



BETHANY COATS

**CREATIVE BRIEF
TARGET AUDIENCE
PERSONAL MEDIA NETWORK
BRAND MANIFESTO**

Creative Brief

To create an in-store experience that positions Verizon as a trusted partner and friend in the process of exploring and purchasing new technology

Objective

tech-savvy millennials

Target Audience

- Store experiences should engage the customer by promoting face-to-face, human interaction as well as personalization in a non-overwhelming way.
 - Millennials want to expand their knowledge around their technology in order to improve their daily lives.
 - Verizon's Corporate Social Responsibility aligns with Millennials' values
 - Millennials are more likely to interact with a brand on social media when prompted by a close friend or an exclusive offer.
- Millennials are browsing online prior to making high involvement in-store purchases and have a need for tangible connectivity to a device before final purchase.

Insights

We:
are provider and innovator
offer both phones and accompanying technology
employ experienced professionals who care about the clients

Our Advantage

Consumers should walk away from their experience feeling positive about their decisions and educated on all aspects of their new technology
The experience should also be inviting and not solely focused on sales, rather it should be focused on building a lasting relationship with the client

Key Message

Cris and Elena



Millennials

Mid 20s

Single and Dating

Recent College Graduates

Middle Class, but moving up and
doing well in their jobs

Tech-Savvy

Social and constantly spending
time with friends

Socially Aware and have
causes they care about

Cris- Graphic Designer

Elena- Interior Designer

TARGET AUDIENCE

First Adopters of technology

They're your friend who always has the "new, cool gadgets"

Their main network of communication is online

It's how they communicate with friends and brands:

They're more likely to accept a brand's social media if they are introduced to it by a friend or if they will get something out of it

Constantly on mobile devices/the internet and are very tuned into what is happening in the world around them

Enjoy shopping for products online, but still prefer to make all purchases in-store

Prefer social sites such as Facebook, Twitter and Instagram.

Get their news from social media along with networks

like *USA Today* and *The New York Times*

PERSONAL MEDIA NETWORK

Verizon...

is your tech-savvy friend

who has all the **answers** to your questions

knows **what's new** in the industry
and what is coming out next

cares about making a difference

through their **corporate and social responsibility** programs
and by partnering with the **Verizon Foundation**

knows what is important to you

gone are the days of **pushy salespeople**

no more waiting for hours to answer
one simple question

it's all about **customization** and what **makes you happy**

BRAND MANIFESTO