

CREATIVE BRIEF



TARGET AUDIENCE

The **socially engaged, technologically savvy** Millennial customer. They have purchasing power and peer influence.

OBJECTIVE

To create an in-store experience that **excites** and **inspires** the Millennial audience, entices them to return to the Verizon store and creates a trusted relationship with Millennial customers.



WHAT WE KNOW



- *Verizon is not associated with *technological innovation*
- *Millennials like to be *engaged face-to-face and online*
- *They do not like the *current style* of Verizon stores
- *They are *interactive, visual learners*, and are driven by *experience*
- *They are highly *tech-savvy*
- *AND they love to **stand out** amongst their peers

OUR STRATEGY



1. Position Verizon as **innovators in the technology**
2. Emphasize the **local, community vibe** of the retail stores that customers enjoy already
3. Add a **modern twist**
4. Link the in-store experience with something valuable to the customer, like a **social cause or campaign**
5. Give them something **UNIQUE** and **UNEXPECTED**

WE MUST CONSIDER...



- *Budget
- * This goal should be achieved without use of promotions, sales discounts or massive advertising
- *The in-store experience can be integrated with the online experience
- *They should leave wanting to share Verizon with friends

TONE



The **loveable** and **geeky** friend. The person they can go to for REAL answers and feel comfortable asking for help.

MIA, THE MILLENNIAL

Visual Learner:
Responds best to
emotional content than
informational content.

High importance on
*Value for money
*Positive shopping
experience

Uses her smartphone
and tablet to make
most of her purchases

Age 18-34
Independent
&
Confident

Very active in her
community. Supports
local farms, artists and
businesses. She
volunteers often and
advocates social equality.

Has her phone on her 24/7
to stay connected with her
friends and family while
she is working in the city
and travelling.

Very BUSY.
She uses apps to help
make her life more
quick & convenient.





MIA, THE MILLENNIAL

BEST PLACES TO REACH HER:

*SOCIAL MEDIA: MOBILE MARKETING

*EN ROUTE TO WORK: SHE HAS SOME TIME TO KILL

*11PM: LATE NIGHT ONLINE SHOPPING AFTER A COUPLE DRINKS

HER PERSONAL MEDIA NETWORK

7AM: WAKEUP

CHECKS WEATHER W/ **WEATHER CHANNEL APP**

CHECKS HER **GMAIL** TO GET A HEAD START BEFORE WORK

CHECKS **PERSONAL FITNESS TRACKER** FOR HER EXERCISE & DIET GOALS TODAY

GOES FOR A RUN, STREAMS **SPOTIFY PREMIUM** FOR HER JAMS

9AM: ON THE WAY TO WORK

PICKS UP HER FREE BLACK COFFEE FROM HER **GOLD MEMBER STARBUCKS APP**

CATCHES THE SUBWAY ON TIME WITH HER **NYC SUBWAY APP**

URNS ON HER SPOTIFY MUSIC AND CHECKS **TWITTER** FOR THE DAILY NEWS

10AM-5PM: AT WORK

SKYPES WITH HER CLIENT IN NORTH CAROLINA

BRINGS HER **IPAD** TO THE STAFF MEETING TO RECORD & TAKE NOTES

5PM: HAPPY HOUR

GROUP TEXT WITH FRIENDS TO MEET FOR DRINKS @ CHARITY GALA

INSTAGRAMS PHOTO OF THEIR FUN EXPERIENCE

CALLS AN **UBER** AND HEADS HOME FOR SOME **NETFLIX**

THE MANIFESTO



YOU'RE BORED WITH WHAT **TODAY** CAN OFFER YOU.

LET US SHOW YOU **TOMORROW**.

WE ARE THE NEW FRONTIER IN TECHNOLOGY.

OUR DISCOVERIES WILL BENEFIT YOUR EVERYDAY LIFE, THE LIVES OF OTHERS AND THE FUTURE OF OUR COMMUNITIES.

WE GET IT.

YOU'RE SWAMPED. YOUR TIME IS VALUABLE.

LET US DO THE WORK FOR YOU. EVERY DAY, WE CHALLENGE OURSELVES TO BRING YOU SOMETHING UNIQUE AND UNEXPECTED.

YOU STAND FOR COMPANIES DRIVEN BY PURPOSE, NOT PROFIT. THOSE THAT SUPPORT YOUR COMMUNITY. SO DO WE.

EVERY SATURDAY, YOU HIT THE LOCAL FARMER'S MARKET TO HAND-PICK RIPE, ORGANIC TOMATOES FOR TONIGHT'S DINNER EXPERIMENT.

THINK YOUR LOCALLY GROWN TOMATOES AND CUTTING EDGE TECHNOLOGY HAVE NOTHING TO DO WITH EACH OTHER? **LET US PROVE YOU WRONG.**

WE ARE MOVING FORWARD. ARE YOU?