMO at the same time.
“I don’t want to miss anything, but sometimes it’s better to just commit to a night of bedrotting.”⁴¹

2 They have short attention spans but can also binge watch a full TV season in one night.
“I will just skim videos, but when it comes to my favorite show, I’m locked in.”⁴¹

3 They value sustainability but can be swayed by fast fashion.
“Yes, I want to say I’m sustainable but I’m also on a budget – sometimes you just have to go for the deal.”⁴¹

4 They push for individualization but love a good tik tok trend.
“I am my own person that does my own things, but sometimes I like to do what everyone else is doing.”⁴¹

This is particularly true when it comes to their relationship with their phones and the internet.

Through man-on-the-street interviews, we asked Gen Zers to take a look at their screen time over the past month.

68% of the participants thought their time would be lower. It instantly sparked feelings of shame, disgust, and regret.

“Wow, I really need to get out and do other things.”⁴⁰

“Humans were not made to be on the phone this much. I’m ashamed of myself.”⁴⁰

“It doesn’t help that my parents always ask, ‘why are you on your phone,’ ‘you’re always on your phone.’”⁴⁰

“I had no idea I was spending that much time on my phone.”⁴⁰

Because Gen Z is the first generation to grow up in a completely online world, the **largest contradiction** that they face is a desire to disconnect from technology - while still being connected to the world around them.

Living in a world where they constantly face contradictions, Gen Z is anything but predictable. We call them:

THE UNPREDICTABLE

Opportunity&Beyond

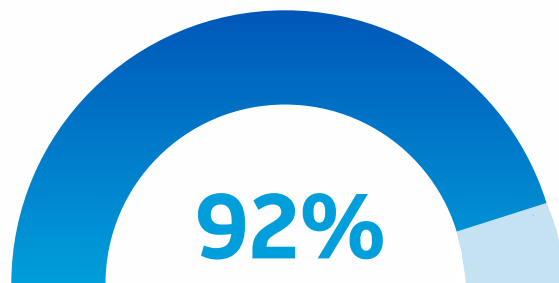
Unpredictability is a good thing. The Unpredictable live for the excitement of what comes next - even if it may change on the daily. That’s where the biggest opportunity for AT&T presents itself.

UNPREDICTABILITY INVITES OPPORTUNITY

INSIGHT + STRATEGY 5

To *The Unpredictable*, what other generations may perceive as chaos keeps this target on the edge of their seats wanting to know more. When we asked this target what it means to be unpredictable, they said things like “it gives me room to explore,”³⁹ “it doesn’t force me into a box,”³⁹ and “it doesn’t limit my opportunities.”³⁹

A survey question was posed asking *The Unpredictable* which categories describe their personality and interests:



of survey respondents chose more than one answer.

The answers:

44%

Gaming

42%

Music

39.4%

Fashion/Beauty

37%

Travel

25%

Sports

“People constantly want to know who Gen Z is. There is no one answer to that. We are so many things. That could change daily. And I’m okay with that.”³⁹



But It’s the opportunities that arise after “connection” that excite *The Unpredictable* the most.

“When I hear connection, I think oh, ‘I’ve connected to the wifi. I’ve connected to my bluetooth.’
What comes next is where all the good things happen.”³⁹

“FaceTiming and catching up with my old roommate from London.”³⁹

“Watching YouTube videos on how to play the guitar.”³⁹

“Planning my best friend’s Bachelorette party and booking our flights.”³⁹



Positioning Statement:

Team 867 will build genuine consideration and an emotional appeal with *The Unpredictable* by positioning AT&T as the bridge between the initial connection and the moments that mean the most - the ones that come after.

&Beyond

It’s time for the big reveal. The Big Idea is waiting for you on the next page.

Welcome to the now. A world with everything at your fingertips.

Late-night facetimes, or videos about anything and everything.

It's an era where your screen time doesn't have to define who you are.

We're not here to judge, we're here to remind you.

Getting connected is just the beginning, it's really about the moments after.

Like reconnecting with a childhood friend or learning a new hobby online.

Your identity is a blend of being offline and online.

Balancing your world of chaos, creation, and growth.

When you're connected to your people, it changes everything.

It's how you take passion, turn it into purpose, and go beyond your dreams.

Technology isn't a distraction, but an extension of you.

It's not defined by the likes or swipes- it's about reaching your fullest potential.

How you connect is up to you.

We're here to be your bridge and empower that.

Connecting you to the new possibilities for today, tomorrow,

&Beyond 

UNDERSTANDING & BEYOND

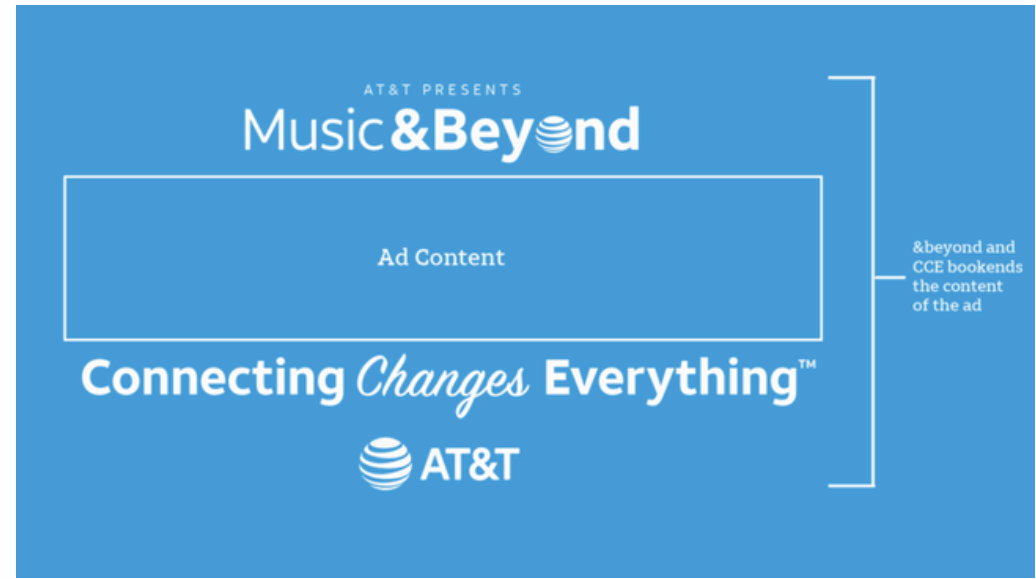
CREATIVE RATIONALE 7

&Beyond is a platform that embraces The Unpredictable by highlighting multiple topics of interest and subcultures that can capitalize on a specific range of target segments.

The branding of "&Beyond" pays homage to the equity of the ampersand in AT&T while incorporating the unmistakable globe icon that represents AT&T's global reach in today's digital landscape.

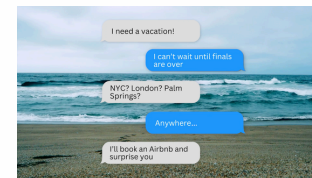
Like a warm hug or a snappy high-five, "AT&T Presents &Beyond" is the CCE expansion and communication complement for Gen Z. &Beyond.

It starts the conversation to inspire moments of connection so communities can be the change for today, tomorrow, and beyond because connecting does change everything.



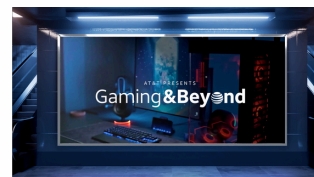
AT&T PRESENTS
Sports&Beyond

AT&T PRESENTS
Travel&Beyond



AT&T PRESENTS
Family&Beyond

AT&T PRESENTS
Music&Beyond



AT&T PRESENTS
Friends&Beyond

AT&T PRESENTS
Connection&Beyond

Next&Beyond

Our campaign will capitalize on current brand equity with a special spin for Gen Z. We will accomplish that in three phases over the next year.

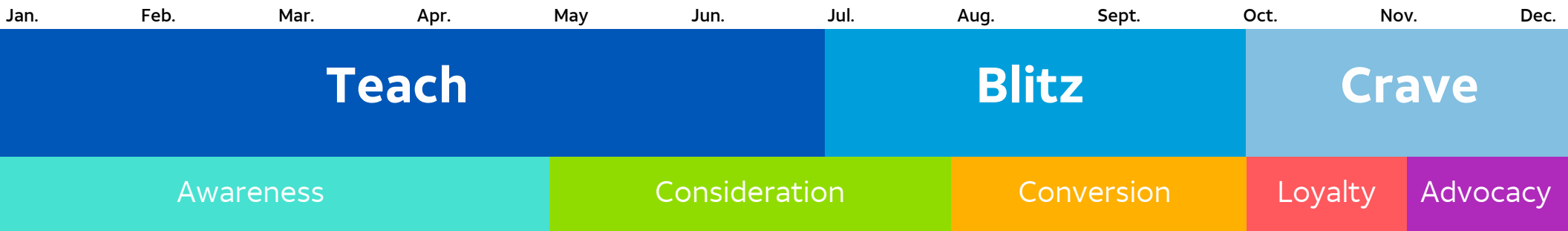
Media & Experiential Objectives

Be Unforgettable
Keep AT&T top of mind as Gen Z's go-to internet and service provider.

Drive Conversions
Turn engaged Gen Zers into new AT&T customers.

Live the Brand
Empower brand ambassadors to showcase the AT&T lifestyle.

Our goal is to **make The Unpredictable crave AT&T by fostering deep brand favorability and consideration across all segments.** By strategically employing a diverse media mix, from influencer partnerships to targeted social platforms, we ensure that AT&T remains top-of-mind for the next generation of students, creators, gamers, and adventurers, &Beyond. The media plan consists of a three-phase strategy with a pulsing media mix, carefully timed to align with The Unpredictable's dynamic schedule. This approach ensures continuous engagement while maximizing impact during peak moments, driving lasting connections with our target audience.



Teach

January – June 2026

In the first phase of our campaign, we make AT&T impossible to ignore. By leveraging high-impact streaming ads on OTT platforms, engaging TikTok content, and strategic podcast placements, we seamlessly integrate AT&T into Gen Z's daily digital experience. Whether they're binge-watching, scrolling, or listening, AT&T stays top of mind as the go-to internet and service provider.

KPIs: Social Metrics (likes, comments, shares, engagements), Social Listening/Sentiment Analysis, Web Traffic, Viewer Retention, and Media Coverage.
Reach: 74.8% Avg Freq: 6.7

Blitz

July – September 2026

In the second phase of our campaign, we turn Gen Z engagement into action. Through binge-worthy short-form content, micro-influencer buzz, and strategic retargeting across TikTok, YouTube, Instagram, and podcasts, we make switching to AT&T feel like the obvious next move during peak moving season. As Gen Zers seek independence and take control of their own decisions, our campaign positions AT&T as the smart, reliable choice that empowers them to stay connected on their own terms.

KPIs: CPC, CPM, CTR, Conversion (purchases), Ad Clicks, Retargeting Successes.
Reach: 84.2% Avg Freq: 8.12

Crave

October – December 2026

In the third phase of our campaign, we make AT&T a lifestyle, not just a provider. By activating brand ambassadors, sparking FOMO through every digital touchpoint from TikTok to texts, and keeping AT&T top of mind with strategic search and retargeting, we turn Gen Z's craving into commitment.

KPIs: Brand Consideration, Email sign-ups, Earned Media value, Keyword growth (search engine and social media), Social listening/Sentiment Analysis.
Reach: 66.5% Avg Freq: 5.65

Placement&Beyond
Through these three phases, we will keep AT&T top of mind all year long. Now let's take a look at where the brand will show up in Gen Z's busy lives.

Social, Influencers, Creator Reads:

To make AT&T feel authentic to Gen Z, social media isn't just an option, it's the key. By seamlessly integrating into their scrolling habits with fast, engaging, and influencer-driven content, AT&T can turn everyday moments into lasting brand connections &Beyond.

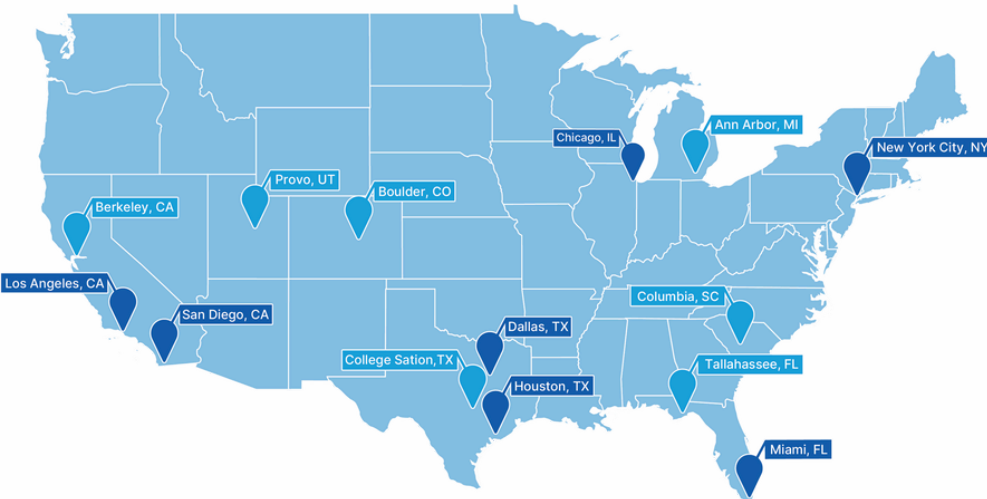
With **99%** of Gen Z adults (18-27) and **98%** of Gen Z teens (14-17) using social media daily, these platforms provide an opportunity to meet this audience where they naturally spend time.¹¹ **75% of Gen Z adults follow influencers, with 35% purchasing a product based on an influencer recommendation.**⁹

Streaming/OTT:

Streaming isn't just Gen Z's domain—it's where families connect. With OTT ads, AT&T reaches Gen Z alongside those who influence their choices: their parents. Whether they're trying to be independent or their parents are still calling the shots, AT&T meets them where they are. By tapping into shared viewing moments, AT&T fosters a family-first feel, making switching an easy, collective choice.²¹

During the first quarter of 2024, nearly **60%** of Gen Z's streaming time was spent on Netflix, followed closely by Max and Amazon Prime Video.¹⁷ Additionally, **46% of Gen Z adults (18-26) report watching video streaming services daily**, making these platforms a prime avenue for engagement.¹⁰

Spot Markets:



Cities:

- New York, NY
- Chicago, IL
- Miami, FL
- Houston, TX
- Dallas, TX
- Los Angeles, CA
- San Diego, CA

Towns:

- Ann Arbor, MI
- Provo, UT
- Boulder, CO
- College Station, TX
- Tallahassee, FL
- Columbia, SC
- Berkeley, CA

OOH/Physical Ads:

Posters aren't just ads; they're physical art pieces. In a world of digital noise, AT&T's bold OOH presence taps into Gen Z's love for all things authentic, using striking designs and creative storytelling to make promotional posters feel fresh, iconic, and worth admiring. These posters will be strategically placed in our identified spot markets, ensuring they connect with Gen Z in high-traffic areas where they are most likely to engage and share.

Nearly half of Gen Z (48%) recommend products they've discovered through posters and billboards, proof that what some call "vintage" advertising still makes a bold impact.¹⁹

Programmatic & Digital:

To make Gen Z feel desired, AT&T must meet them where they live, online. With programmatic ads and customized digital content, AT&T can deliver hyper-relevant, engaging experiences that feel personal, not promotional.

YouTube stands as a central hub for Gen Z entertainment, with **83%** of Gen Z teens and **80%** of Gen Z adults in this cohort using the platform.¹⁴ Music streaming is integral to Gen Z's daily life, with **43% streaming music regularly.**¹⁹

We're zeroing in on these cities and towns because they're where the momentum is. In 2023, they saw a surge in net migration, meaning your future customers are flocking there.

Plus, they boast a strong Gen Z presence, both in raw numbers and as a percentage of the state's population, adding up to a total of **32,439,206 people** in the age range of 12-27. **More Gen Z means more opportunities to connect** with the next generation of consumers, trendsetters, and decision-makers. It's where the future is headed, and so are we.²⁹⁻³¹

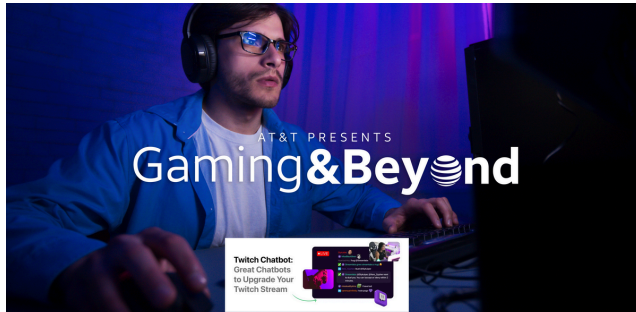
Traditional&Beyond

Traditional forms of media are great. But brand activations are what spark true excitement and loyalty. That comes next.

AT&T Twitch AI Chatbot

January - December

AT&T embeds itself into gaming culture with an AI Twitch chatbot designed to build deeper connections with stream viewers and reinforce AT&T's role in the future of connectivity.



Busted Phone Bracket

February - March

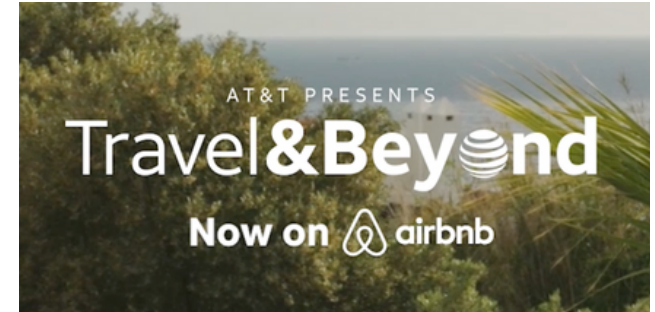
During March Madness, AT&T hosts a bracket-style competition featuring user-submitted content of their "busted" phones, with winners receiving new devices, exclusive merch, and a trip to the Final Four game for the four phone bracket finalists.



AT&T x Airbnb

March - December

AT&T partners with Airbnb to enhance travel experiences by highlighting stays with strong coverage and AT&T WiFi, while providing hyperlocal tips and excursions through a custom dashboard — building deeper connections with where you stay.



College Campus

March - April; September - October

AT&T hits college campuses and storefronts in spot-markets with a photo booth social event and travel raffle along with phone cases to promote upgrades, splitpay, and switching in high-priority student markets.



Roblox

May - August

AT&T brings their Discovery District to life in Roblox, reimagining their campus of cutting edge technology as an interactive social space, minigame hub, and venue for virtual live events.



All Things Go Festival Takeover

July - September

AT&T eliminates service dead zones at All Things Go 2026 and builds buzz with "Upgrade Week," giving early presale ticket access before anyone in the world and VIP perks to customers who switch or upgrade during the week of the iPhone 17 launch.



Spend&Beyond

Team 867 has maximized the client budget.
Let's take a look at where we are spending the money.

MAXIMIZING THE BUDGET

BUDGET & TIMELINE 11

	Teach						Blitz			Crave		
	Phase Total: \$21,875,000 (50%)						Phase Total: \$17,500,000 (40%)			Phase Total: \$4,375,000 (10%)		
Social Media	Jan.	Feb.	Mar.	Apr.	May.	Jun.	Jul.	Aug.	Sept.	Oct.	Nov.	Dec.
Podcasts	\$375,000	\$200,000	\$219,000	\$200,000	\$200,000	\$200,000	\$200,000	\$200,000	\$200,000	\$41,111	\$200,000	\$200,000
Microinfluencers	\$71,429	\$71,428	\$71,428	\$71,428	\$71,428	\$375,000	\$851,388	\$676,388	\$676,388	\$41,111	\$150,000	\$150,000
Meta Ads (Regular)	\$71,429	\$71,428	\$71,428	\$71,428	\$71,428	\$375,000	\$676,388	\$676,388	\$676,388	\$41,111	\$150,000	\$150,000
Meta Ads (Retargeting)		\$175,000	\$100,000	\$175,000	\$170,000	\$375,000	\$676,388	\$676,388	\$676,388	\$41,111	\$35,238	\$35,238
TikTok Ads (Shortform)	\$375,000	\$375,000	\$375,000	\$375,000	\$280,000	\$375,000	\$676,388	\$676,388	\$676,388	\$100,000	\$100,000	\$100,000
YT Ads (Creator Reads)	\$71,429	\$71,428	\$71,428	\$71,428	\$71,428	\$200,000	\$200,000	\$200,000	\$200,000			\$100,000
OTT												
Hulu	\$375,000	\$375,000	\$300,000	\$300,000	\$375,000	\$175,000	\$291,500	\$291,500	\$291,500	\$41,111	\$35,238	\$35,238
Prime Video	\$375,000	\$375,000	\$300,000	\$300,000	\$375,000	\$175,000	\$175,000	\$291,500	\$291,500	\$41,111	\$35,238	\$35,238
Max	\$375,000	\$375,000	\$300,000	\$300,000	\$375,000	\$175,000	\$291,500	\$291,500	\$291,500	\$41,111	\$35,238	\$35,238
Disney+	\$375,000	\$375,000	\$300,000	\$300,000	\$375,000	\$175,000	\$291,500	\$291,500	\$291,500	\$41,111	\$35,238	\$35,238
Programmatic & Digital												
Youtube	\$250,000	\$250,000	\$250,000	\$200,000	\$200,000	\$300,000	\$437,250	\$437,250	\$437,250	\$370,000	\$123,333	\$123,333
Paid Search	\$71,429	\$71,428	\$71,428	\$190,000	\$200,000	\$33,000	\$437,250	\$437,250	\$437,250	\$185,000	\$123,333	\$123,333
Twitch	\$71,429	\$71,428	\$71,428	\$189,000	\$189,000	\$189,000	\$437,250	\$437,250	\$437,250	\$370,000	\$370,000	\$370,000
Spotify & Soundcloud	\$71,429	\$71,428	\$250,000	\$185,000	\$35,000	\$33,000	\$437,250	\$437,250	\$437,250	\$35,238	\$35,238	\$35,238
Email										\$2,500	\$2,500	\$2,500
Text										\$25,000	\$25,000	\$25,000
DOOH	\$71,429	\$71,428	\$70,288	\$71,428	\$200,000	\$33,000	\$437,250	\$437,250	\$437,250	\$41,111	\$35,238	\$35,238
Google Ads	\$71,429	\$71,428	\$70,288	\$71,428	\$200,000	\$33,000	\$437,250	\$437,250	\$437,250	\$41,111	\$35,238	\$35,238
OOH												
Wildposting/ Weatpasting	\$11,666	\$11,666	\$11,666	\$11,666	\$11,666	\$11,666				\$11,666	\$11,666	\$11,666
Activations												
Airbnb			\$1,000,000	\$1,000,000	\$250,000	\$250,000	\$250,000	\$250,000	\$250,000	\$250,000	\$250,000	\$250,000
College Campus Mobile Photobooth			\$50,000	\$50,000					\$50,000	\$50,000		
Busted Phone Bracket		\$10,000	\$642,400									
Roblox Experience					\$20,000	\$20,000	\$20,000	\$20,000				
All Things Go AT&T Takeover							\$25,000	\$200,000	\$2,000,000			
AT&T Chatbot	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000
Monthly Totals	\$3,227,666	\$3,237,662	\$4,740,354	\$4,327,378	\$3,864,522	\$3,503,666	\$7,261,218	\$7,377,718	\$9,207,718	\$1,811,515	\$1,788,738	\$1,888,738

Spending	Impressions	Total Spend Category (\$)	Total Category Impressions (#)
\$2,435,111	\$108,227,160	\$17,164,859.11	\$6,231,553,900
\$3,277,416	\$218,494,423		
\$3,102,416	\$1,638,708,175		
\$2,676,331,173	\$2,515,751		
\$4,484,164	\$1,396,935,826		
\$1,350,000	\$192,857,143		

Spending	Impressions	Total Spend Category (\$)	Total Category Impressions (#)
\$2,886,087	\$113,984,491	\$11,427,849.21	\$329,525,011.92
\$2,769,587	\$92,319,577		
\$2,886,087	\$61,340,857		
\$2,886,087	\$61,880,088		

Spending	Impressions	Total Spend Category (\$)	Total Category Impressions (#)
\$2,380,701	\$595,175,310	\$13,992,077.65	\$2,842,007,890.9
\$2,380,701	\$510,880,094		
\$3,203,035	\$915,152,735		
\$2,063,321	\$103,166,043		
\$7,500	\$1,363,636		
\$75,000	\$7,500,000		
\$1,940,910	\$579,376,082		
\$1,940,910	\$129,393,992		

Spending	Impressions	Total Spend Category (\$)	Total Category Impressions (#)
\$104,884	\$6,999,600	\$139,992	\$6,999,600

Spending	Impressions	Total Spend Category (\$)	Total Category Impressions (#)
\$3,000,000	\$270,000,000	\$7,167,400	\$233,287,999.67
\$2,000,000	\$770,000		
\$652,400	\$768,000		
\$80,000	\$1,333,333		
\$2,225,000	\$185,416,667		
\$10,000	\$45,000,000		

Color Key

Heavy Spend

Medium Spend

Light Spend

Social Media

Spend

\$17,164,859
28.07% (of total)

Impressions

6,231,553,900
62.86% (of total)

OTT

Spend

\$11,427,849
18.69% (of total)

Impressions

329,525,011.92
3.32% (of total)

Programmatic & Digital

Spend

\$13,992,078
22.88% (of total)

Impressions

2,842,007,890.90
28.67% (of total)

OOH

Spend

\$139,992
0.23% (of total)

Impressions

6,999,600.00
0.07% (of total)

Activations

Spend

\$139,992
0.23% (of total)

Impressions

233,287,999.67
2.35% (of total)

Fees

Spend

\$11,250,000.00
18.40% (of total)

Performance & Beyond

We are confident that this spend will lead to positive KPIs.
Team 867 breaks it down for you on the next page.

Team 867 will use **Key Performance Indicators** to measure the success of the **&Beyond** campaign objectives, with a contingency budget in place for necessary adjustments to ensure Gen Z craves AT&T.

Teach

- Social Engagement Rate
- Brand Sentiment & Reach
- Retargeting & Flow Optimization

Blitz

- Return on Ad Spend
- Engagement & Conversion Performance
- Digital Traffic & Retention

Crave

- Brand Favorability & Consideration
- Audience Engagement & Acquisition
- Earned Media Impact

Target Audience

Creative Platform

Media

Gen Z Craves:

The Unpredictable + **&Beyond** +  =  **AT&T**

What's Next?

This campaign is all about making Gen Z crave AT&T and the results will speak for themselves. By driving up brand consideration and favorability, we'll boost our share of mind, spark social buzz, and see a surge in positive sentiment. The ultimate win? Higher conversion rates, a wave of new customers, and an efficient cost per acquisition. From awareness to action, we'll turn attention into advocacy and Gen Z into AT&T loyalists.

ThankYou**&Beyond**

Team 867 has loved working on this project. We can't wait to hear your feedback and answer any questions. We're ready to get to work.