

Creative Brief

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Team Yellow

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THE OBJECTIVE

Connect with Generation Z so that they will choose Metro by T-Mobile when the time comes for them to choose their own wireless brand.

Planning

Secondary Research:

- Generational research
- Industry research

Primary Research:

Quantitative

- Survey

Qualitative

- Focus Group
- In-depth interviews
- Blind shopping

Secondary Research

“The average age of adult children currently on a parent’s plan is 28”

N

erdwallet, 2016

The average cell phone bill in the U.S. is \$80

M

oneySavingPro, 2019

“65% of parents who previously had an adult child on their family plan said that the child chose to leave the plan”

N

erdwallet, 2016

“More than half of parents who have or had an adult child on their plan (53%) said their child helps pay the bill”

N

erdwallet, 2016

Findings

- We had 105 survey respondents, of those respondents 84 were Generation Z
- 95% of the Generation Z survey respondents were on a family plan
- Of those on the family plan, 95% of the account holders were their parents
- 47% of respondents believe they will leave their family plan after they graduate college
- 63% of respondents are using the same carrier their parents are

Y
ellow Survey 2019

Findings

The real world is “the current American environment for working adults that has little to no forgiveness for mistakes” -White Male, 23

Y
ellow Interview 2019

“I don’t want to be an adult” -White Female, 21

Y
ellow Focus Group 2019

“If they could somehow show me that it’s the same service, then like I would consider it.” -White Male, 20

Y
ellow Focus Group 2019

“For the same plan on T-mobile it is \$75-\$80 compared to Metro we are \$60 with 15g hotspot, 15g is a lot of data and then Amazon Prime for free, no one can give you that.” -Metro by T-Mobile Employee

Y
ellow Blind Shopper 2019

Fear of independence

Who are we trying to reach?

Budgeting Brayden

- Graduating May 2020
- Age: 22
- Plans to move in with parents following graduation to save money
- Calls his mom everyday
- Will graduate with student loans
- Works part-time
- Goes to various student organization meetings on campus to get the free pizza
- Hangs out with friends only if its during a happy hour deal

52% of Gen Z surveyed categorized themselves as being a “saver”

Yellow Survey 2019



Shopaholic Sarah



- Graduating May 2023
- Age: 22
- Highest priority: her personal Instagram content
- Has never considered the concept of not spending her parents money
- High brand consciousness;
Low budget consciousness

48% of those categorized themselves as being a “spender”

Yellow Survey 2019

Current perception

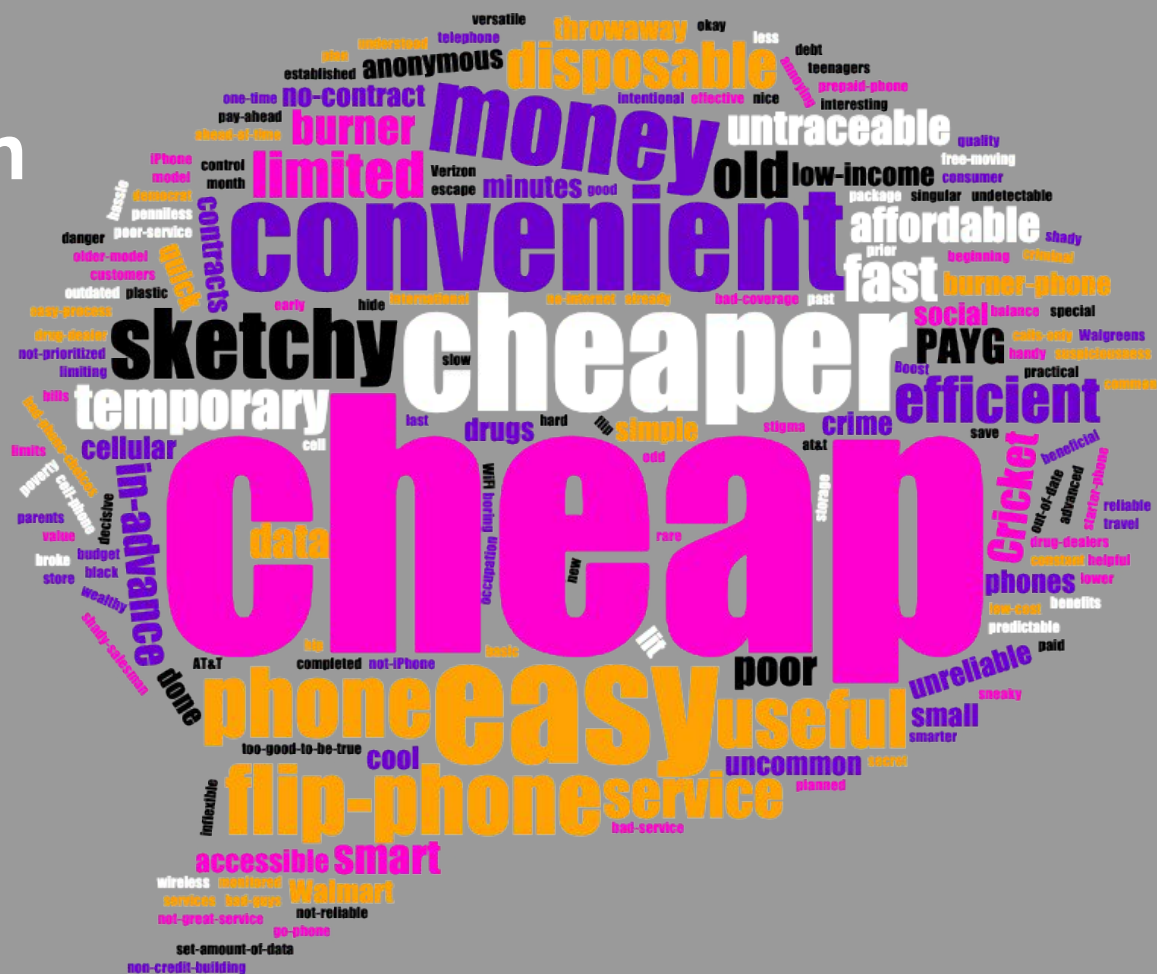
“Flip phones”

“Bad service”

“Old people”

“I don’t know what that is”

“Bottom of the cell tower service”





Future perception

Trusted brand

An easy way to budget

Comfort & Security

Strongly associated
with Amazon and Google

**My mom would tell me
to choose
Metro by T-Mobile**

“I kind of trust that my mom knows which brand is best, so that is what I typically stick to.”

-White Male, 22

“I talk to my mom everyday.”

-White Female, 21

“I rely on my mom for most decisions that I make.”

-White Female, 23

“My mom knows best.”

-White Male, 20

“I talk to my mom daily.”

-White Male, 22

THE IDEA

Metro by T-Mobile is as trustworthy as your mom.

Reasons to believe

Metro by T-Mobile has the same reliable, widespread service as T-mobile. The plans are less expensive, contract free, are easy to pay and include an Amazon Prime membership as well as Google One.

Connection points

- Connecting with Gen Z is important in the years before they would make the purchase decision, this would be most effective on college campuses.
- The target market is also receptive toward social media influencers.
- Partners like Amazon and Google, who are considered trustworthy by the target market, will provide a sense of security toward Metro by T-Mobile.

Mandatories

Simple

Consistent

Informative

Comfortable

Serious