

HOW GOPHONE CHANGED THE PARENT/TEEN DYNAMIC ON CELL PHONES USA

CATEGORY **TELCOS 1** | AGENCY **BBDO** | CLIENT **CINGULAR GOPHONE, CINGULAR WIRELESS**



PRESENTER
DOUG WALKER
EVP, Management Director

Doug has over twenty years of agency experience building brands and driving transactions in everything from airlines and apparel to cell phones. He currently runs the AT&T Mobility business, generating results that have led to back-to-back Gold Effies, and has also won numerous creative awards including a Lion this past year at Cannes.

CAMPAIGN SUMMARY

In the powder keg of Parent/Teen relations, cell phones have become a modern day flashpoint, one which BBDO defused despite starting with a very poorly performing product in the 'prepaid' category; one which has been progressively losing sales every month. Their mission — to boost sales to 2 million in the first year.

Shifting the client's promotion of prepaid as being right only for the credit-challenged, was the first step, before exploding into the market with a new 'big idea'. To eliminate parents fear of excessively high phone bills when a teen asks for a cell phone, the campaign addressed the issue head on, promoting 'GoPhone as the cell phone tension breaker'. Through a series of 'battleground' ads and TVC's, each one shows and then resolves the tension between parents and teens that can arise due to cell phones.

Results proved to be explosive with acquisition of 3 million prepaid customers within a year of relaunching.

CLIENT CREDITS

MARC LEFAR
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AGENCY CREDITS

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VP, Senior Producer



TVC