

# WAR EAGLE COMMUNICATIONS

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AT&T U-verse Campaign Presentation

Monday, April 21, 2014



# Overview

- Pre-Campaign Research Findings
- Campaign Strategy Development
- Public Relations, Advertising & Events
- Finance
- Results

# Campaign Objectives

- Increase awareness and purchase of AT&T's TV and BB services, wireless student discount and reward for referral programs.
- Increase awareness of the new ESPN SEC Sports Network offered through AT&T coming in August 2014.
- Specify for all marketing strategies and plans which target consumer group the plans are for: students, faculty/staff, parents of students, and/or alumni.

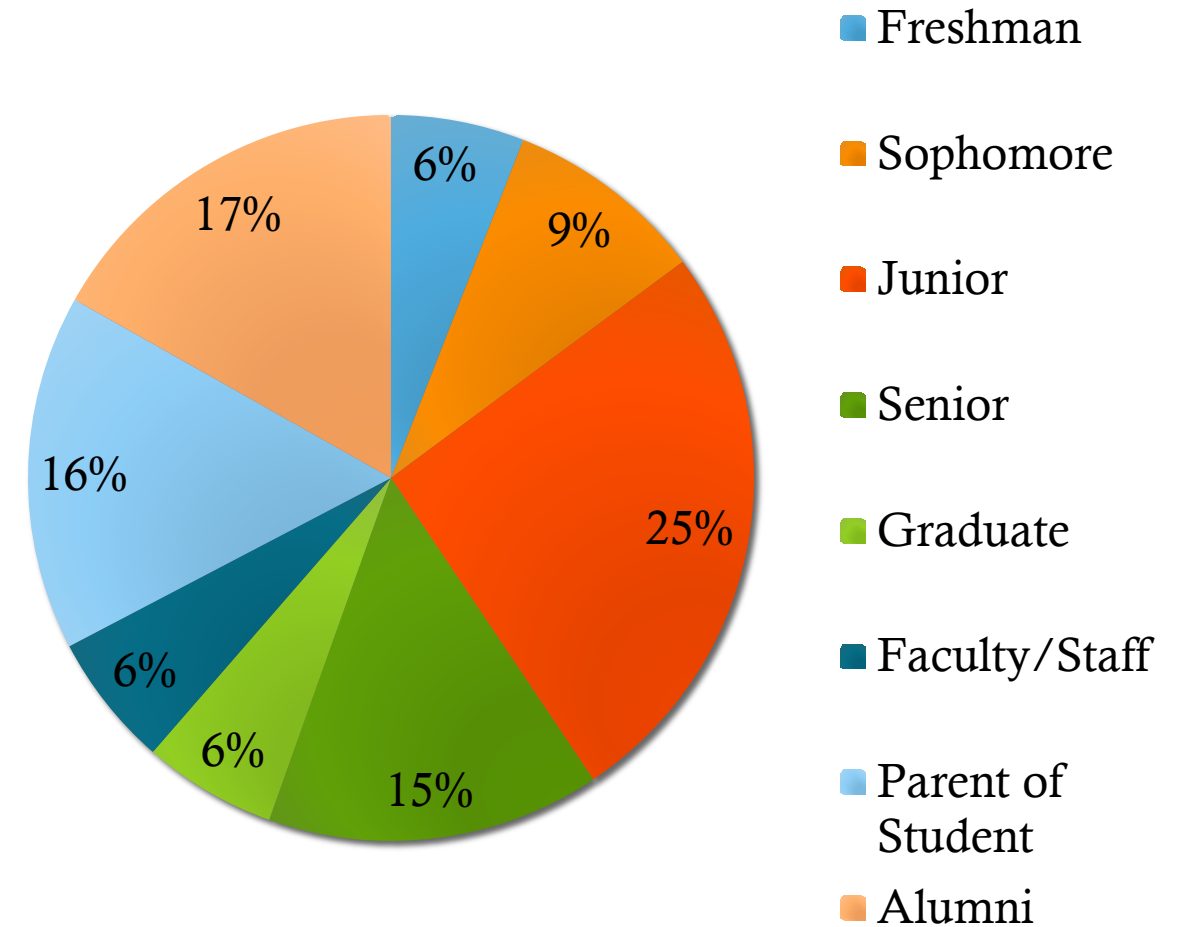
# RESEARCH

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# Pre-Campaign Research Survey

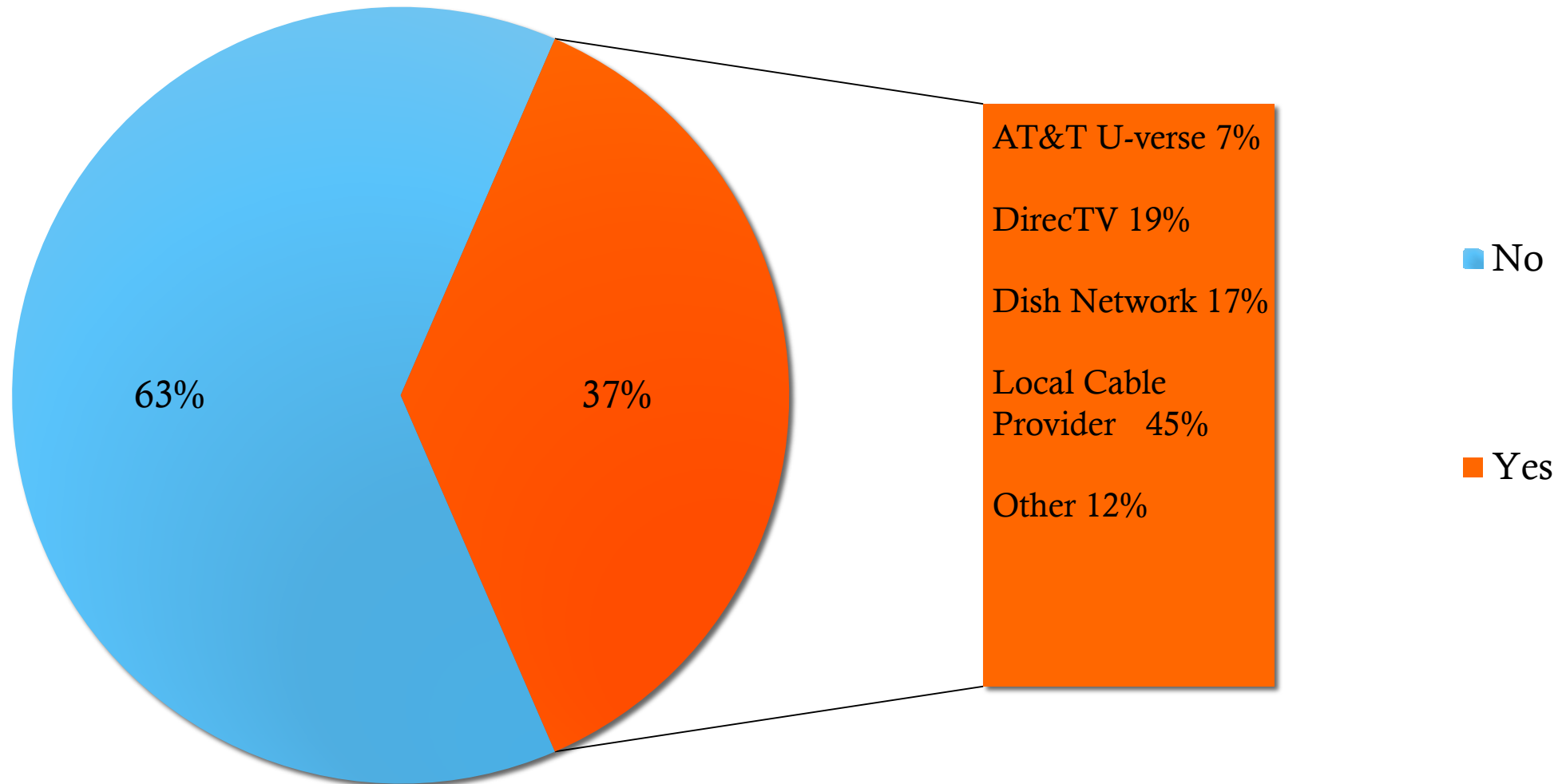
413

survey responses



# Pre- Campaign Critical Data Evidence

## Pay TV Subscribers



# Pre-Campaign Critical Data Evidence

- 76% of respondents are satisfied with their provider

## Most Satisfied With:

- 25% Content available that you want to watch
- 20% Ease of Use
- 16% Quality
- 16% Service

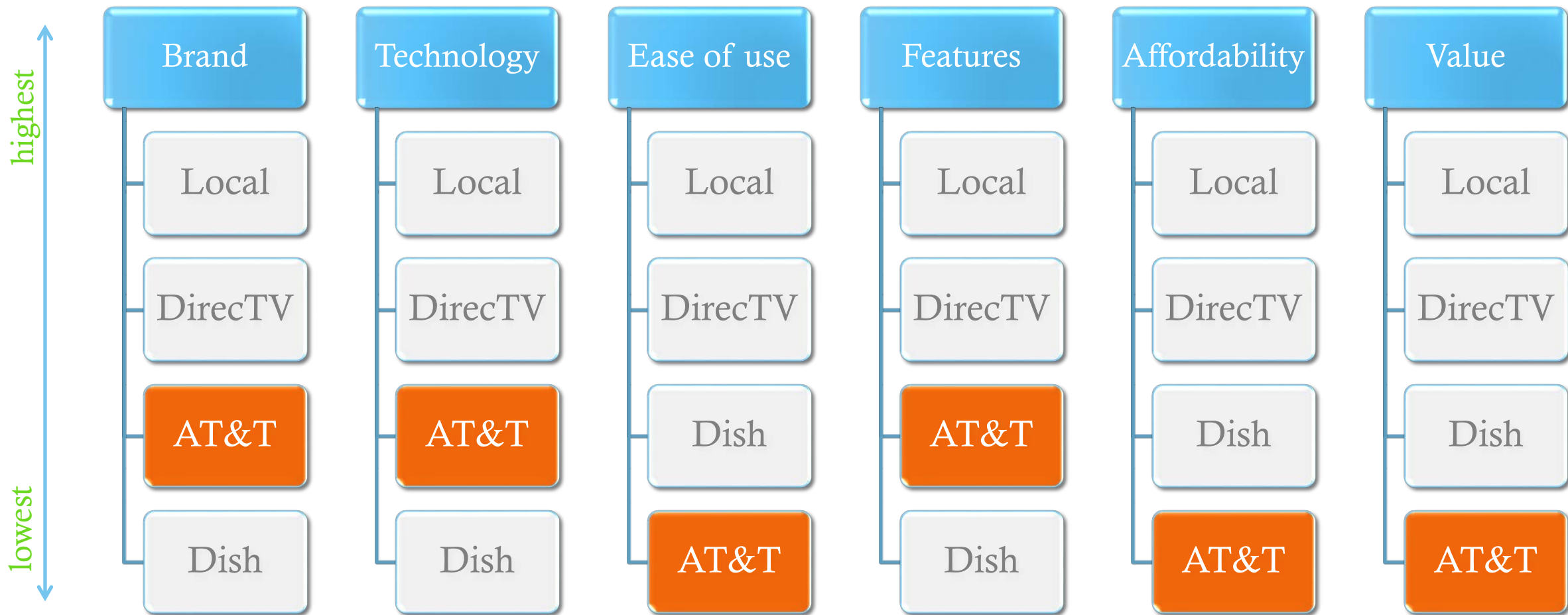
## Most Dissatisfied With:

- 57% Price
- 17% Content available that you want to watch
- 9% Features offered
- 16% Service

- **Price & Quality** are the most important factors when switching TV providers
- **Price & Quality** are the most important factors when selecting TV providers

# Pre-Campaign Key Findings

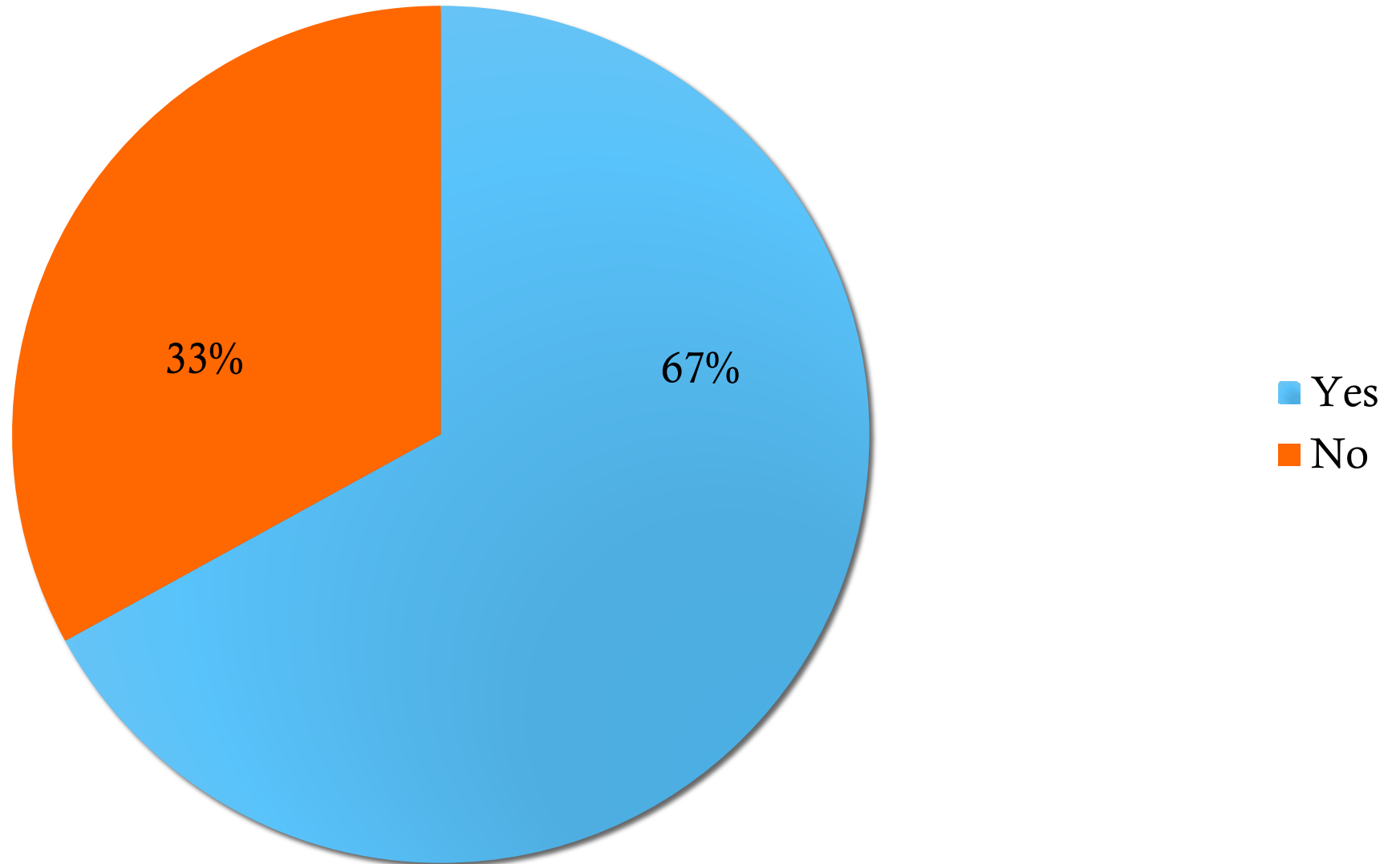
## Brand perception





# Pre-Campaign Critical Data Evidence

## SEC Network Awareness



# MESSAGING & POSITIONING

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# Positioning

## Target Market Brand Perception:

- Almost 50% of the surveyed respondents were unaware of AT&T U-verse

## Position:

- Focus on the quality of the service and the availability of the SEC Network through U-verse

Slogan

Front Row  
Anywhere You Go

# PUBLIC RELATIONS

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# Public Relations Tactics

- Press Releases
  - OA News
    - Faculty, staff, alumni
  - The Corner News
  - Birmingham News
  - Atlanta Journal Constitution



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**FOR IMMEDIATE RELEASE**  
**April 1, 2014**

## **AT&T PROMOTED AT AUBURN UNIVERSITY AS PART OF THE "FRONT ROW ANYWHERE YOU GO" CAMPAIGN**

Auburn, AL – War Eagle Communications, a student-run marketing agency at Auburn University has developed a marketing campaign to promote AT&T U-verse® TV and High Speed Internet services, wireless discount and reward for referral programs to their school and community. The campaign is designed to increase awareness and purchase consideration of AT&T U-verse TV and the new SEC Network launching in August.

The campaign will feature an event in conjunction with "Bark in the Park" on April 5 at Kiesel Park from 9:00 a.m. until 2:00 p.m. Attendees will have the opportunity to learn more about U-verse's features and quality as well as the content that will air on the SEC Network in August through trivia and interactive games. The event will also feature free food and cool giveaways.

The campaign is part of the AT&T Campus Brand Challenge, a program designed to give students a unique, real-world business experience by asking them to design and implement an integrated marketing communications plan. "This project has shown me what my future career as a Public Relations Practitioner will be like, and I'm grateful for this practical knowledge," said Savannah Jackson, a member of the War Eagle Communications Public Relations Department.

Each of the six schools across the country participating in the AT&T Campus Brand Challenge are competing against one another for the opportunity to present their ideas to AT&T executives at the term's conclusion.

For further inquiries regarding the AT&T Campus Brand Challenge, please contact Jessica Carroll at (404) 488-5614.

### **About AT&T**

AT&T Inc. (NYSE:T) is a premier communications holding company and [one of the most honored companies in the world](#). Its subsidiaries and affiliates – AT&T operating companies – are the providers of AT&T services in the United States and internationally. With a powerful array of network resources that includes the nation's most reliable 4G LTE network, AT&T is a leading provider of wireless, Wi-Fi, high speed Internet, voice and cloud-based services. A leader in mobile Internet, AT&T also offers the best wireless coverage worldwide of any U.S. carrier, offering the most wireless phones that work in the most countries. It also offers advanced TV service with the AT&T U-verse® brand. The company's suite of IP-based business communications services is one of the most advanced in the world.

Additional information about AT&T Inc. and the products and services provided by AT&T subsidiaries and affiliates is available at <http://www.att.com/aboutus> or follow our news on Twitter at @ATT, on Facebook at <http://www.facebook.com/att> and YouTube at <http://www.youtube.com/att>.

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Reliability claim based on data transfer completion rates on nationwide 4G LTE networks. 4G LTE availability varies.

### **About EdVenture Partners**

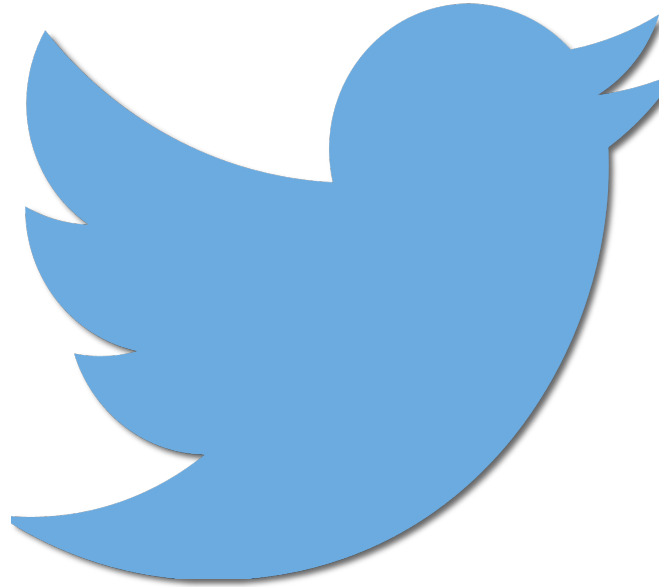
*EdVenture Partners is an organization dedicated to developing innovative industry-education partnership programs. The objective of such programs is to provide hands-on, real-world experience to students in tandem with providing marketing solutions and recruiting access at colleges and universities to clients. EdVenture Partners has designed and managed programs at over 1,000 campuses in North America and internationally. Find out more at [www.edventurepartners.com](http://www.edventurepartners.com).*

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# Public Relations Successes



# Social Media



- **Twitter**
  - @FrntRowWhereUGo
  - #FrntRowWhereUGo
  - Followers: 11
  - Following: 50
  - **270 impressions**



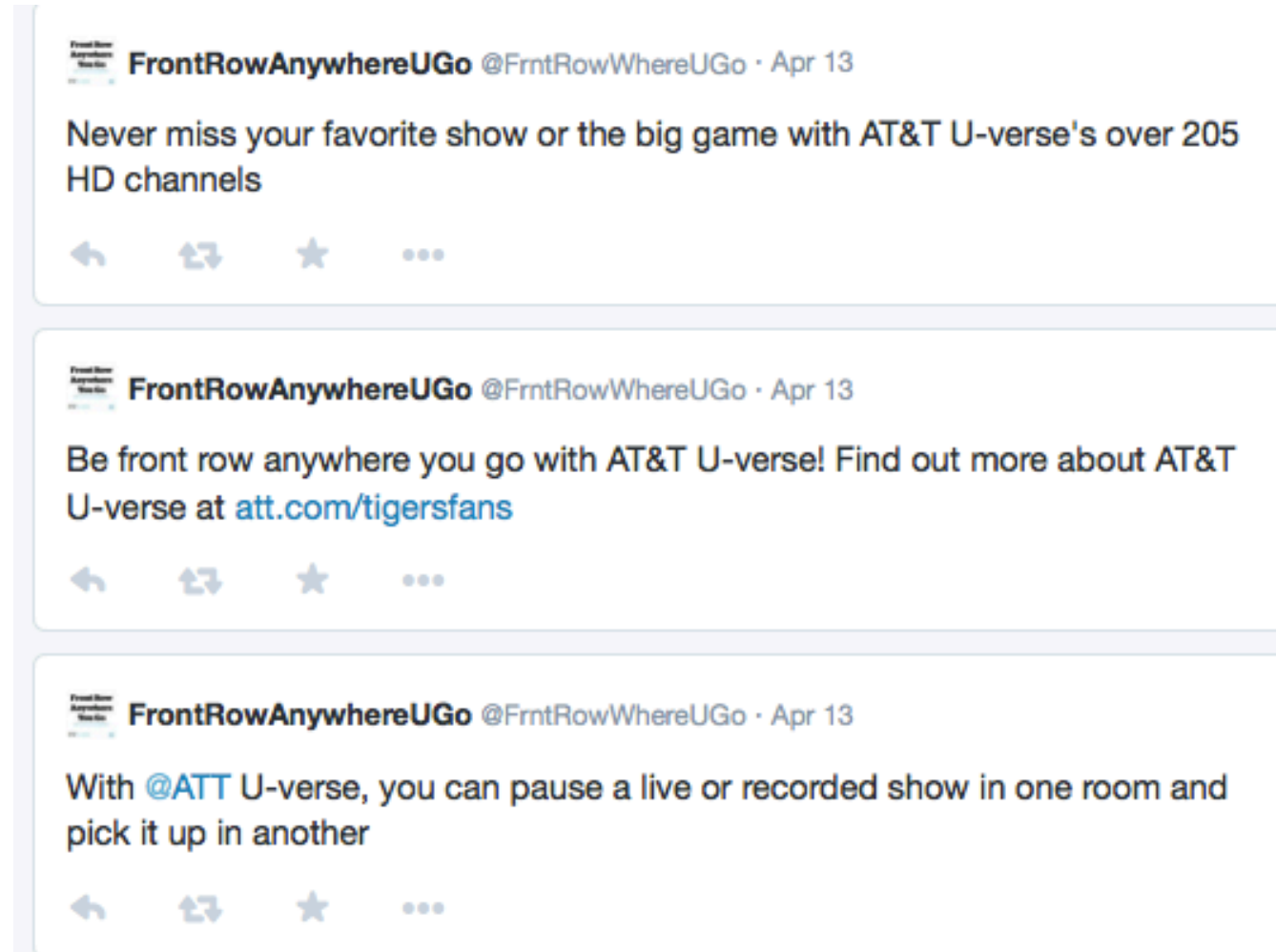
# Social Media Coverage



# Social Media Coverage



# Social Media Coverage



# EVENT

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# Bark in the Park

- Kiesel Park
- Saturday, April 5
- 9 a.m. – 2 p.m.
- 250 attendees
- 200 fliers distributed
- Games/Activities
  - Trivia wheel
  - Inflatable baseball
  - Cornhole
  - Pin the helmet on the football player



# Bark in the Park



Let's play trivia!



Booth layout



Lucky winner!



# Bark in the Park



Everyone loves cupcakes!



Our team rocks!



Spin, answer correctly & win!

# ADVERTISING

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# Advertising Tactics



- Fliers
  - U-verse & Auburn fan-based/ URL promo
- Poster
- Promotional items
  - Branded mini-footballs
  - Branded t-shirts
  - Branded magnets

# Advertising Tactics

- Flier 1
  - 100 distributed at event
  - 50 distributed at apt complexes in Auburn
  - 30 will be included in fan packages

*Front Row Anywhere You Go.*

Cry War Eagle from the front row with AT&T U-verse



See your SEC games on AT&T U-verse

Coming August 2014

*Find out more at [att.com/tigersfans](http://att.com/tigersfans)*



#FrontRowWhereUGo  
@FrntRowWhereUGo



Geographic and service restrictions apply to AT&T U-verse services. Call or go to [www.att.com/u-verse](http://www.att.com/u-verse) to see if you qualify.

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# Advertising Tactics

- Flier 2
  - 100 distributed at event
  - 50 distributed at apt complexes in Auburn
  - 30 will be included in fan packages

*Front Row Anywhere You Go.*


Cry War Eagle from the front row with AT&T U-verse



See your SEC games on AT&T U-verse

Coming August 2014

*Find out more at [att.com/tigersfans](http://att.com/tigersfans)*

 [#FrontRowWhereUGo](https://twitter.com/FrontRowWhereUGo)  
[@FrntRowWhereUGo](https://twitter.com/FrontRowWhereUGo)



Geographic and service restrictions apply to AT&T U-verse services. Call or go to [www.att.com/u-verse](http://www.att.com/u-verse) to see if you qualify.

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# Advertising Tactics

- Poster
  - 10 posted at apt complexes in Auburn
  - 30 will be included in fan packages

*Don't leave the couch to catch the game.*

*The best seats in the house with AT&T U-verse.*



 @FrntRowWhereUGo  
#FrontRowWhereUGo

**Front Row Anywhere You Go.**  
Find out more at [att.com/tigersfans](http://att.com/tigersfans)



# Advertising Tactics

- Branded mini- footballs
  - 90 distributed
  - 60 will be distributed in fan packages



# Advertising Tactics

- Branded t-shirts
  - 30 will be distributed in fan packages
  - 30 will distributed randomly to Auburn students



# Advertising Tactics

- Branded magnets
  - 60 will be distributed in fan packages
  - 40 randomly distributed

**AT&T** U-verse



# RESULTS

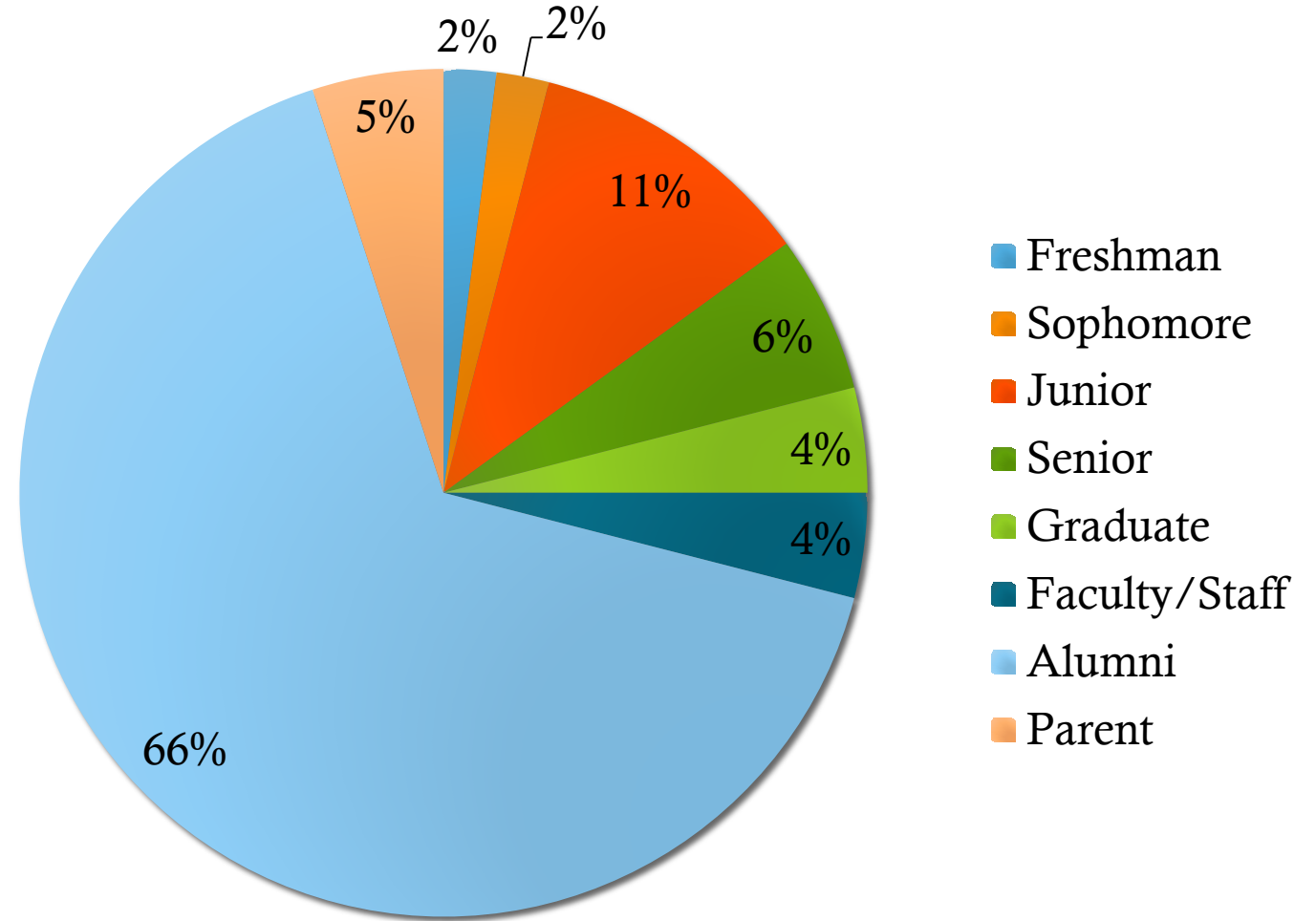
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Pre/Post Campaign Research



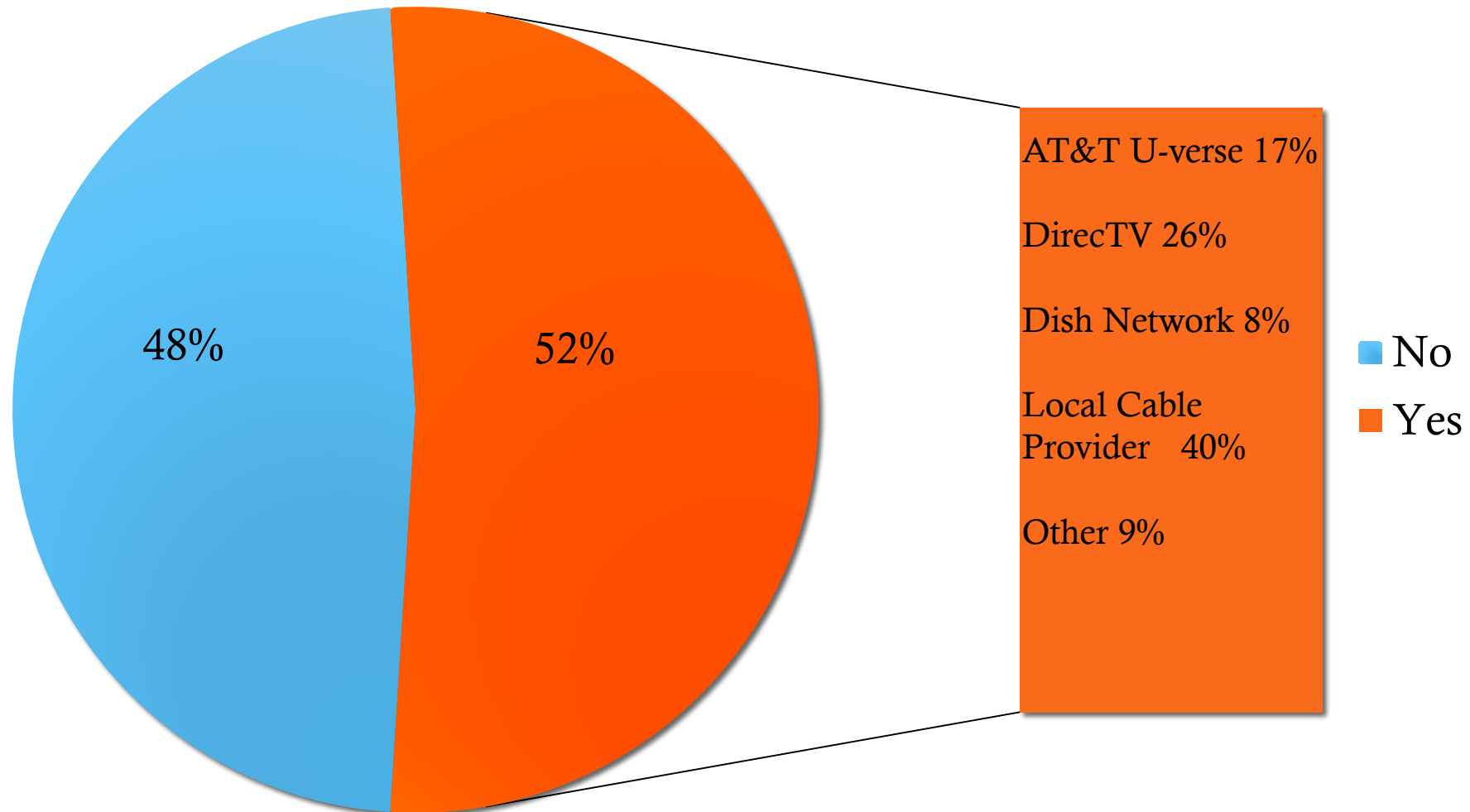
# Post-Campaign Research Survey

405  
survey responses



# Pre- Campaign Critical Data Evidence

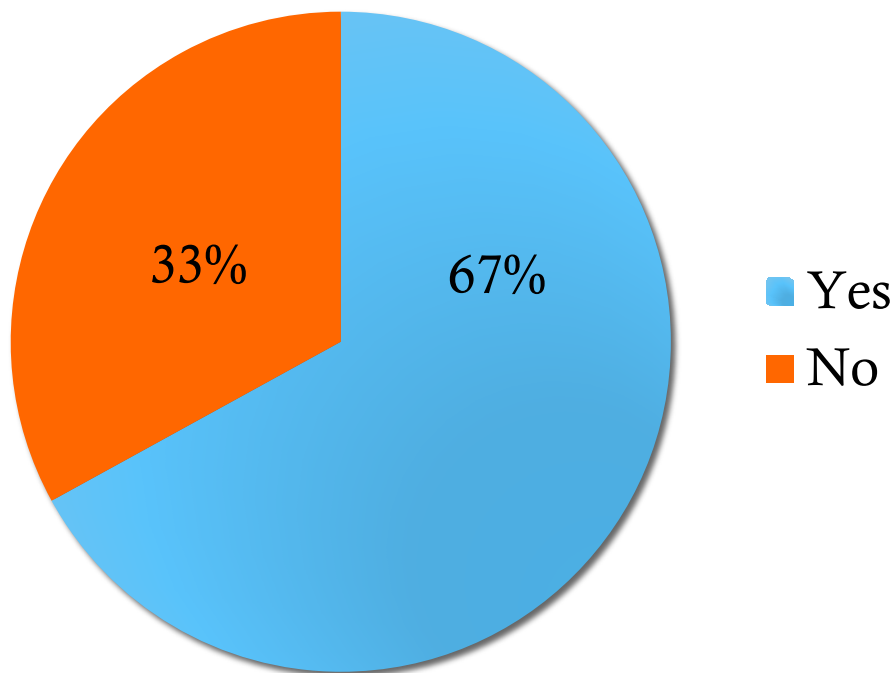
## Pay TV Subscribers



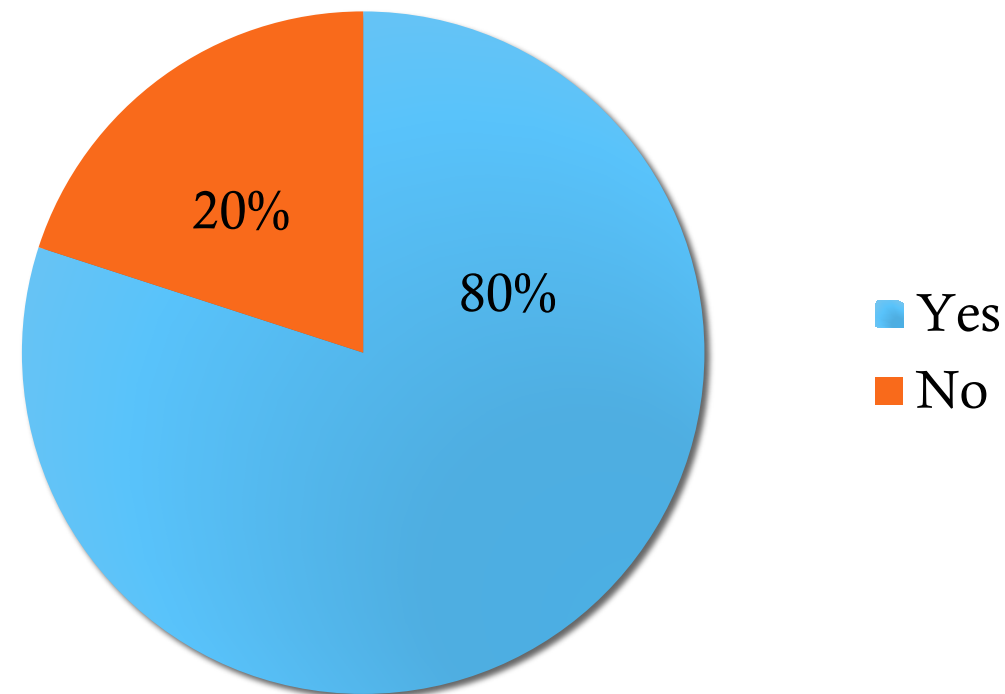
# Pre/Post Campaign Research Findings

## SEC Network Awareness

Pre-Campaign Results

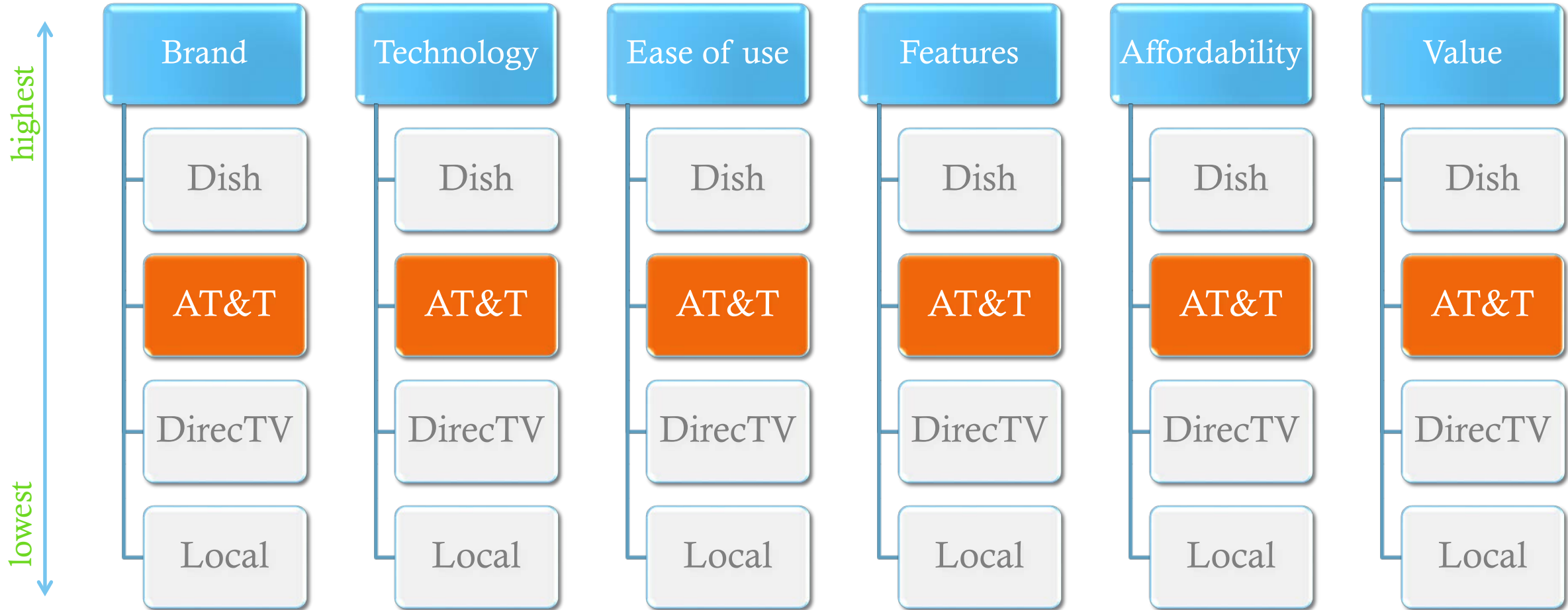


Post-Campaign Results



# Post-Campaign Key Findings

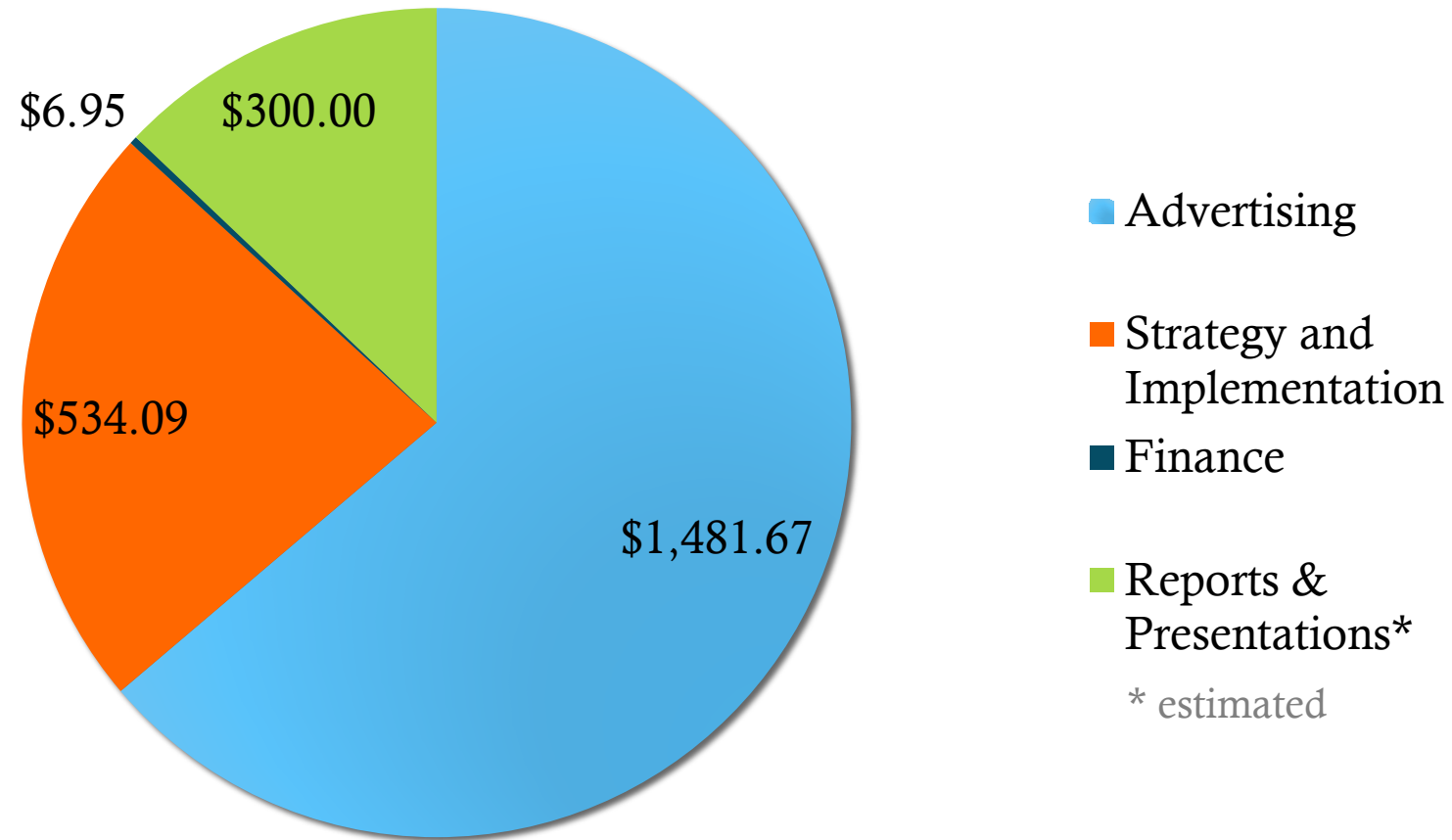
## Brand perception



# FINANCES

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# Budget Distribution



# Return on Investment

- Actual Cost : \$2,322.71
- Actual Value: \$2,494.13
- Return on Investment : 7%
  - $ROI = [(Actual\ Value - Actual\ Cost) / Actual\ Cost] \times 100$

# SUMMARY

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# Campaign Successes

- **19%** increase in the SEC Network awareness
- **11%** increase in those willing to switch to AT&T for SEC Network
- **31%** perception of AT&T U-verse brand
- **28%** perception of AT&T U-verse technology
- **24%** perception of AT&T U-verse ease of use
- **15%** perception of AT&T U-verse features
- **8%** perception of AT&T U-verse features
- **200** event attendees interactions
- **310** giveaways
  - T-shirts, mini-footballs, magnets
- **3,000+** advertising impressions
  - Fliers, posters, giveaways
- **270** social media impressions
- **17,000** public relations impressions
  - Press release published by OA News

*War Eagle Communications would like to thank AT&T and EdVenture Partners for allowing us to compete in the AT&T Campus Brand Challenge this semester.*

*Development and implementation of our event have provided us with outstanding learning experiences. We want to wish you continued success in the rest of your events this semester and in your efforts to promote AT&T U-verse and the SEC Network. Thank you for the opportunity to work alongside you!*

*War Eagle!*

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