

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

tech-savvy millenials 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.

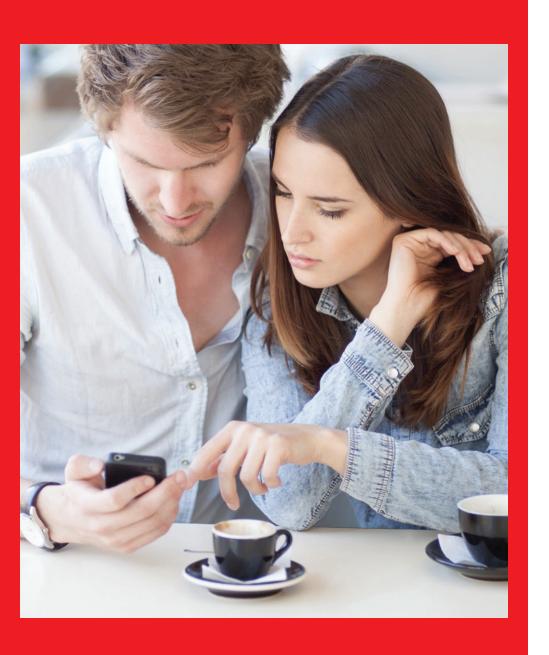
nsights

We:

are provider and innovator offer both phones and accompanying technology

Our Advantage employ experienced professionals who care about the clients

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



TARGET AUDIENCE

Cris and Elena

Millenials
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

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

