



TEAM 556



Executive Summary

For Gen Z, connection is the foundation of how they navigate their lives. It drives the video calls that turn job interviews into dream opportunities and the spontaneous group chats that develop into lifelong friendships. Despite AT&T’s role in powering these moments, the brand often fades into the background, blending in with competitors instead of standing out as an essential part of their journey⁶⁹.

Our campaign, *Connecting Changes Everything*, aims to change that.

There are many pivotal lessons, new chapters, and uncertainties between the ages of 12 and 27. Gen Z’s world is constantly evolving, shaped by the unpredictability of new experiences⁶⁷. To make life’s chaos more digestible, we have categorized these experiences into three pillars: personal life changes, professional development, and moments of self-discovery.

From navigating adulthood to exploring career opportunities, expanding their networks, and acquiring new hobbies, connection ensures Gen Z is supported every step of the way. *Connecting Changes Everything* proves that AT&T is not just a provider, it is a brand that empowers individuals through every transition, milestone, and opportunity.

But awareness alone isn’t enough. To build long-term relevance and brand love, AT&T must go beyond function and become an essential part of Gen Z’s world. By aligning the brand with their values, aspirations, and evolving needs, this campaign strengthens the emotional connection between AT&T and the next generation, meeting them where they are today and where they will be tomorrow.

With AT&T, Gen Z stays connected through every moment and every milestone.

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Brand Context

Gen Z spends more than seven hours a day on their phones⁴, making technology central to their daily routines. Their usage is driven by three key motivations:

83% 

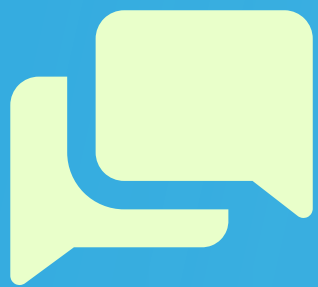
said technology has supported them through **academic transitions**³

leveraging digital tools for learning and skill development

77% 

said technology has increased their **confidence in their career path**³

enhancing efficiency, organization, and flexibility

67% 

use technology primarily for **engagement and interaction**³

showing a strong desire to stay socially connected through their devices

Importance of Connection

Key Stats: Relationships and Community

72%

define connection as **staying in touch with loved ones**, no matter where they are³

52%

associate connection with **feeling part of a community** or **shared experience**³

Learning: Connection is Both Personal and Collective

Technology helps them stay close to loved ones while also giving them a sense of belonging in larger groups.



Staying Connected Culturally

Key Stats: Digital and Cultural Engagement

79%

spend their free time **listening to music and podcasts**³

50%

are interested in trying new flavors and **exploring different cuisines**³⁰

Learning: Culture is Interactive

Culture is something Gen Z actively participates in rather than just consumes. Whether exploring music, media, or food trends, they use technology to stay connected to evolving conversations.



Choosing a Plan

Key Stats: Trust and Simplicity

79%

trust a friend's advice more than any other factor when selecting a provider³

40%

have **never chosen their own plan** and rely on friends or family for advice³

Learning: Decision-Making Is Social

Gen Z relies on trusted sources when making decisions, especially when navigating unfamiliar choices like selecting a provider. Peer recommendations have a strong influence, and unclear pricing structures lead to hesitation.



Personas

AT&T enhances digital experiences by understanding how users engage with technology. By analyzing **digital behaviors**, **communication habits**, and **lifestyle needs**, this approach ensures seamless connectivity and meaningful engagement across segments.

Our team developed three personas to capture **how users integrate technology into their routines**. Each represents a distinct group with unique motivations and challenges, allowing for curated deliverables that meet their specific needs.

The Knowledge Seeker



 Uses technology to **access information** and develop new skills to fuel their intellectual curiosity

The Knowledge Seeker uses digital resources like **online courses**, **research platforms**, and **educational content** to explore various subjects³. They rely on technology to engage in continuous learning, whether pursuing academic goals, exploring creative projects, or building specific skills.

The Remote Practitioner



 Uses technology to **work, study, or manage a business** while maintaining an efficient routine

The Remote Practitioner uses **video conferencing**, **collaboration platforms**, and **cloud-based tools** to stay productive, whether working from home, traveling, or at a co-working space³. Staying connected and organized is essential for managing responsibilities and meeting goals.

The Virtual Butterfly



 Uses technology to **build and maintain relationships**, forming communities across digital spaces

The Virtual Butterfly uses **social media**, **messaging apps**, and **video calls** to stay in touch with friends, family, and colleagues, while also building new connections³. Regardless of location or distance, they use technology to maintain relationships and create shared experiences.

AT&T must move beyond function to **become a brand Gen Z values**. Their relationship with telecom providers is often transactional, driven by convenience rather than loyalty⁶⁹. To earn their trust, AT&T must deliver consistent reliability and a sense of community that makes it the clear choice³.

Fast and Reliable Connectivity



Network Performance



Gen Z needs uninterrupted internet for work, socializing, and entertainment. AT&T provides high-speed, low-latency service to keep them connected without disruptions³.

Connection to Persona



The Remote Practitioner needs stable connectivity for work and school. The Knowledge Seeker needs quick access to online learning tools and resources.

Campaign Objective



Position AT&T as a network that powers Gen Z's productivity and entertainment.

Supporting Gen Z's Hybrid Lifestyle



Work-Life Balance



75% of Gen Z prefers a hybrid work lifestyle⁵. AT&T provides flexible connectivity to seamlessly transition between work, school, and personal life.

Connection to Persona



The Remote Practitioner needs flexible service to maintain a productive work-life balance. The Knowledge Seeker needs consistent access across devices to collaborate and learn.

Campaign Objective



Position AT&T as a network that enables Gen Z's hybrid work-life balance.

Driving Social Impact



Community Investment



Gen Z values brands that create positive social change³. AT&T bridges the digital divide through investments in digital access, education programs, and community initiatives that provide equal opportunities.

Connection to Persona



The Virtual Butterfly values brands that support social causes like technology for underserved communities and disaster relief efforts.

Campaign Objective



Highlight AT&T's role in advancing digital access and empowering communities.

Building Trust with Integrity



Accountability & Sustainability



Gen Z values honesty and sustainability³. AT&T builds trust with clear communication, ethical practices, and sustainable efforts like reducing its carbon footprint⁶⁸.

Connection to Persona



The Remote Practitioner expects consistent service and transparent policies. The Knowledge Seeker expects brands to honor their commitments.

Campaign Objective



Position AT&T as an authentic, customer-first brand that delivers on promises.

Research Methods

Campaign Objectives

Our national campaign will span from January to December 2026, designed to reach Gen Z and build brand consideration, favorability, and engagement.

According to our survey, 55% of Gen Z values honesty in brands, and more than half seek brand transparency³. Our approach will educate, build relationships, and then establish and encourage long-term community engagement.

By the end of our 2026 campaign, we will have generated a total of 10,137,127,797 impressions, fostering genuine connections with Gen Z.

Key Performance Indicators (KPIs)

Brand Consideration

Knowledge and understanding of AT&T’s network, offers, and differentiators

Brand Love

A strong, natural connection and liking of AT&T, making it the top-perceived brand in telecommunications.

Brand Engagement

Active participation and connection with AT&T and its community across various platforms, experiences, and media.

Copy Testing

To validate the effectiveness of our campaign, we provided the Knowledge Seeker, Remote Practitioner, and Virtual Butterfly with the opportunity to engage with key campaign activations.

“The campaign showed AT&T’s innovative and customer-focused approach, making it more appealing.”⁷²

– Parna Praveen (21)



“AT&T seems much more personable. It feels more welcoming and not just like some telecommunications company.”⁷²

– Ann Yang (20)

23% increase in brand love⁷²

“The Signal Bar looks cool and being able to access wifi in an area that is hard to get data from would be nice and helpful.”⁷²

– Tyler Chang (21)



Research Touchpoints

490 National Survey Respondents

69 One-on-One Interviews

~100 Secondary Sources

Creative Concept

Connecting Changes Everything highlights AT&T's role in Gen Z's lives, not just as a service provider but as **a brand that supports them through change.**

As Gen Z navigates personal growth, career transitions, and self-discovery, connection becomes essential in making uncertainty feel manageable.

Our campaign breaks these experiences into three key pillars:

— *Personal Life Changes*

Professional Development

———— Moments of Self-Discovery

From shifting academic paths to entering the workforce and exploring new passions, Gen Z is in a period of transformation where strong connections make all the difference⁶⁷.

Our deliverables focus on these evolving experiences, showing how AT&T helps Gen Z stay connected through every change. **While uncertainty is inevitable, the right connections make it easier to navigate.** AT&T ensures that life's biggest transitions feel smaller and more manageable because with connection, everything becomes easier.



Deliverable Spotlight

Storyboards

Moments of Self-Discovery

STORYBOARD: "BRIDGING THE GAP: A FUTURE CONNECTED"

SCENES: 1-6

FRAME 1

Setting the Scene (0:00-0:02)

Visual: Wide shot of a rural school in the morning. The building is old, with worn walls and a dusty ground. A rush of students walk inside the entrance as school starts.

Sound: A school bell rings, overlapping sounds of students talking and busy footsteps echo throughout the school.

FRAME 2

Humble Beginnings (0:03-0:04)

Visual: Scene of Sarah in a poorly equipped classroom with outdated textbooks, crowded with students.

Sound: Piano melody slows, emphasizing the struggle.

Text: "In underserved areas"

FRAME 3

Facing Barriers (0:05-0:06)

Visual: Sarah flips through an outdated textbook, looking frustrated.

Sound: Piano melody slows, emphasizing the struggle.

Text: "In underserved areas, education often comes with barriers"

FRAME 4

Highlighting Challenges (0:07-0:08)

Visual: Transition to her walking a long distance to the nearest library for internet access. The sun is seen setting in the background to illustrate time passing.

Sound: Piano melody becomes apprehensive.

FRAME 5

Blocked by Obstacle (0:09-0:011)

Visual: Sarah arrives, only to find it closed. She sits on the library steps, dejected.

Sound: Piano melody deepens, emphasizing pain.

Text: "Barriers that make dreams seem out of reach"

FRAME 6

AT&T's Solution (0:12-0:15)

Visual: Bright transition to Sarah's home, where an AT&T technician is installing a broadband router. Sarah watches with hope as the technician explains the setup.

Sound: Uplifting strings join the piano, signaling hope.

Text: "We are bridging the gap"

STORYBOARD: "BRIDGING THE GAP: A FUTURE CONNECTED"

SCENES: 7-12

FRAME 7

Exploring Beyond (0:16- 0:18)

Visual: The screen shows Sarah successfully attending an online STEM class via a video call, her face lighting up with excitement.

Sound: Uplifting strings, signaling hope.

Text: "We are bridging the gap, empowering through high-speed connection"

FRAME 8

Finding Her Path (0:19-0:20)

Visual: Montage of Sarah thriving with her new connectivity.

Sound: Music crescendos to a hopeful, uplifting tone.

Text: "With AT&T"

FRAME 9

Discovering Passion (0:21-0:22)

Visual: Montage of Sarah thriving with her new connectivity.

Sound: Music crescendos to a hopeful, uplifting tone.

Text: "With AT&T, gain access to the tools"

FRAME 10

A Beacon of Hope (0:23-0:25)

Visual: Montage of Sarah thriving with her new connectivity.

Sound: Music crescendos to a climax, corresponding to her emotions.

Text: "With AT&T, gain access to the tools to achieve anything"

FRAME 11

The Transformation (0:26-0:27)

Visual: A tearful hug with her mom is highlighted, showing the emotional impact of her success. The house shows Sarah's belongs packed for college.

Sound: Music slows to a touching melody.

FRAME 12

Closing Scene (0:28-0:30)

Visual: Sarah, now confident and smiling, stands in front of her college campus with a backpack. The camera pans to show other students walking by, symbolizing a world of opportunities. The AT&T logo appears on screen.

Sound: Music fades, AT&T jingle plays.

Text: "Connecting Changes Everything"

CONNECTING CHANGES EVERYTHING

CONNECTING CHANGES EVERYTHING

A short film following Sarah, a student in an underserved community, as she overcomes educational barriers with AT&T’s high-speed connectivity. She gains access to online learning, securing a scholarship, and preparing for college³⁵.

Videos

Moments of Self-Discovery

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CONNECTING CHANGES EVERYTHING

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Your Adventure, Your Story

A travel montage following friends as they turn group chat plans into real trips, staying connected with AT&T’s network along the way³⁷.

Personal Life Changes

Professional Development

Moments of Self-Discovery

STORYBOARD: "CONNECTED WORLDS"

SCENES: 1-6

FRAME 1

Making Mom's Recipe (0:00-0:04)

Visual: Food influencer Newt (@milktpapi) in his kitchen. He looks excited but slightly nervous, surrounded by ingredients.

Sound: Soft background music playing, light kitchen ambience.

Text: "Newt: 'Alright y'all, today's a special one. I'm making my mom's legendary bánh xèo, BUT—I need some backup.'"

FRAME 2

Call for Help (0:05-0:11)

Visual: Cut to a close-up of Newt's phone as he FaceTimes his mom. She picks up, shaking her head with a knowing smile.

Sound: FaceTime ringing, mom's voice over the call, light kitchen noises.

Text: "Mom (playfully scolding in Vietnamese): 'You always call when you need something! What are you making today?'"

Text: "Newt (laughing): 'You already know, me! Bánh xèo. But I need the exact measurements this time.'"

Text: "Mom: 'I don't use measurement; I just use enough.'"

FRAME 3

Chaos in the Kitchen (0:12-0:18)

Visual: Montage of Newt struggling—mixing batter, testing consistencies, nearly burning the first pancake.

Sound: The light clatter of a whisk, the bubbling of batter, the sharp sizzle of a pancake. Newt groaning in frustration.

Text: "Newt: 'Me, this is NOT looking right. Help me out!'"

FRAME 4

Mom to the Rescue (0:18-0:23)

Visual: Cut back to FaceTime—Mom watching, shaking her head while giving advice.

Sound: Spatula tapping pan, gentle sizzling.

Text: "Mom: 'Too much batter! Thin it out.'"

Text: "Newt: 'Okay, okay! Luckily AT&T keeps this call crystal clear—I need all the help I can get!'"

FRAME 5

Look Mom, I Did It! (0:24-0:29)

Visual: Montage continues: Newt adjusting the batter, nailing the flip, and getting excited. Finally, Newt holds up his finished bánh xèo over a video call, smiling and celebrating.

Sound: The foaming batter, the whisk of a flipping pancake. Newt's excited clap.

Text: "Newt: 'Ohhh, I think I got it! Me, look at this!'"

Text: "Mom: 'Not bad! But next time, eyeball it!'"

Text: "Newt: 'Alright, alright! But we did it! And look—we're all together, no matter where we are. Shoutout to AT&T for making this cook-along actually work!'"

FRAME 6

Meal with Mom (0:30-0:35)

Visual: Camera zooms out, showing Newt and his mom eating together virtually.

Sound: The clink of chopsticks, light laughter, cheerful music in the background.

Text: "Social Media Caption: 'Connection changes everything—bringing family and friends together, one meal at a time.' #ATTCommunityConnections #ConnectingChangesEverything #Sponsored"

CONNECTING CHANGES EVERYTHING

CONNECTING CHANGES EVERYTHING

A video series featuring Milktpapi using AT&T’s connectivity to video call family for recipes, stream tutorials, and interact with his audience while cooking, with similar videos featuring Nick DiGiovanni and Nikoapue doing the same in their own cooking styles⁴⁶.

STORYBOARD: "SYNCHRONIZED SUCCESS: OLYMPIC JOURNEY"

SCENES: 1-6

FRAME 1

A Dream in Motion (00:00-0:05)

Visual: A wide shot of two figure skaters on a frozen lake under in the middle of nowhere. The vast, still lake reflects their humble beginnings.

Sound: Wind howling, skates gliding on ice.

FRAME 2

A Signal of Support (00:06-0:10)

Visual: Close-up of one skater checking their phone. A video call from their coach appears. The other skater leans in as they listen.

Sound: Coach (on call): "You can do this. You're ready."

FRAME 3

Connected Strength (00:11-0:15)

Visual: Transition to a professional rink. The skaters now train with intensity. One pauses to call family, who offer encouragement.

Sound: Family member (on phone): "We believe in you. Keep going."

FRAME 4

A Stage Without Limits (00:16-0:20)

Visual: As they skate on the Olympic stage, gliding under bright lights. The crowd cheers as they move in perfect sync.

Sound: Roaring crowd, music building.

Text: "From remote ice to the world's stage"

FRAME 5

Bound by Connection (00:21-0:25)

Visual: As they spin at the climax of their routine, a glowing blue thread wraps around them, forming the AT&T logo.

Sound: Music reaches a powerful peak.

FRAME 6

Closing Scene (00:26-0:30)

Visual: The skaters bow, smiling as the crowd cheers, celebrating dreams realized through AT&T. The AT&T logo appears on screen.

Sound: Crowd noise fades, AT&T jingle plays.

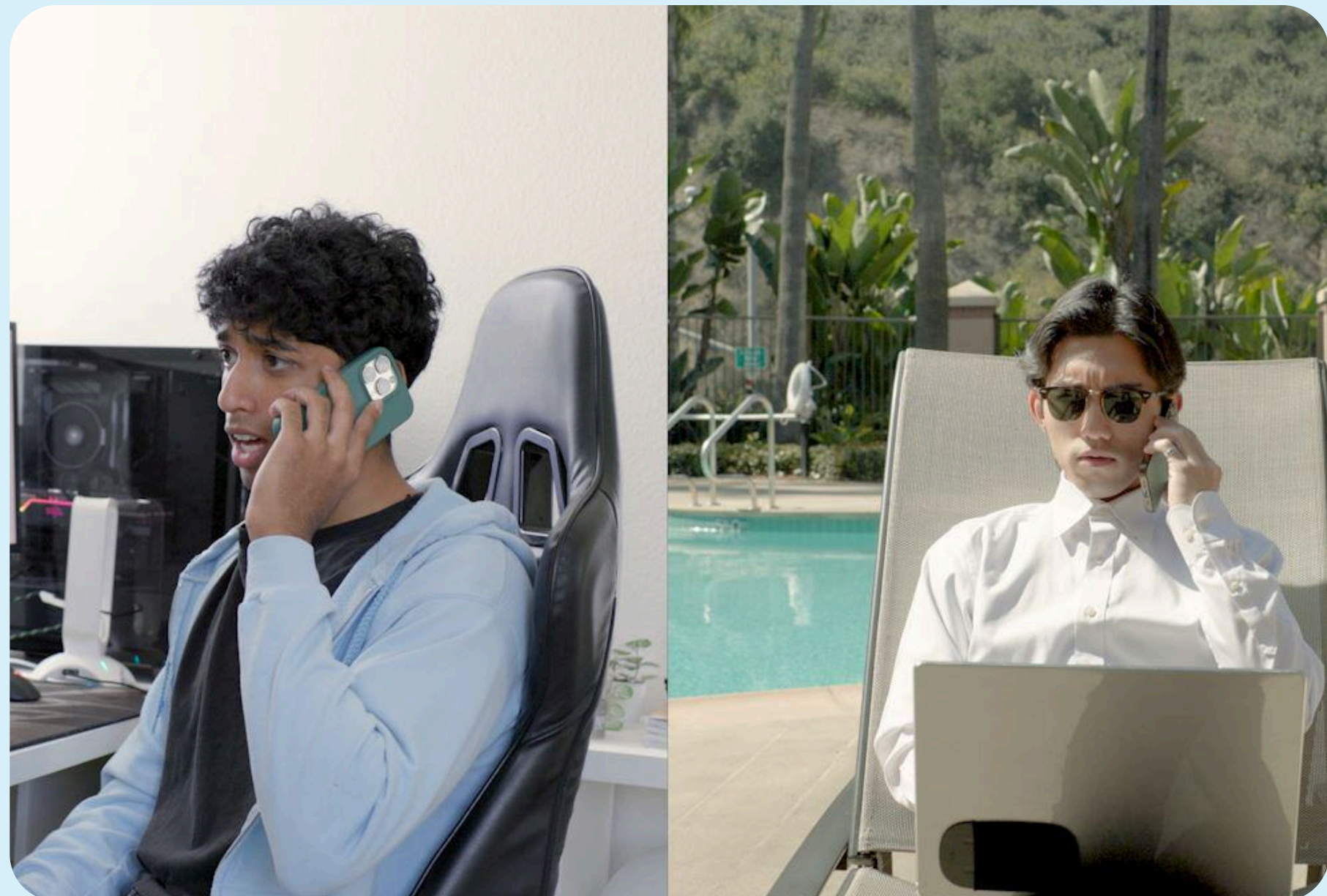
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CONNECTING CHANGES EVERYTHING

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A cinematic short film following two figure skaters as they train from a remote lake to the Olympic stage, relying on AT&T’s network to stay connected with their coach and family⁵⁹.

Professional Development



I know a guy, who knows a guy

Fast-paced ad following our main character as they rely on their network to submit a final presentation just in time, demonstrating how AT&T helps users leverage the power of community for professional and academic success⁴³.

Deliverable Spotlight

Experiential

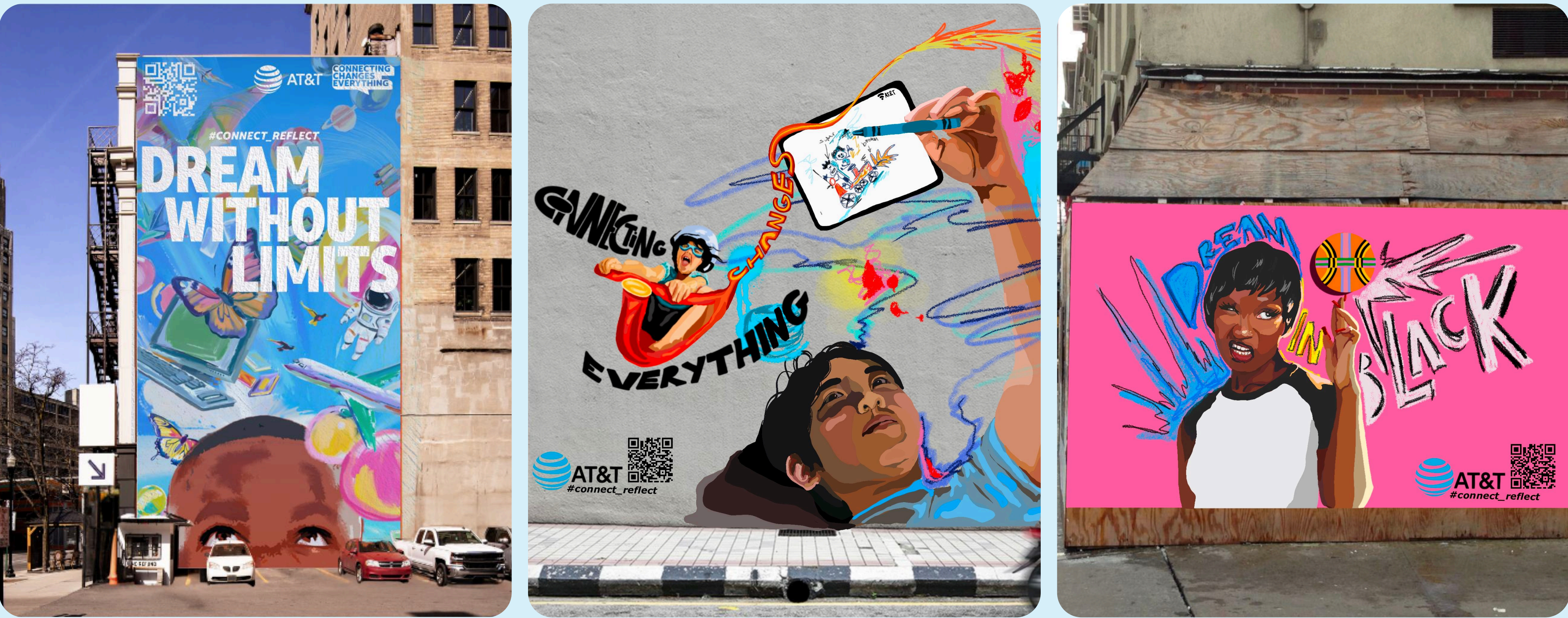
Personal Life Changes



Signal Bar by AT&T

An interactive space where guests can leave time-stamped digital messages on a live chat wall, enjoy themed drinks, and access free charging and Wi-Fi, creating a place to connect and recharge³⁸.

Moments of Self-Discovery



Connect and Reflect Murals

AT&T partners with local artists to create murals that symbolize hope, progress, and change, featuring QR codes that connect viewers to personal stories and testimonials about AT&T's impact³⁹.

Moments of Self-Discovery



F1 Virtual Reality Racing

In partnership with Redbull, an immersive VR experience simulates the real journey of an F1 driver, allowing participants to race through different stages such as go-karting for kids, Formula 2 for teens, and Formula 1 for adults while demonstrating the power and speed of AT&T's 5G network. On race days, participants can compete on a global leaderboard and share their results on social media⁴¹.

Out-of-Home (OOH)

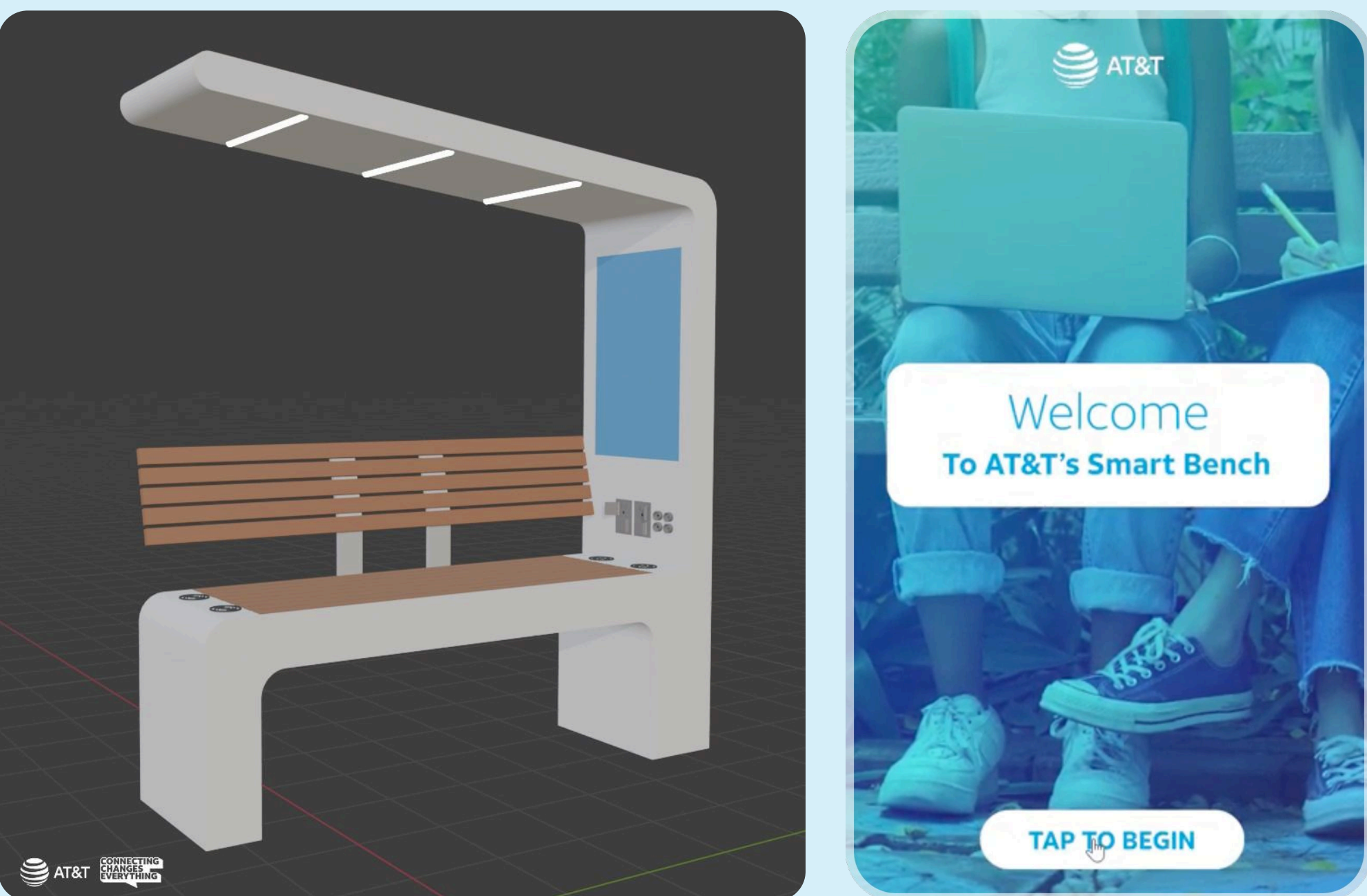
Professional Development



Corporate Fleets

Highlights connectivity with a clean, modern design, featuring real-life connections and *Connecting Changes Everything* to make each vehicle a symbol of connection³⁴.

Professional Development



City Benches: Sit and Connect

Smart benches offer free Wi-Fi, charging ports, and storytelling plaques in high-traffic areas, providing a sustainable and interactive space for connection and community engagement³⁶.

Brand Partnership and Influencers

Brand Partnership: Redbull

 AT&T is already a sponsor of **Red Bull's F1 team**, allowing us to bring racing and technology together to create memorable experiences in **Las Vegas, Del Valle**, and **Miami**⁶.

Influencers

Gen Z turns to social media not just for entertainment but for research, with **51% using short-form platforms to explore products** and **57% relying on comment sections for insights**³.

Personal connections matter, as 79% trust friends' advice most when choosing a provider, making authentic partnerships essential for AT&T³.

Food content is another key engagement driver, with **70% using social platforms for discovery** and **84% trying viral food trends**, presenting an opportunity to connect through creators who blend culture, entertainment, and shared experiences⁷.

Lifestyle Influencers

			
 Urmomashley	742k	562.5k	1.8M
 Anna Barger	504k	310K	18.5K
 Juju Watkins	1M	242K	-
 David Suh	1.7M	4.5M	1.9M

Food Influencers

			
 Milktpapi (Newt)	2m	2.6M	361k
 Nick DiGiovani	3.5m	13.3m	24.6m
 Nikoapue	22k	10.9k	66K

Designated Market Areas (DMAs)

Tiers reflect the level of effectiveness, with Tier One cities representing the largest markets, highest Gen Z populations, and most annual visitors, driving revenue and yielding the highest ROI.

- **Tier 1 Cities**
New York, San Francisco, Chicago, Los Angeles
- **Tier 2 Cities**
San Diego, Austin, Phoenix, Minneapolis, Nashville, Charlotte
- **Tier 3 Cities**
Boston, Seattle, Philadelphia, Miami, Atlanta, Dallas

Spending Distribution

Connecting Changes Everything meets Gen Z where they are, leveraging social media to build genuine relationships and expand reach.



- Social Media (20%)

● Streaming (19.16%)

● OOH (17.39%)

● TV (11.60%)

● Experiential (8.82%)
- Programmatic (8.67%)

● Giveaways (4.50%)

● Influencers (3.53%)

● Other (6.33%)

Programmatic

Third-Party Partner: Salesforce

 Salesforce is a platform that leverages advanced coding and analytics across all areas of programmatic advertising, including PMP, RMP, and RMN. Consolidating our programmatic efforts into a single platform ensures optimization and simplifies ROI tracking⁸.

Split Pay Promo Box

According to AT&T's website, the company gains over one million new Fiber Net subscribers annually. With Gen Z making up 20% of the population, we estimate that **one in five new sign-ups will choose Split Pay**⁹.

Our goal is to **reach 200,000 individuals**, equipping them with our Split Pay Promo Boxes filled with supplies to aid them with their first step toward financial independence.

Contests

Our mural contest will select **16 winners**, bringing vibrant artwork to top-performing cities nationwide based on our three-tier system. Each city will also feature wildposting on AT&T Cross-Connect boxes and VRAD infrastructure, with two designated sites showcasing the work of runner-ups. In total, we will **highlight 48 different artists** and help bring their art to life.



Out-of-Home (OOH)

Public Transit

14% of Gen Z regularly uses public transportation, offering unique opportunities for repeated exposure to our campaign through daily commutes²⁵.

Fleet Vehicle Wraps

AT&T operates a fleet of over 80,000 vehicles nationwide²⁹.

Billboards

Prioritize digital OOH ads in travel-heavy zones, focusing on moments of “first-time experiences” that create lasting brand associations⁶⁵.

Stadiums & Sporting Events

Maximize AT&T’s reach to Gen Z through pre-existing partnerships²⁶, focusing on high-impact and highly viewed periods like Playoffs, Championships, and Finals²⁷.

Experiential Retail

Gen Z craves hands-on retail experiences that blend discovery with tech engagement²⁸.

Murals and Wild Postings

Foster relationships with local communities through local artists using wild postings. These are more cost-effective than traditional OOH placements, yet appear more genuine than conventional OOH initiatives⁶⁵.

Live Sports

TV

Traditional TV ads remain effective for sports, leading to a renewed emphasis on advertising and brand placements in sports popular among Gen Z¹⁹.

Sports Playoffs

Gen Z viewership is highest during Playoffs and Championship games⁶³, as opposed to regular-season games⁶⁴.

March Madness

Hulu reports a high number of Gen Z viewers during March Madness on their streaming platform, where 17% of their total users are between the ages of 13-28²¹.

Olympics

An estimated 56.3% of Gen Z is predicted to watch the 2026 Winter Olympics. Gen Z has a strong connection to athletes and their stories²⁰.

Programmatic

Private Marketplace (PMP)

Brand-safe ad placements⁸.

Real Time Bidding (RTB)

Broad reach⁸.

Retail Media Networks (RMNs)

A growing space for e-commerce-driven advertising⁸.

Amazon DSP

58% of Gen Z uses Amazon Prime on Prime Day, making them the largest demographic on Black Friday¹¹.

Experiential

F1 Experience

F1 is the second-fastest growing sport on social media, with a year-on-year growth of 36%²². Additionally, Gen Z now has a greater level of interest in esports than traditional sports⁷⁰. We plan to combine these two interests into one memorable experience.

Coachella

Over 750,000 attendees over the span of two weekends²³.

Lollapalooza

Attracts over 400,000 attendees over four days²⁴.

Streaming

Spotify

Over 62% of users are Gen Z, roughly half of whom rely on the free version (with ads), giving AT&T access to over 300 million active users¹⁵.

Amazon Prime, Hulu

73% of Gen Z spends over 1 hr/day on paid subscription services¹⁸.

Localized TV Strategy

Reach niche Gen Z audiences with a targeted, trust-building approach in key markets where competition is strongest, especially in urban and bilingual communities⁶⁶.

Youtube

95% of 18-29-year-olds in the U.S. use YouTube¹⁶, and 62% of all internet users in the U.S. access it daily¹⁷.

Social Media

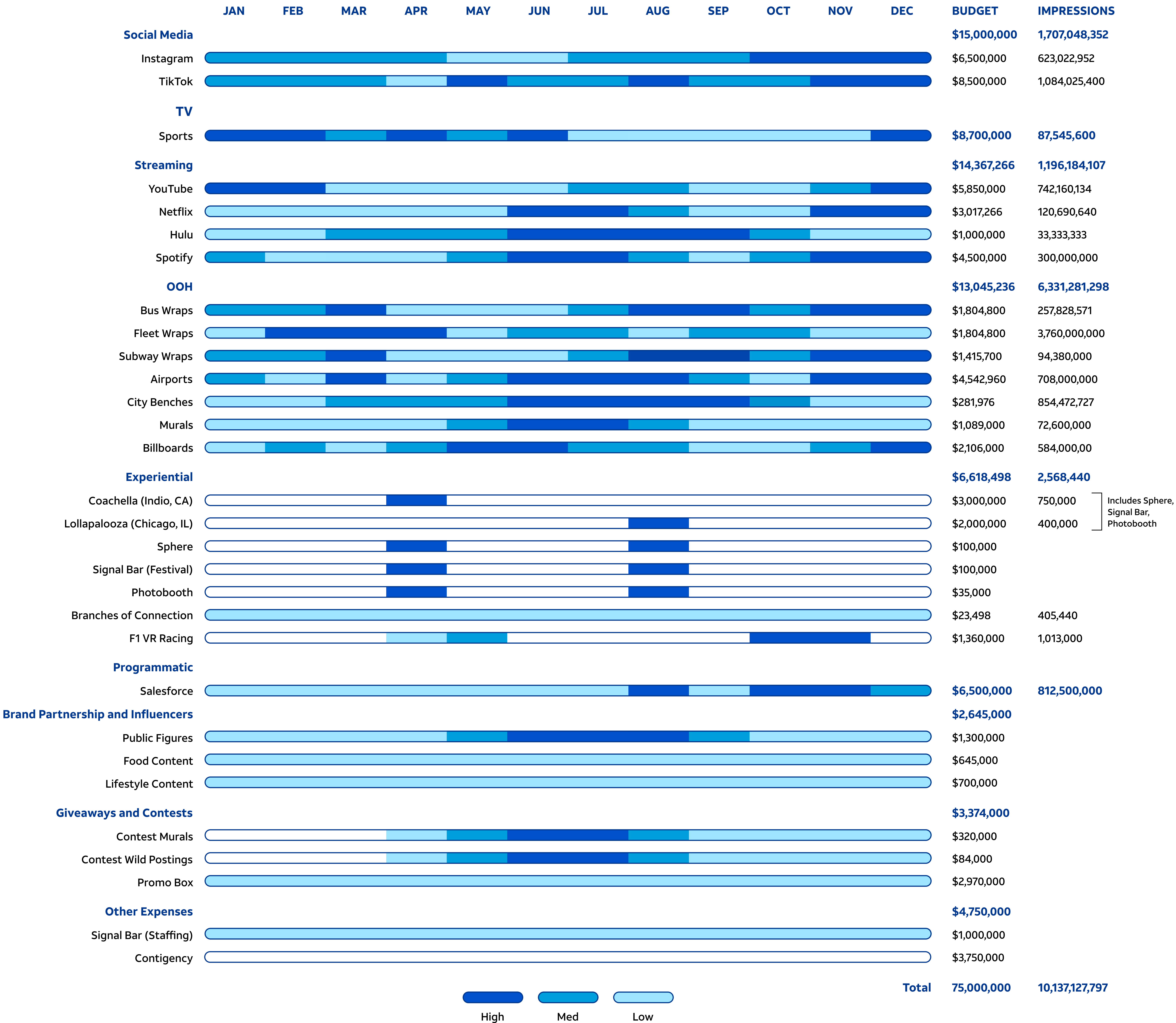
Instagram

Maximum impact can be achieved through collaboration with friendly influencers, helping to build a tangible relationship with Gen Z viewers. Additionally, 30% of participants recall seeing telecom ads on Instagram³.

TikTok

Gen Z spends an average of 1.5 hours per day on TikTok¹². Influencer marketing provides 11x ROI compared to traditional advertising¹³, with micro-influencers receiving 18% engagement, making them highly effective for reaching specific audiences within Gen Z¹⁴.

Timeline and Budget



Conclusion and Projected KPIs

Projected KPIs

Integrating technology into our campaign allows for real-time updates on our performance. According to our copy testing, the campaign successfully increased brand love by 23%⁷² while also introducing AT&T to our Gen Z participants, 42% of whom are now considering AT&T when they need a new provider⁷². Our projected KPIs were selected to reflect genuine interest and connections between AT&T and Gen Z.

Brand Consideration

Impressions: Social media, TV, streaming, OOH, experiential, programmatic
AT&T's Websites: Branded search volume, click-through rate (CTR), time spent on websites
Signal Bar: Time spent on AT&T app
Smart Bench: Number of clicks on AT&T Stories of Connection

Brand Love

Emotional Branding Metrics: Reviews, social media mentions
Sentiment Analysis: Third-party AI detects emotional tone in feedback

Brand Engagement

Social Media: Likes, comments, shares, follows
Contests: Number of contestants entered, number of QR codes scanned
Promo Boxes: Number of boxes shipped
F1 VR Racing: Number of participants
Signal Bar: Time spent on mobile Signal Bar interface, number of drinks sold, messages sent
Smart Bench: Time spent on interactive screens

Total Projected Success

With over 10 billion impressions, AT&T can foster relationships with millions of people aged 12 to 27. Team 556 is using the power of connection to grow alongside Gen Z, making AT&T part of their everyday lives.

 **10,137,127,797 Impressions**

 **73,476,254 Engagements**

 **59,788,900 Total Followers Reached**

 **2,204,287 Mentions**

 **2,163,000 Event Attendees**

 **1,328,050 Contest Entries**

Conclusion

Our take on AT&T's *Connecting Changes Everything* presents the brand as an essential part of Gen Z's journey through life's in-between moments. This generation experiences constant transitions, whether starting a new job, moving to an unfamiliar city, or discovering new passions⁶⁷. Our campaign expands AT&T's brand image beyond being a reliable service provider to being a trusted partner in customers' growth and self-discovery. By aligning with Gen Z's values, AT&T secures long-term relevance, solidifying itself as the brand that keeps people connected through *every moment* and *every milestone*.