

Connecting  
*CHANGES*  
Everything

WE'RE NOT REALLY STRANGERS  
AT&T EXPANSION PACK



 **AT&T**  **aaf** national student advertising competition

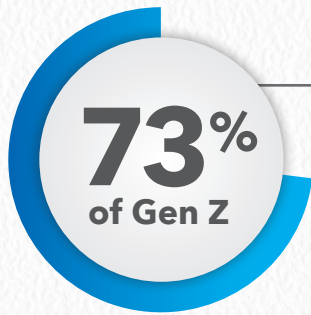


**TEAM #494**



# EXECUTIVE SUMMARY

Gen Z is the most connected generation in history with **97%** of Gen Z using some form of social media, and almost **73%** saying their cell phone connects them to their social world. [80] While those staggering numbers indicate Gen Z is highly connected, research also finds Gen Z is the loneliest generation. [111]



## Feel Alone & Disconnected

73% of young adolescents to about 27 years old often feel alone and disconnected. [111]

The same research shows that loneliness can be as damaging to your health as

smoking **15** cigarettes a day. [111]

Gen Z is also a demographic known for high expectations of brand authenticity, sustainability, and excitement. While Gen Z currently prioritizes cost-effective solutions, they represent a generation with a future of significant disposable income and a heavy reliance on technology. This duality positions Gen Z as a valuable audience for AT&T with a **high potential customer lifetime value**.

HOW CAN AT&T CREATE A  
LASTING (AND LUCRATIVE)  
CONNECTION WITH GEN Z?

Our campaign redefines what connection means for Gen Z. Making Gen Z **crave AT&T** requires an idea that will connect this lonely generation through **vulnerability, messy authenticity, and true human connection**. Because in a world where loneliness is the norm...

Connecting *CHANGES* Everything

# CAMPAIGN OBJECTIVES

## Primary Objective

## MAKE GEN Z CRAVE AT&T

## Additional Objectives

- Increase brand consideration and favorability
- Leverage 'Connecting Changes Everything' to build brand love and increase relevancy
- Have Gen Z see AT&T as connecting them to greater possibility instead of a bill to pay
- Leverage at least one of AT&T's existing areas of focus

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# TARGET AUDIENCE

## Who is Gen Z?

Gen Z makes up over 20% of the U.S. population and is the most ethnically diverse generation, with nearly 50% identifying as non-white. Their spending power is already at \$360 billion and is projected to hit \$12 trillion by 2030, making them a force brands can't ignore. But capturing their attention takes more than flashy ads; they crave authenticity, real connections, and a sense of familiarity. They see through traditional marketing and expect brands to align with their values, speak their language, and engage with them on a deeper level. To win over Gen Z, brands need to be more than just businesses. They need to be relatable, purpose-driven, and part of the conversation.

## Target Audience Objectives

As they gain financial independence and start their own households, Gen Z represents a significant growth opportunity for new wireless plans and internet. Naturally tech savvy, they rely on large amounts of data and tend to be early adopters of new technology. Professionally, they are more inclined to pursue online education and remote work, both requiring robust internet and mobile connectivity.

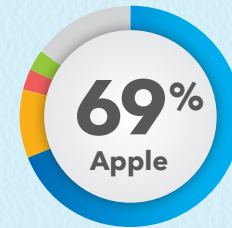
### Race/Ethnicity [95]



White	52%
Hispanic	25%
Black	14%
Asian	6%
Other	5%

### 22% Identify as LGBTQIA+ [94]

### Device Brand [79]



Apple	69%
Samsung	10%
Motorola	3%
Google Pixel	3%
Other	15%

### Top Device Uses [78]

Text and chat	73%
Access entertainment	59%
Play games	58%
Do schoolwork	36%
Learn new things	28%

### Most Popular Activities [79]

Watching sports	54%
Listening to music	51%
Dining out	49%
Reading books	32%
Entertaining at home	32%

### Streaming [90] [93]

Listening to music	99%
Streaming video	93%

Gen Z is a hyper-connected generation that values **authenticity**, **self-expression**, and **meaningful interactions**. For them, technology isn't just about convenience. It's a gateway to creativity, social impact, and genuine connections. AT&T is more than a service provider; it's a catalyst for the deep, real, and unexpected moments that shape their world. **"Connecting Changes Everything"** goes beyond fast data: it's discovering a new passion, sparking an unexpected conversation, or finding a like-minded community. AT&T ensures Gen Z stays plugged into what matters most.



*Freshly Independent*

22-24

urban

intelligent

young professional

#### target challenge

Connection is essential, but their parents say it's time to get their own plan.

#### why this segment?

With new independence and a reliable network, they're positioned to become long-term, loyal customers.



*Socially Savvy Mom*

25-28

suburban & rural

efficient

content creator

#### target challenge

Balancing a connected business and an entertained toddler: both are non-negotiable.

#### why this segment?

Valued for her multitasking lifestyle, she represents long-term demand for fast, reliable connectivity solutions.



*The Gamer*

18-21

urban & suburban

creative

pc gamer

#### target challenge

Late nights demand more than Wi-Fi. A stable, fast connection is everything.

#### why this segment?

Represents a high-usage, tech-savvy customer segment that drives consistent demand for premium connectivity.



# SITUATION ANALYSIS

## Brand Legacy

AT&T's legacy is built on groundbreaking tech advancements, from the invention of telephone service to the launch of the iPhone and continued investment in fiber optic internet. This history establishes AT&T as a trusted, forward-thinking leader in connectivity. Its extensive investments in infrastructure provide a foundation for delivering high-speed, reliable service, reinforcing its position as a leader in both cellular and fiber.

## Audience Alignment

Gen Z, as digital natives, align naturally with AT&T's commitment to innovation. Their reliance on high-speed internet and seamless connectivity for multitasking across multiple devices makes them an ideal audience for AT&T's high-speed fiber internet and nationwide cellular network.

## Advertising Approach

AT&T's advertising strategy follows a "slice of life with a twist" approach. It is rooted in reality; playful, fun, and surprising while avoiding fantasy, sarcasm, or overly sophisticated humor. Future campaigns should emphasize experience-driven messaging, highlighting AT&T's role in enhancing customers' daily lives and unlocking new possibilities through connectivity.

## Presence & Coverage

AT&T boasts extensive nationwide coverage across urban, suburban, and rural areas, with a strong retail presence in major cities. This widespread availability supports its competitive positioning, ensuring that customers across diverse regions have access to its services.

## BUSINESS CHALLENGES

### Perception & Sentiment

Customer sentiment on social media platforms (Instagram, Facebook, Reddit) trends negative, with consumers often perceiving AT&T as merely a bill to pay. However, engagement-driven initiatives, such as disaster relief efforts and sponsorships of sporting events and celebrities, have generated positive sentiment. Enhancing community engagement and customer relationships will be critical in reshaping this perception.

### Competitive Landscape

AT&T faces intense competition from other telecom providers. However, with millions of consumers cutting traditional cable services each year, there is a significant opportunity to position AT&T's fiber offerings as the superior alternative. Continued fiber expansion aims to reach 30+ million locations by 2025, solidifying AT&T's leadership in fiber connectivity.

## QUALITATIVE SURVEY

### How connected to AT&T is Gen Z?

We conducted a qualitative survey among Gen Z consumers to determine their current sentiment toward AT&T.



The majority of respondents indicate that Gen Z consumers have a largely neutral sentiment toward AT&T.

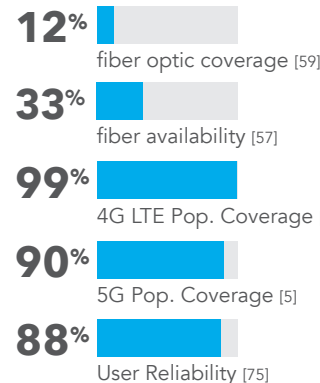
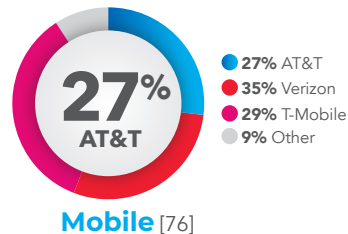
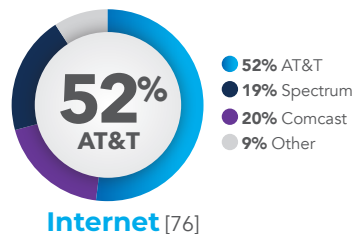
This suggests that AT&T isn't strongly resonating with Gen Z in a positive way. To become top-of-mind with this audience, AT&T's advertising must focus on shifting neutral consumers toward a more favorable stance by emphasizing authenticity, connectivity, and engaging experiences.

## COMPETITIVE ANALYSIS

AT&T has made progress through fiber optic network expansion across the US. However, AT&T falls behind in future subscribers, user reliability,

population coverage, and typical unlimited phone plans. These are areas that need to be improved upon compared to our main competitors.

### Market Share



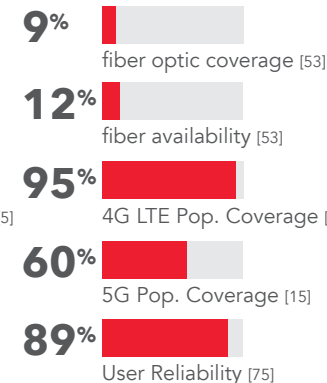
**+435k**

Projected Future Subscribers (Q3 '24) [73]

**\$105/mo**

AT&T Premium PL [72]

**verizon**



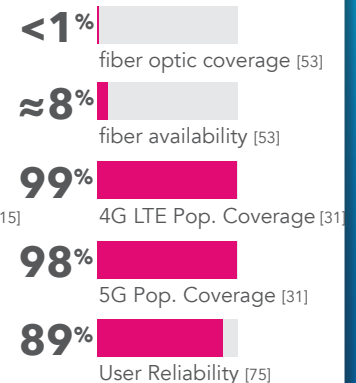
**+218k**

Projected Future Subscribers (Q3 '24) [73]

**\$90/mo + benefits**

Verizon Unlimited Ultimate [72]

**T Mobile**



**+742k**

Projected Future Subscribers (Q3 '24) [73]

**\$121/mo**

T-Mobile Go5G Next [72]



# THE BIG IDEA OUR STRATEGY

We propose a strategic partnership between **AT&T** and **We're Not Really Strangers**, a highly influential card game among Gen Z, widely known for promoting authentic human connection and emotional depth. Through thought-provoking and emotionally revealing questions, the game encourages players to move beyond surface-level interactions. It's a powerful concept in a digital age where Gen Z craves genuine connection but often struggles to find it. By aligning with a brand that holds strong credibility with Gen Z, AT&T can position itself as more than just a service provider; it becomes a brand that understands and engages with the most emotionally aware yet loneliest generation. This collaboration would allow AT&T to spark meaningful conversations, foster real connections, and bridge emotional distances, just as it bridges physical ones through its network.

## KEY INSIGHT:

**Gen Z is craving authentic connections beyond what they get right now.**

We're Not Really Strangers consistently drives strong engagement across their social media platforms and has built a highly credible and authentic relationship with their Gen Z audience. With an impressive engagement rate of **2.05%** (nearly double AT&T's 0.11%), We're Not Really Strangers clearly knows how to connect with this generation in meaningful ways. Their content emphasizes transparency, emotional vulnerability, and mental health awareness, all central themes within their game and values that deeply resonate with Gen Z. This authenticity fuels their community and positions them as a trusted voice in the space of emotional connection.

## THE AT&T EXPANSION PACK

The AT&T expansion pack will feature questions centered around the theme "Connecting Changes Everything," with a focus on communication and meaningful connection. By engaging with these prompts, players will feel more seen, heard, and understood, which enhances the emotional impact of the game. This not only strengthens personal relationships but also positions AT&T as a brand that genuinely reflects the values of Gen Z. As Gen Z increasingly connects their personal identity with the brands they support, aligning our campaign message with their desire for authenticity, transparency, and connection is more important than ever.

**1863%**  
more engagement <sup>[89]</sup>

## CREATIVE STRATEGY

Studies say that Gen Z is the most nostalgic generation, with 15% feeling that they'd rather relive the past than think about the future [81]. We are evoking that feeling visually by utilizing collages of candid and authentic photos accented with stickers, doodles, and organic fonts. The intentional messiness of the collages exhibits a sincerity in their message while being aesthetically pleasing. *84% of Gen Z say they prefer unpolished and messy content.* [74]





# WILL OUR MESSAGE AND CREATIVE MAKE GEN Z CRAVE AT&T?

Our team conducted favorability and A/B testing of our advertising message and creative to ensure it resonates with the target audience and drives the desired action: making Gen Z crave AT&T.

## OUR SURVEY <sup>[88]</sup>

*Does this communication make you think more favorably of AT&T as a brand for you?*

A significant majority (70%) of respondents stated that the ad made them view AT&T more favorably, while only 3.1% reported a less favorable perception, and 28% stated “No Change.” This suggests that the messaging and creative elements align well with Gen Z’s preferences, likely by reflecting their values, interests, and digital behaviors.

*Which ad would you most likely engage with?*

One of the key indicators of effectiveness is engagement. Compared to AT&T’s existing ad concepts, our ad (A) was overwhelmingly preferred, with 76% of respondents selecting it over the brand’s current text-based (B - 11.5%) and image-only (C - 12.5%) ads. This strong preference suggests that our ad’s combination of dynamic visuals, relatable messaging, and interactive elements is more appealing to Gen Z.



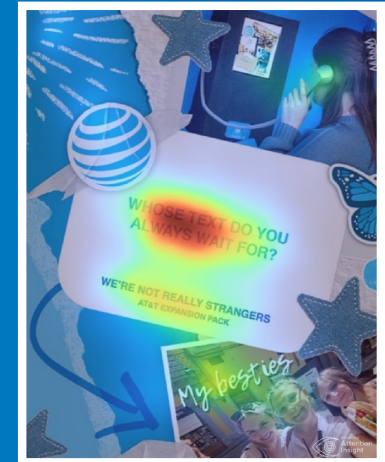
## FINAL SURVEY ANALYSIS

The survey results indicate that the AT&T Instagram ad successfully engages the Gen Z audience, positively impacting brand perception and driving interaction. The creative stands out in a crowded social media feed by incorporating bold colors, engaging copy, and an authentic tone that resonates with this demographic. Additionally, the use of a question-driven format encourages participation, reinforcing a sense of two-way communication rather than passive viewing. These insights support the recommendation to move forward with this creative direction to maximize engagement and brand affinity within the target audience.

## EYE-TRACKING RESULTS

The following results were generated using an AI deep learning algorithm trained with 5.5+ million fixations from real eye-tracking studies simulating human vision with 96% accuracy within the first 3-5 seconds of interaction. <sup>[87]</sup>

The eye-tracking heatmap suggests strong engagement with the key message of the ad, particularly the question “WHOSE TEXT DO YOU ALWAYS WAIT FOR?” This result aligns with our goal of driving interaction among Gen Z, as their attention is drawn to the most interactive and emotionally resonant element of the creative. The high-intensity focus on the question indicates that the audience is processing the message, which increases the likelihood of participation and response.



Additionally, the visual hierarchy of the ad effectively guides the viewer’s eye from the AT&T branding elements to the interactive question, reinforcing brand association while maintaining an organic, collage-style aesthetic that appeals to Gen Z. The surrounding imagery, such as the phone call and friendship-themed elements, supports the authentic tone, making the ad feel personal and relatable. Overall, this heatmap validates our strategic approach, showing that the design successfully captures attention and encourages engagement in a way that resonates with our target audience.



# VIDEO, AUDIO & DIGITAL

To effectively engage Gen Z, it's essential to use a strategic blend of video, audio, and digital media that fits seamlessly into their daily lives. Video remains a powerful tool, with platforms like YouTube, Netflix, and various streaming services providing engaging brand experiences. These can range from 30-second commercials to clever product placements, such as the AT&T Expansion Pack featured in *The Bachelor*.

## VIDEO

62%

of Gen Z believes CTV ads are more relevant. [96] [97]



### 30-Second Commercial



We will be airing a 30-second commercial on 11 of the leading Gen Z broadcast and streaming platforms, including a Super Bowl LX spot on NBC.

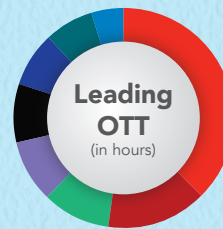
### Product Integration Advertising

During one-on-one dates, *The Bachelor* contestants will play the AT&T Expansion Pack, drawing cards that spark meaningful conversations and bring them closer in real time.



### Roku City Takeover

The Roku City screen saver's viral popularity among Gen Z streamers makes it the perfect place for an organic, visually immersive ad that reinforces AT&T's role in keeping them connected.



- 6.6 hrs YouTube
- 2.6 hrs Netflix
- 1.8 hrs Hulu
- 1.6 hrs Twitch
- 1.5 hrs Peacock
- 1.4 hrs HBO Max
- 1.3 hrs Disney+
- 0.8 hrs Prime Video

## DIGITAL

AT&T's digital approach enhances everyday experiences with targeted ads, seamless in-app interactions, and engaging integrations, keeping users connected, informed, and engaged no matter where they are.

### Google Ads

AT&T's Google Ads deliver timely, relevant messaging, keeping users connected as they search and browse online.

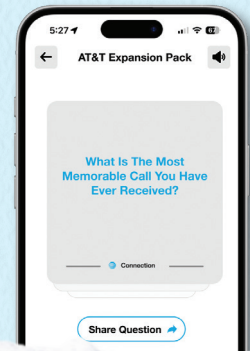
### In-App Ads



The Weather Channel ads will highlight AT&T's reliable network, ensuring users stay informed and prepared in any conditions. The Amazon app will demonstrate seamless browsing and fast ordering, emphasizing AT&T's speed and reliability in everyday moments.

### AT&T and WNRS App Integration

There will be an integration of the "We're Not Really Strangers" Expansion Pack into the AT&T and WNRS apps, enabling users to connect and engage no matter where they are.



## AUDIO

AT&T's audio strategy connects with listeners through curated playlists, sponsored content, and ad-free experiences, integrating the brand into their daily streaming and podcast routines.



64%

of Gen Z streams Spotify, making it dominate the audio landscape. [98]



56%

of adult Gen Zers listen to podcasts. [98]

### Spotify Advertising

#### Sponsored Playlists

An AT&T-branded Spotify playlist taps into Gen Z's love for music to reinforce AT&T's message, using songs to highlight how digital and emotional connections shape meaningful interactions.

#### Free Hour of Ad-Free Listening

With AT&T's free hour of ad-free listening on Spotify, users can enjoy uninterrupted music, while the branded playlist highlights how digital and emotional connections shape everyday interactions.



### Anything Goes Podcast

On Emma Chamberlain's podcast *Anything Goes*, she promotes the game by playing it herself during an episode, sharing her real-time reactions and experiences with her listeners. Her spontaneous, unfiltered responses make the game feel relatable and authentic, sparking curiosity among her audience.



# SPONSORSHIPS

AT&T is prioritizing sponsorships that align with Gen Z's passion for fast-paced, socially-driven sports experiences. With 66% of Gen Z identifying as sports fans, these leagues offer high engagement through digital-first content, real-time highlights, and interactive fan experiences.

The campaign plans to capitalize on the excitement fans feel watching the Jumbotron by placing a QR code that people can scan to answer the question and share their wallpaper on the big screen.

*"What does your phone wallpaper say about you?"*

*"I love my team!"*

Engaging the crowd will deepen their connection with their favorite teams and AT&T, the perfect way to reinforce AT&T's "Connecting Changes Everything." AT&T will accompany this with digital 5G-powered stadium activations, exclusive behind-the-scenes content, and social media integrations that bring fans closer to the action.

## Travis Kelce

*NFL Player | Podcast Star*

Three-time Super Bowl champion, Kelce has 6.7M followers on Instagram and has skyrocketed in popularity due to his relationship with Taylor Swift (who has previously worked with AT&T). At almost 450K followers, the Kelce brothers' podcast features football and pop culture, giving real unfiltered conversation that appeals to Gen Z.



## Chiney Ogwumike

*WNBA Player | Podcast Star*

A WNBA All-Star and NCAA champion, Chiney has made history as a prominent ESPN analyst while excelling on the court. She has almost 450K Instagram followers and has her own podcast on basketball and pop culture that offers live audience interaction, complementing the campaign focus of "Connecting Changes Everything."



# PUBLIC RELATIONS

We will further partner with We're Not Really Strangers (WNRS) in order to create deep customer engagement and awareness for AT&T's brand. Paying homage to the partnership and the connection WNRS has already forged between millions of people, we will include a social media Op-Ed by WNRS CEO, Koreen Odiney, the game's creator. Odiney built WNRS to bring meaningful connections into everyday life, as stated on the WNRS website, a vision that perfectly aligns with AT&T's belief that "Connecting Changes Everything."



# EXPERIENTIAL

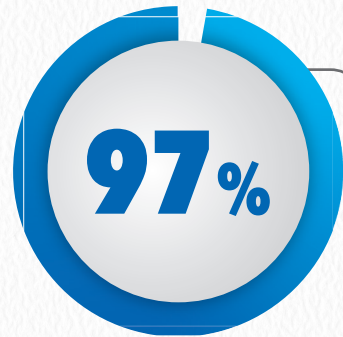
Positioned on city streets, campuses, at stadiums and concert venues will be an AT&T x We're Not Really Strangers phone booth to invite you to pause, pick up a card, and speak your truth into the receiver. The phone booth acts as an ode to AT&T's long history and encourages no screens, no distractions, just a moment to reflect and say what's been left unsaid. Your words join a chorus of voices, a reminder that connection isn't just about talking, it's about feeling, understanding, and realizing you're never really alone.





# SOCIAL MEDIA

Our campaign focuses on Gen Z users and how they navigate their lives with social media. We will make use of still images, videos/reels, and our collaboration with WNRS to add a nostalgic quality to our campaign.



of Gen Z use  
some form of  
social media. [84]

## Supported Platforms (MRI Index & Usage) [80] [70]



Index: 127  
Usage: 93%



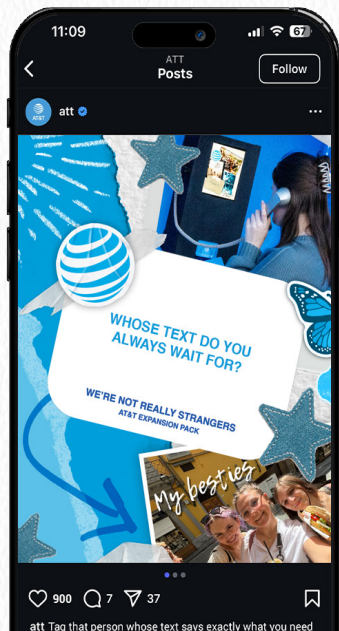
Index: 158  
Usage: 76%



Index: 92  
Usage: 68%



Index: 190  
Usage: 63%



## Favored Formats

- Carousel Posts
- Static Posts
- Videos
- Reels/Tiktoks
- Stories

**Carousel posts** had an engagement rate of **1.7%**, while photo posts followed at **1.17%**. [86]



# INFLUENCERS

Influencer marketing deeply resonates with Gen Z because they value authenticity, relatability, and peer endorsements over traditional ads. We've selected influencers who align with the campaign strategy through their relatable presence and authentic communication styles. In addition to these influencers, we'll include a range of niche content creators to receive our Press Kit: an envelope complete with our card game, campaign collage materials, and additional information.

**Taliyah Joelle**

*Entrepreneur*



Taliyah Joelle is a fitness influencer and certified personal trainer known for her engaging workout content. She shares fitness tips, training programs, and lifestyle insights, helping her audience stay committed to their health and wellness goals.

**Sabrina Carpenter**

*Recording Artist*



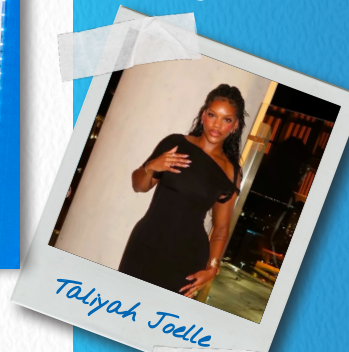
Sabrina Carpenter, known for her sharp lyrics and smooth vocals, has captivated audiences with many of her songs. Whether she's acting, singing, or making fans laugh online, she's a force to be reckoned with.

**Ludwig Ahgren**

*Streamer*



Ludwig Ahgren is a streamer, YouTuber, and esports host famous for his record-breaking subathon, gaming content, and innovative online entertainment projects.





# CAMPAIGN EXTENSIONS

## POINT OF SALE

Gen Z is often described as “digitally native” but when it comes to shopping they still visit brick and mortar retailers; however, younger shoppers have unique priorities and expectations in-store. Recent studies from MG2 reveal that younger shoppers seek curated visual merchandising experiences and brands that showcase their values in physical spaces, emphasizing well-being and community connections. [116]



POS Display

51.9%

of Gen Z make purchases of new brands in-store when compared to websites, apps and social media. An investment at the point of sale can have a large effect in getting Gen Z to crave AT&T. [91]



54%

of Gen Z consumers search for products on their phones after seeing OOH ads. [114]

55%

of Gen Z has a positive view of OOH ads. [115]

99%

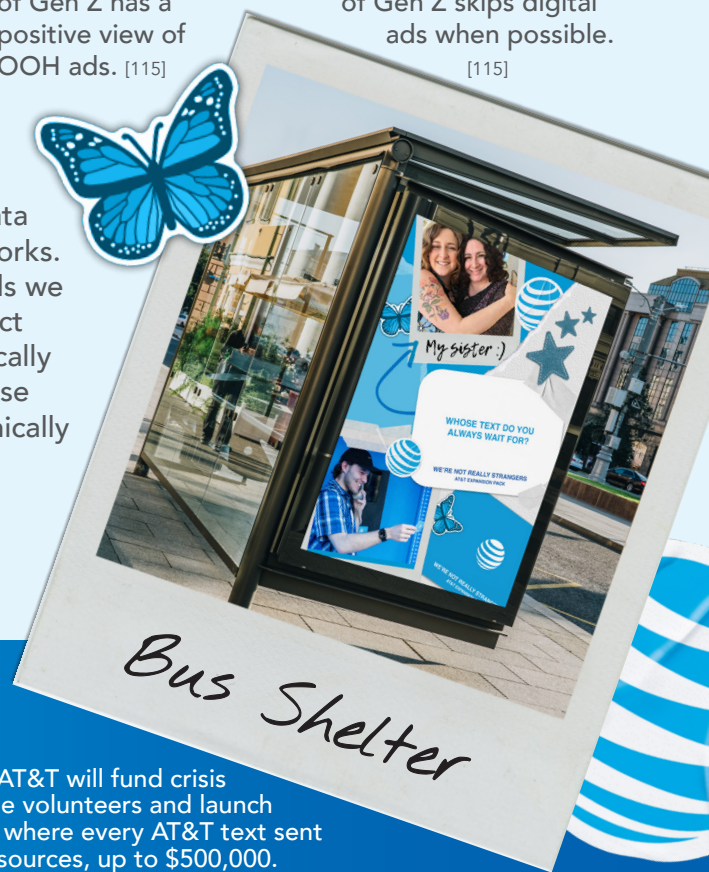
of Gen Z skips digital ads when possible. [115]

## OUT OF HOME

According to the above data out of home advertising works. Using targeted outdoor ads we can make more of an impact on Gen Z. We have specifically chosen these DMAs because they represent demographically young mid-major markets.

### DMAs Effected

- SLC
- Houston
- Ann Arbor
- Tallahassee
- Virginia Beach
- San Bernadino



Bus Shelter

## PHILANTHROPY

For Suicide Prevention Month, AT&T will fund crisis response training for 988 hotline volunteers and launch “Text to Connect,” an initiative where every AT&T text sent contributes to mental health resources, up to \$500,000.

During Pride Month, we will introduce “Voices of Connection,” a digital storytelling campaign featuring real stories from LGBTQIA+ youth, shared through AT&T platforms and public installations. This initiative emphasizes the power of connection in mental health and suicide prevention, alongside a \$250,000 donation to The Trevor Project.

In December and January, addressing seasonal depression, we will launch “Warm Words,” allowing AT&T customers to send free messages of encouragement to those in crisis. For every message sent, AT&T will match it with a donation, up to \$250,000, for mental health services.

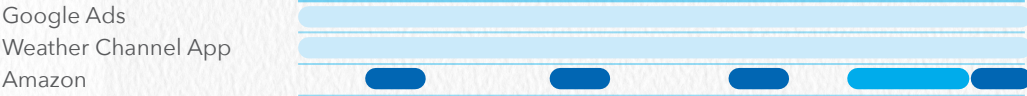
By using technology and connection as forces for good, AT&T ensures that no one feels alone, because connecting changes everything.



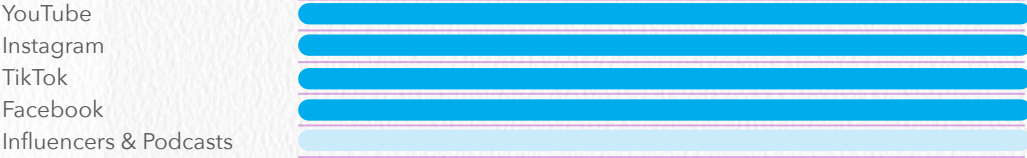


# MEDIA PLAN & BUDGET

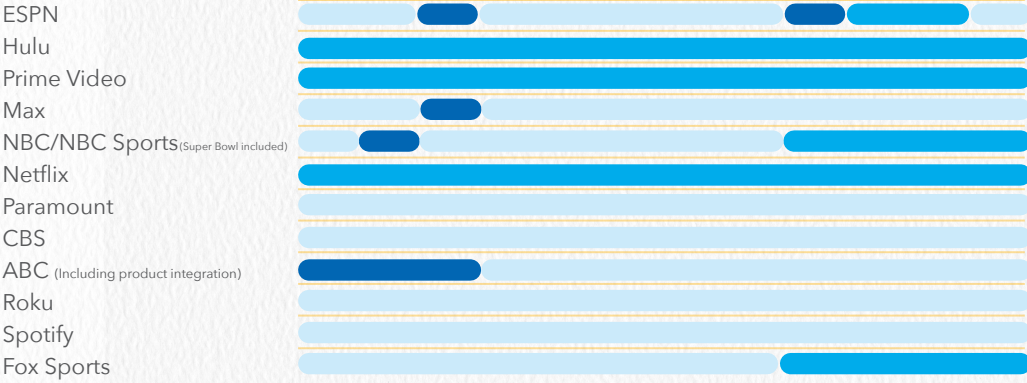
## Digital Advertising



## Social & Influencers



## TV Broadcast/Cable/Streaming



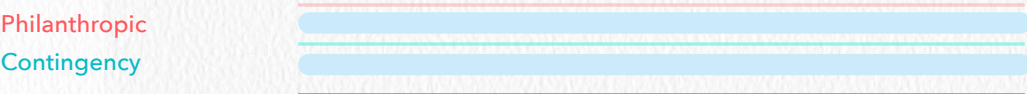
## OOH



## Experiential



## Production



Cost	Impressions
\$4,000,000	1,333,333,333 [107]
\$1,000,000	83,333,333 [106]
\$2,500,000	500,000,000 [108]

## Q1 | Phase 1 Goals

- Set the stage for engagement.
- Position AT&T as a leader in inclusive storytelling through sports and cultural partnerships.
- Highlight the voices of women through storytelling and interactive activations.

## Q2 | Phase 2 Goals

- Official soft launch of WNRS demo software in select AT&T stores.
- Foster open conversations on mental health through digital platforms.
- Expand WNRS activations across all AT&T stores and digital channels.

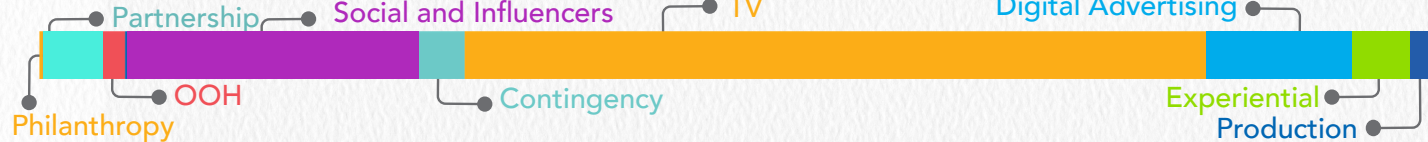
## Q3 | Phase 3 Goals

- Align with major sporting events to increase visibility. (Sports Takeover)
- Focus on student and campus engagement.
- Celebrate Hispanic Heritage Month through meaningful storytelling.

## Q4 | Phase 4 Goals

- Reinforce AT&T's role in bridging digital and human connection.
- Position AT&T and WNRS as facilitators of gratitude and connection.
- Wrap up the campaign with a strong brand message.

## SPEND PER CATEGORY





# KPIs & MEASUREMENT

## PRIMARY GOAL:

**Make Gen Z crave AT&T.**

**KPI:** Achieve a 25% increase in engagement (likes, comments, shares, and responses to interactive questions) on AT&T's Instagram posts targeting Gen Z.

**KPI:** Achieve a 10% lift in positive sentiment mentions (e.g., comments that reflect excitement, relatability, or brand appreciation) on social media, reinforcing that Gen Z is not just seeing the content but actively craving the AT&T experience.

## Are these KPIs achievable?

Survey results indicate that our ad concept is significantly more engaging than AT&T's current social media ads, with 76% of respondents selecting it as their preferred choice. Additionally, our messaging and creative direction are shaping brand perception positively; 68.8% of respondents reported feeling more favorably toward AT&T after seeing the ad. These insights reinforce that our approach of leveraging authenticity, interactive questions, and emotional connection is driving both engagement and brand affinity.

## How will we measure success?

We will measure success through engagement metrics, including likes, comments, shares, and responses to interactive questions, aiming for a 25% increase on AT&T's Instagram posts. Social listening tools will track sentiment shifts, with a goal of a 10% lift in positive mentions, analyzing keywords and phrases that indicate excitement or brand appreciation. We will also conduct pre- and post-campaign brand perception surveys to assess changes in Gen Z's affinity for AT&T and compare engagement trends against competitors' content.

## SECONDARY GOAL:

**Drive measurable growth in AT&T's Gen Z customer base.**

**KPI:** Achieve a 5% increase in Gen Z AT&T users within 24 months, directly attributable to campaign efforts.

## Is this KPI achievable?

Gen Z consumers are highly selective when it comes to brands, prioritizing authenticity, emotional connection, and interactive experiences. Our MRI data indicates that once a Gen Z consumer has selected a carrier, they rarely switch. Our campaign is designed to tap into these values through engaging, question-driven content that fosters a personal connection with the brand.

## How will we measure success?

Customer growth will be tracked by monitoring Gen Z sign-ups and conversions attributed to the campaign, using unique referral links and landing page analytics. We will also analyze engagement-to-conversion rates, measuring how interactive content translates into actual mobile and fiber plan sign-ups. CRM data will help assess retention rates, ensuring new Gen Z customers remain with AT&T beyond the initial acquisition period.





# LET'S DIAL IT ALL IN (AKA THE RECAP)

AT&T is partnering with **We're Not Really Strangers** to foster deeper connections with Gen Z, the loneliest generation. Known for its thought-provoking questions, We're Not Really Strangers creates meaningful conversations that resonate with young audiences seeking authenticity and understanding. By aligning with a brand that has strong credibility and engagement among Gen Z, AT&T positions itself as more than just a bill to pay, it becomes a brand that values real connection, because connecting **CHANGES** everything.

Unlike traditional mobile plan promotions that focus solely on price or features, this campaign builds a relationship-first narrative under AT&T's **"Connecting Changes Everything"** positioning. By creating a sense of belonging and emotional resonance, we anticipate an increase in Gen Z customers actively choosing AT&T.

With We're Not Really Strangers boasting an Instagram engagement rate of **2.05%**, far surpassing AT&T's **0.11%**, this collaboration allows AT&T to authentically engage with Gen Z where they already are. By embracing themes of vulnerability and mental health, AT&T strengthens its brand identity in a way that aligns with Gen Z's values of transparency and connection. [89]

## RESEARCH

We vetted our campaign's strategic focus on connection, storytelling, and visual authenticity through mixed-method experimental research.

**Target:** Eye-tracking analysis and A/B testing confirmed that question-driven content and nostalgic visuals effectively capture Gen Z's attention and boost participation. Survey data revealed a **70%** increase in brand favorability and a **76%** preference over existing AT&T creative, reinforcing the impact of authentic, emotionally rich marketing for young audiences. [88]

## CREATIVE DIRECTION

Studies show that Gen Z is highly nostalgic, with **15%** preferring to revisit the past rather than look ahead to the future. **84%** of Gen Z also agreed they prefer when content from brands aren't perfect.

**Execution:** Through the use of nostalgic candid collages, including authentic photos, accented with stickers and organic fonts, the essence of life is conveyed. The deliberate messiness conveys sincerity while engaging the desired audience visually. All of which will be fulfilling of Gen Z's desire for authentic, nostalgic content from AT&T. [81]

## DEMOGRAPHICS ON SPEED DIAL:

Gen Z, the most diverse and tech-savvy generation, values authenticity and real connections. With \$360 billion in spending power, they expect brands to align with their values. As they gain financial independence, Gen Z presents a major opportunity for AT&T, relying on strong connectivity for education, work, and daily life.

## CONNECTIONS STRATEGY

Our media plan will use a mix of broad reach vehicles including broadcast, streaming TV and OOH as well as targeted digital and social platforms that allow us to speak directly to our Gen Z target where they are most comfortable interacting.

**Approach:** The message will be supported in the field with high-impact experiential placements that bring the campaign to life in three dimensions, including strategic use of the iconic AT&T blue phone booth, all leveraging the deeply resonant world of We're Not Really Strangers and linking its values to those of our brand.

*Every idea and all creative works were crafted purely through human creativity. AI was used as a research tool to ask questions, process formulas, and explain how-tos.*