



Training That Entertains

Change Marketing™
at work



The Challenge

How can AT&T's new brand voice permeate all communications and deliver impact when 90% of customer communications are not created by professional copywriters?



Our Audience

3000+ employees across marketing, legal, finance, product, and customer service.



Key Insight

Most corporate training is overlooked because it's not engaging. And brand-related topics are seen as just for brand and marketing teams. To succeed, we need to reach everyone—even the lawyers and accountants.



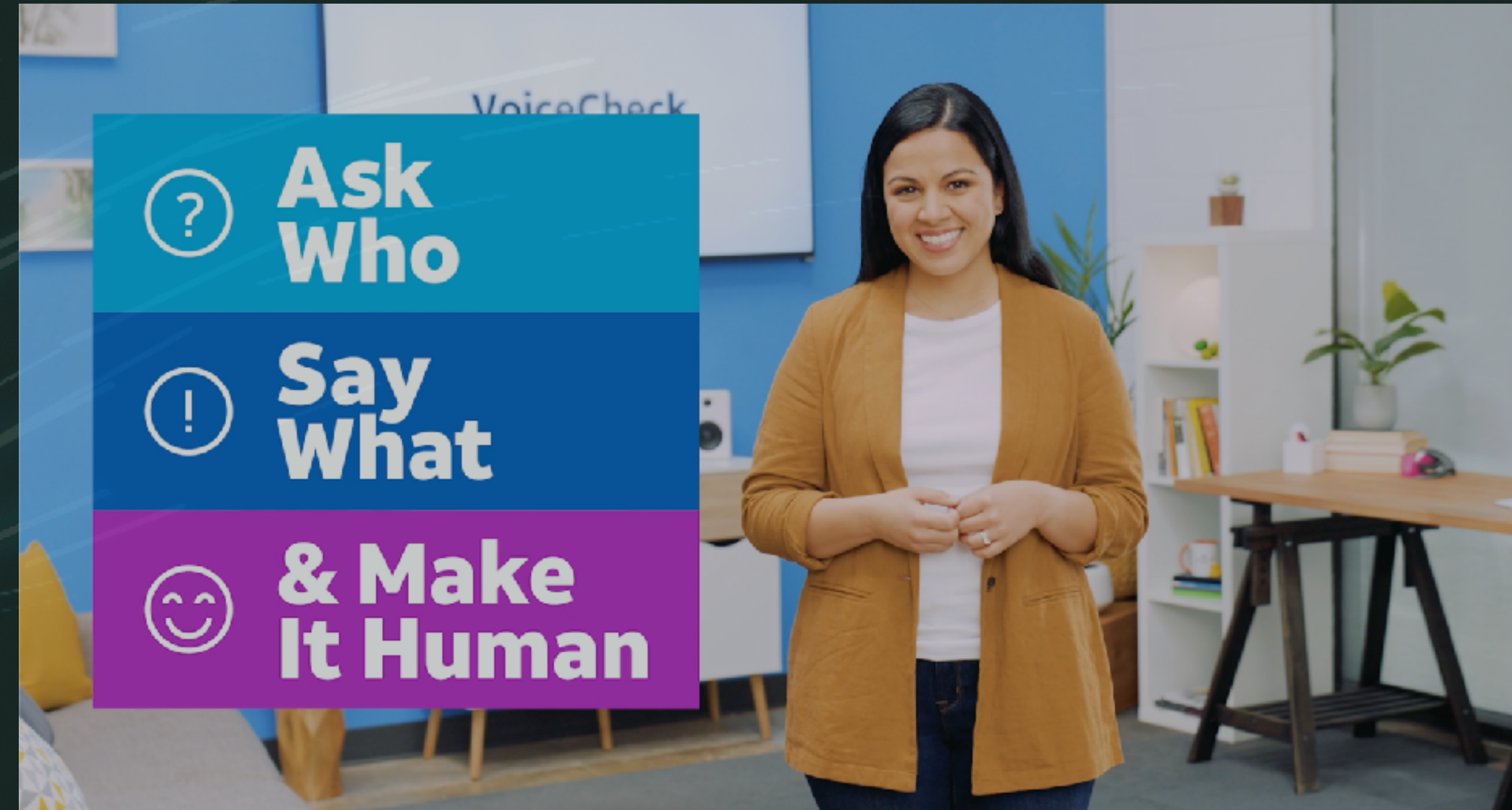
Our Story

We're making compelling content that feels more like entertainment and less like training.



Creative Craft

Leveraging the company's HBO connection to create a simple, memorable way to remember the new brand voice and deliver training as short-form, on-demand, downloadable content.



Let's
dive in



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"This is not a marketing or brand thing. This needs to be delivered with spit flying passion by Jeff and John. This is us, not a campaign. It's how we talk to each other."

- Kellyn Smith Kenny

Brand Voice is an AT&T thing, not a marketing thing. It needs to become the air we breathe.

AT&T | Brand Voice Training Creative Brief 19

Step One: Voice Filter Foundation

Less corporate training, more HBO

Create an engaging and robust multi-episode "On-demand streaming" experience broken up into digestible, themed pieces and distributed weekly.

In each episode of this pre-recorded "Limited Series" we'll cover one facet of the Voice Filter to build a complete understanding over the series.

Episodes would be 8 to 12 minutes long, pre-recorded via a video conference tool with a mix of talking head presenters and slides.

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Ask Who

Say What

& Make It Human

Ask Who

To be curious about who's on the other side of a communication, let's stop and imagine our audience's world.

Say What

To express our message in a vibrant way, we communicate with energy, passion, and confidence.

& Make It Human

To ensure our voice is human, we look for natural and relatable ways to communicate.

01 | Welcome to Voice Sessions

1.8 Billion

The way we talk to people matters.

At AT&T, we communicate with our customers and co-workers more than **1.8 billion times** per year.

That's a lot of communication, but there's no need to be overwhelmed. To help you feel confident when speaking and writing on behalf of AT&T, we created Voice Sessions—an educational video series, now streaming.

As you watch the six-part series, use this Voice Practice Guide to follow along as we cover the following topics:

- 01 • Cover
- Welcome & Table of Contents
- 02 • The Importance of brand voice
- Introducing VoiceCheck
- 03 • Defining "Curious"
- VoiceCheck first step: Ask Who
- 04 • Defining "Vibrant"
- VoiceCheck second step: Say What
- 05 • Defining "Human"
- VoiceCheck third step: & Make It Human
- 06 • VoiceCheck: Bringing It All Together
- 07 • 10 Voice Hacks

If you have questions along the way, please visit [AT&T Brand Center](#) or [Contact Us](#) to learn more.

Before	After
Headline/subhead: It's All about the Fiber Opportunities Fiber Upgrade Payout Increases Effective January 1, 2021 the Product Marketing Team, staying aligned with company objectives, is increasing Fiber Upgrade referral rewards and eliminating referral rewards for Copper Upgrades below 24MB. • Eligible referrals for Internet Upgrades to Fiber (100MB - 1 GIG) entered on or after January 1, 2021 will be paid at \$25 per unit with sales credit. • Eligible referrals for Internet Upgrades to Fiber (100MB - 1 GIG) entered on or after January 1, 2021 will still be paid at \$5 per unit with sales credit. • Referrals for Upgrades below 24MB will no longer be available for referral submission or payout. If you have additional questions please use the "Submit an Escalation/Help" option from the your Refer Home Page and select "your Refer Contact Us", then select "All Other Program Inquiries" as the contact reason. Thank you for your continued support. The your Refer Team	Headline/subhead: Fiber upgrades + Payout increases. Talk about a winning duo Intro copy: We've got news, and you're going to want to hear it. Here's the gist: As of January 1, 2021, referral rewards for copper upgrades below 24 MB are going away—but in their place, we're upping fiber upgrade referral rewards so you can take fiber opportunities to a whole new level. Meet your new payout opportunities: • \$25 per unit (paid with sales credit) for eligible referrals for internet upgrades to fiber (100 MB - 1 GIG) entered on or after January 1. • \$5 per unit (paid with sales credit) for eligible referrals for internet upgrades to plans below 100 MB but equal to or greater than 24 MB entered on or after January 1. Got questions? Here's what to do: 1. Go to the yourRefer Homepage. 2. Choose the Submit an Escalation/Help option. 3. Select Contact us. 4. Choose All Other Program Inquiries as the contact reason. It pays to refer. Literally. Time to get out there and share the wealth of fiber opportunities!

Ask Who (Curious):

A high-level summary of the most important points helps people feel like they're in control of how much content they need to process. Let them know they're getting the most important information right up front, while making it clear that they stand to gain something by continuing.

Say What (Vibrant):

This isn't just a run-of-the-mill chance to operations. There's cash in it for the intend-to audience. Take every opportunity to remind them how they stand to benefit from the changes and encourage a final action.

& Make It Human:

Keep technical steps scannable and make the reader clear by using a numbered list. Someone probably won't think they need these, then come running back when there are different options to choose from and they need to quickly reference which to choose.

Entertainment-derived strategy

Learning from HBO to and engage reach wider internal audiences.

Voicecheck mnemonic

Creating a easy, memorable way for non-professional writers to stay in voice

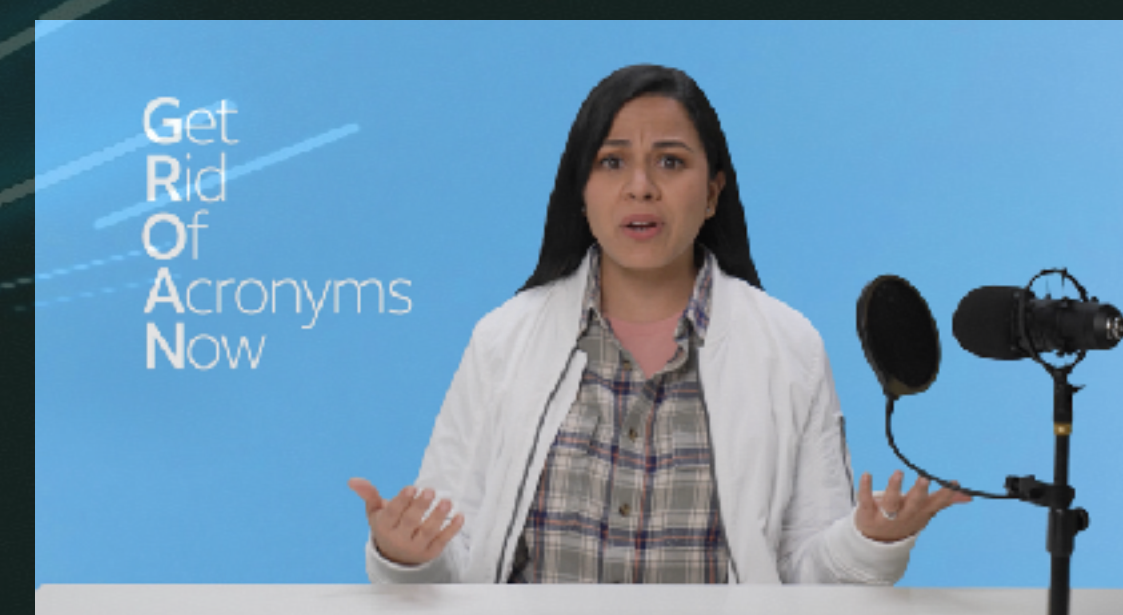
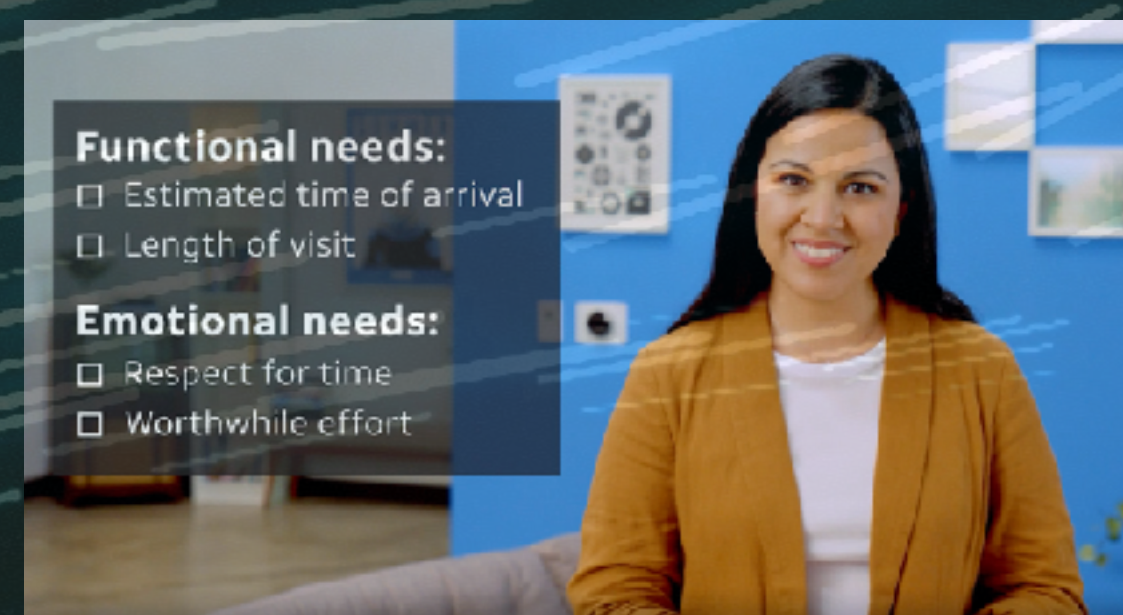
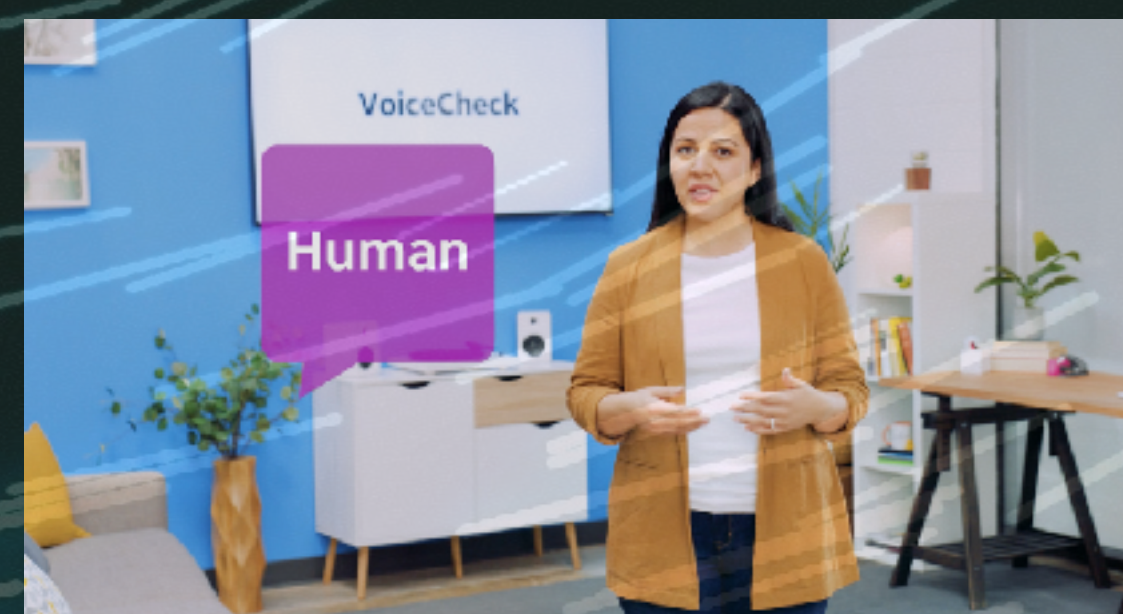
On-demand guides and workshops

Making training compelling enough for internal audiences to want to use them, and accessible enough to use whenever time allows.



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A 7-part film series

High production value, hosted by an actor, and featuring the voice of Lena Waithe

Duolingo style content

Walking through each aspect of Brand Voice in a simple, memorable way

Engaging, short segments

Making boring instruction fun using quick-hit visual gags to ensure attention

Featuring AT&T Leaders

Involving brand and business leaders sharing their insights and ideas