



# metro™ by T-Mobile

TEAM PURPLE

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9/20/19

# OUR ASSIGNMENT

How can Metro connect with Gen Z's so that when they're ready to choose a wireless carrier, they choose **Metro by T-Mobile**?

# OUR PLANNING

## Secondary Research:

- Competition
- Information about Gen Z trends & behaviors

## Primary Research:

- Focus Groups (2)
- One-on-One Interviews (10)
- Store Checks (2)



# COMPETITION



\$50/mo Unlimited Gigs	\$60/mo Boost* Unlimited Plus	\$80/mo Ultimate Unlimited	\$35/mo 3 Gigs 4G LTE
<p><b>Hotspot</b> 12 GB</p> <p><b>TIDAL</b> 6 months</p> <ul style="list-style-type: none"> <li>Unlimited Data, Talk &amp; Text</li> <li>SD Quality Streaming</li> </ul> <p><a href="#">Shop Phones</a></p> <p>SD video streams at up to 480p, music at up to 500kbps, gaming at up to 2Mbps. Data deprioritization applies during congestion. Add'l. important plan details below.</p>	<p><b>Hotspot</b> 30 GB</p> <p><b>TIDAL</b> 6 months</p> <ul style="list-style-type: none"> <li>Unlimited Data, Talk &amp; Text</li> <li>HD Video Streaming</li> <li>Limited Time Only! Includes Free TODO Mexico</li> </ul> <p><a href="#">Shop Phones</a></p> <p>HD video streams up to 1080p, music up to 1.5 Mbps, gaming up to 8 Mbps. Data deprioritization during congestion. Add'l. important plan details below.</p>	<p><b>Hotspot</b> 50 GB</p> <p><b>TIDAL</b> Premium</p> <ul style="list-style-type: none"> <li>Unlimited Data, Talk &amp; Text</li> <li>HD Video Streaming</li> <li>Priority Customer Care</li> <li>International Connect PLUS</li> </ul> <p><a href="#">Learn More</a></p> <p><a href="#">Shop Phones</a></p> <p>HD video streams up to 1080p, music up to 1.5 Mbps, gaming at up to 8 Mbps. Data deprioritization during congestion. Add'l. important plan details below.</p>	<p><b>Hotspot</b></p> <p><b>TIDAL</b> 6 months</p> <ul style="list-style-type: none"> <li>Unlimited Data, Talk &amp; Text</li> <li>3 Gigs 4G LTE</li> <li>SD Video Streaming</li> <li>Add more 4G LTE Anytime</li> <li>Unlimited Music Streaming</li> </ul> <p><a href="#">Learn More</a></p> <p><a href="#">Shop Phones</a></p> <p>SD video streams at up to 480p, music at up to 500kbps, gaming at up to 2Mbps. Not combinable w/unlimited plans. Hotspot usage draws from high-speed data allotment. Data deprioritization applies during congestion. Add'l. important plan details below.</p>
<p>2 Lines \$80</p> <p>3 Lines \$110</p> <p>4 Lines \$140</p> <p>5 Lines \$170</p>	<p>2 Lines \$100</p> <p>3 Lines \$140</p> <p>4 Lines \$180</p> <p>5 Lines \$220</p>	<p>2 Lines \$140</p> <p>3 Lines \$200</p> <p>4 Lines \$260</p> <p>5 Lines \$320</p>	<p>2 Lines \$60</p> <p>3 Lines \$80</p> <p>4 Lines \$120</p> <p>5 Lines \$150</p>

### Switch to Cricket Today

- Choose Your Device
- Select a Plan
- Checkout

<b>Talk &amp; Text</b> No Data Access	<b>\$25 / mo</b>	▼
<b>2 GB</b> High-Speed Data	<b>\$30 / mo</b>	▼
<b>5 GB</b> High-Speed Data	<b>\$40 / mo</b>	▼
<b>Unlimited</b> Cricket Core	<b>\$55 / mo</b>	▼
<b>Unlimited &amp; 15GB Mobile Hotspot*</b> Cricket More	<b>\$60 / mo</b>	▼



# WHY ARE WE ADVERTISING?

- Clear up misconceptions about prepaid carriers
- Show how Metro by T-Mobile stands out in comparison to other prepaid networks

*"Aren't prepaid carriers for old people?"*

- Female, White, 19

# WHO ARE WE ADVERTISING TO?

- Older Gen Z's
- Ages 17-22
- Appreciate quality and price
- Brand personalization is super important

**"CATER TO ME PLEASE."**

- Female, White, 18

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# Independent Isabelle

Isabelle is a 19 year old, hispanic, [204] independent girl looking to try something new in the world of wireless technology. Most of her internet usage comes while she's at school [193]. She has no problem switching to a new wireless provider if they can give her a really good deal [113] and once she can find a carrier that she likes, she will stay with them [109].





# Moochy Matt

Matt is a college student who is finishing up his time at the University. He is 22 years old and still currently using his family's phone plan [115] and doesn't see a need to leave it. His iPhone is his everyday phone [152] and he has no desire to switch but he wouldn't want to spend more than \$50 a month on a solo phone plan [117]. As a member of Gen Z, Matt uses his phone as his primary internet source [133] and wants service coverage anywhere he goes.





# PERSONAL EXPERIENCE

After viewing two Metro by T-Mobile stores in Norman, it was clear that:

- There was no uniformity to store fronts
- Metro PCS was still the forefront logo used
- Customers entering the stores were an older demographic
- Lots of customers were looking for low offerings
- Not very interactive
- Signage was multilingual and inclusive



# WHAT DO THEY CURRENTLY THINK?

"Prepaid makes me worried about running out of data."

- Male, Black, 20

"I don't know anyone that has Metro."

- Female, White, 21

"Metro's service isn't as good."

- Female, Hispanic, 19

"Metro is a second tier carrier."

- Male, White, 22

# WHAT WOULD WE LIKE THEM TO THINK?

- Metro by T-Mobile is the smart choice, not a lesser choice.
- Metro offers reliable service at an affordable price
- Metro has better and more personalized deals than other prepaid carriers



# SINGLE MOST IMPORTANT IDEA

Metro by T-Mobile **caters** towards  
your **needs**:

best bundles, service coverage and deals of all the  
prepaid plans.

# WHY SHOULD THEY BELIEVE IT?

- Added value with Amazon Prime & Google One Storage
- Runs on the T-Mobile network, nationwide 4G LTE
- Many discounts & deals on phones and phone lines

# HOW TO CONNECT WITH THEM?

"I like ads that are funny and make me laugh."

- Male, Hispanic, 19

"I trust brands more when they have the same interests as me and are consistent with me."

- Female, Black, 21

"NOT through emails, those are annoying"

- Female, White, 18

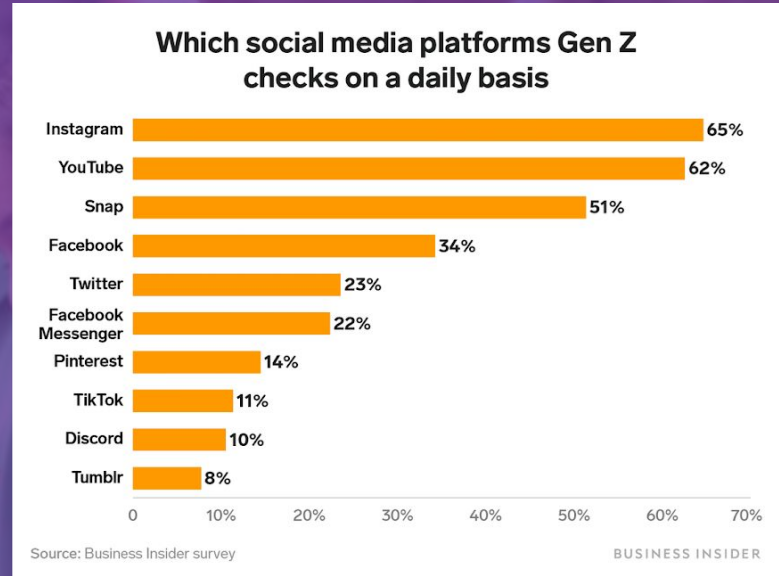
"I like when brands interact with people on social media."

- Female, White, 19



# WHERE TO REACH THEM?

- Most receptive to digital advertising
- Instagram, YouTube, Facebook & Snapchat are the most popular
- Newer sites: TikTok and Twitch
- *“The saturation of social platforms...has led to the transformation of each one into an important form of communication.”*



# CREATIVE GUIDELINES

- Create a personality for the Metro by T-Mobile Brand
- Incorporate Gen Z's lingo into ads
- Make use of culture trends and memes, be funny!

*"When a brand keeps up with trends, it makes me like them more."*

- Female, White, 21

# RECOMMENDATIONS



- Consider substituting the Google One partnership with a more relevant brand
- Recommend offering a student phone plan





WHEN **GEN-Z** IS READY TO CHOOSE A  
WIRELESS CARRIER, THEIR FIRST CHOICE  
WILL BE **METRO BY T-MOBILE...**

...BECAUSE METRO **CATERS** TO THEIR  
NEEDS AND INTERESTS.

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A group of diverse people are shown from the chest up, all focused on their smartphones. The image is overlaid with a semi-transparent purple filter. The people are dressed in casual, contemporary clothing. The background is a textured, light-colored wall.

# Questions?

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