



Verizon Stores: The Launchpads for Change

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We specialize in helping companies tell their stories. NOVO Communications understands that **communication goes both ways.**

We don't just talk, we listen. We listen to our clients because that's how we create strong relationships. We listen to our clients' customers because that's how we know we are doing our job. We listen to our team members because we value **diverse ideas**, which come from a **collaborative experience.**

At NOVO Communications we intend to build long-term, **mutually beneficial relationships** using our knowledge, creativity, and experience to communicate our brands effectively. We bring clients' companies to the right audience, with the right message, at the right time. In doing so we look to improve the lives of others by demonstrating **innovation through technology.**

OUR TEAM



Victoria Selover

Account Manager

“The change I want to see in the world is global accessibility to clean water.”



Bethany Coats

Creative Director

“The change I want to see in the world is safe housing for all.”



Erin Delaney

Media and Engagement Director

“The change I want to see in the world is access to adequate and reliable food for all.”



Emmy York

Research and Planning Director

“The change I want to see in the world is that every child gets to go to sleep with a full stomach.”



Gina Apperson

Content and Production Director

“The change I want to see in the world is ensuring social skills development for all students and children and supporting schools and communities.”

EXECUTIVE SUMMARY

Walk into a Verizon store, and you will feel the change in the air.

As a **powerful** and **reliable** mobile service provider, Verizon boasts *unmatchable* 4G LTE service and the nation's largest network. Come into a Verizon store, and you will see the large selection of smartphones, tablets and other accessories for mobile technology that fit everyone's lifestyles—particularly Millennials. But something is missing. While we see the technology displayed in stores, it's hard to experience it.

While Verizon has a strong online presence, it has the opportunity to extend its voice and brand into its retail stores. Instead of being the utility brand that helps with tech problems or unveils the new iPhone 7, Verizon strives to be a **technology hub** where **local and global change prevails.**

Verizon has Powerful Answers when it comes to changing the world through technology with global education, sustainability, and healthcare movements. Verizon's endeavors match the values of their target consumers, the passionate Millennials who recite technology hacks and **aspire to change the world.** These are the people looking for a place to **kickstart their dreams.** They are looking for a network to achieve their goals. Millennials know it's not all about them; they want to connect with others.

That's what they will experience at Verizon. Through social change experience zones and the latest technology tips, Verizon will become the *launchpad for change* initiatives. Together, Verizon and Millennial world changers will be the connectors. They will be the doers and the inspirers. **Fearless and full of power.**

CHALLENGES AND OPPORTUNITIES

As a result of Internet-fueled browsing and shopping, Millennials are frequenting Verizon stores less often: this is the challenge for the current campaign. The situation at hand is that Millennials have **negative views** about carrier stores, only frequenting them when they need tech help. Though Verizon has a loyal brand following, visits are much **more transactional than experiential**. With changes in how people are interacting and purchasing technology, Verizon has a **lack of connection** with its consumers.

Here exists an opportunity: Millennials are incredibly motivated by brands that are associated with charitable initiatives and have a strong ***desire to leave their mark*** on the world, believing that with the right tools, they can change the world. Verizon stores will be launchpads for change: a platform that provides customers with **“in-store only” tools for inspiration and collaboration** to make a real difference.

RESEARCH & INSIGHTS

PRIMARY RESEARCH

In order to understand the problem and opportunities better for Verizon stores, we conducted both primary and secondary research to uncover the Millennial mindset and see how Verizon stores can improve their store experiences. We executed four types of primary research in order to obtain qualitative and quantitative data. These included a mini group, survey, in-store observations, and intercepts.

Mini-Group

Millennials in the mini group described the overall experience of retail stores as “**overwhelming**” and didn’t want to deal with the salesman or crowds in stores. Respondents also seemed to have too much pride to seek help in stores or voice their opinions online, therefore they wanted to avoid interacting with company employees.



In-Store Observations

While talking to customers in the Verizon store they indicated that they prefer talking to someone **face to face** regarding a high-involvement purchase and that they *seek a personal connection* with an employee when getting tech help.



PRIMARY RESEARCH

The Survey

A survey of 228 Millennials revealed customer purchasing patterns and what they look for in businesses. When asked if they could have any experience at a cell phone store the most common answers were as follows: release events, product trials and testings, make your own app day, “tips and tricks,” and charity events. Consumers are **interested in having an experience** where they can learn new things about their phones without having to worry about being sold to. Millennials are highly active in their communities and therefore worried about having an **efficient shopping experience**.



Intercepts

Intercepts allowed us to gauge Millennials’ gut feelings in regards to Verizon’s brand as well as gather data about how they shopped in technology stores. The answers showed us that the in-store experience should cater to the **social nature of shopping**, inviting people to bring their friends to help them make quality decisions regarding their mobile tech lives.

Primary Findings

We found that Verizon should promote themselves as a social destination for technology. It is also important for stores to provide an experience that helps the customer integrate mobile technology into their lifestyle.

SECONDARY RESEARCH

Company

Verizon is a **top-tier** mobile service provider with a mission to keep customers connected so that they can build relationships and solve problems in the world. Verizon has a unique approach that is *revolutionizing technology and innovation* by using devices to **empower consumers** to create positive change in the communities they serve.

Culture

From mobile devices, tablets and much more, technology is taking over the lives of Millennials. America is 44% above any other country in mobile telecommunications and technology companies are eager to improve products and release the newest updates in the market (Pew's Mobile Technology Fact Sheet, 2014). In 2013, the U.S. became a **multi-platform majority** with a majority of digital consumers using both desktops and mobile devices every month. However, most of all time spent on all digital media occurs on **mobile apps** (The U.S. Mobile App Report, 2014).

Competition

Companies in the technology marketplace, specifically mobile service providers, must **differentiate their individual brand and culture** in a way that is instantly recognizable by customers. Well-known competing brands are ranked and distinguished based on their strengths: T-Mobile is the largest provider of prepaid wireless service, Sprint customizes data usage for social media apps, and AT&T has the highest customer service across retail stores, online, and call centers..

Convergence

Distributing content across various media platforms is becoming increasingly important to **communicate and engage** with consumers. The most common platforms to reach Millennials include social networks (Facebook, Twitter, YouTube) and news feeds (Reddit, BuzzFeed, Tumblr) (Chen, "3 Keys to Millennial Marketing: Smartphones, Social Media, Hyper-Targeted Content"). Verizon consistently utilizes media platforms to highlight its products, services and tell stories. Verizon successfully capitalizes on **consumer engagement opportunities** through direct replies to questions and concerns.

SECONDARY RESEARCH

Channel

Millennials are the most likely consumer group to research products and prices before going into stores to shop. Millennials view shopping as a **form of entertainment** and seek compelling destinations. Regardless of which channel customers choose to use they expect consistent experiences throughout them all.

The Millennial Consumer

Millennials are not as self-absorbed as they are sometimes made out to be. Instead, the economic recession has allowed them to develop an optimistic attitude and the ambition to reverse these trends (Nielsen's Millennials: Breaking the Myths, 2014).

Millennials care about being philanthropic, the causes they care about most are education, poverty and the environment. Three quarters of Millennials individually made financial contributions to a nonprofit in 2011 and prefer to associate with corporations that place an emphasis on social responsibilities (ibid). In addition, Millennials are also likely to share information or facts about a cause through their **social networks**.

Category

Cell phone ownership is reaching universal penetration, but at least

25% of customers are interested in changing carriers

(Mintel's Mobile Service Providers Issues & Insights, March 2014) .

This is an opportunity for Verizon, to differentiate its offerings from other competitors, as customers are understanding more of the mobile service category. The high commitment purchases, such as smartphones, involve substantial planning and research by customers to ensure that the company and products align with their thoughts and needs. It is also important to highlight the seasonality of mobile phones—they have higher demand in the holiday season, which would be a good time to launch new communication efforts.

INSIGHTS

Insight 1

Millennials want to expand their knowledge around their technology in order to improve their daily lives.

Millennials aren't necessarily stuck in their ways and genuinely want to continue to expand their knowledge base around technology. They're excited about what technology can do to improve their daily lives and are willing to take the time to learn what they need to know.

Insight 2

Verizon's corporate social responsibility aligns with millennials' values.

One thing Verizon and Millennials have in common is that they both want to change the world through education, sustainability and more. Verizon seeks to provide "Powerful Answers" to world challenges such as healthcare, sustainability, education, and public safety.

Insight 3

Millennials don't want to be associated with the "me" or the "selfie" generation.

Even though technology has evolved and changed, people haven't. Millennials are still working hard to build lasting, genuine relationships with others and feel as though titles like the "selfie" generation do not apply to them.

Eighty-four percent (84%) of Millennials say that "knowing I am helping to make a positive difference in the world is more important to me than professional recognition." (Bentley University "Millennials in the Workspace")

TARGET CONSUMER



Meet Melissa

Demographics:

Age: mid-20s
Income: \$40,000
Relationship status: Single
Career: Creative professional
for non-profit
Address: Colorado

Psychographics:

Works busy hours
Has a positive attitude about how
one person can change the world
Reliant on her phone
Passionate about environmental
sustainability
Enjoys attending/watching inspira-
tional speeches

Emotional Rationale:

Wants to be inspired by what other people are
doing to make a difference
Wishes there was a way to contribute to chari-
ties on her phone and on the go
Feels happy when buying products that donate
percentage of profits to charities

Melissa's Mindset

Melissa is a twenty something creative professional who is **always “connected”**. She works long hours – she’s overcommitted not only in her job, but in her outside philanthropic pursuits. She is **motivated** to achieve and do work that has meaning.

She works for a nonprofit that supports reducing carbon footprints, increasing use in solar power, and decreasing destruction of forests. There, she is in charge of social media campaigns and design elements. She also has her own business, which she runs from Etsy where she sells iPhone cases made from repurposed wood. She lives a ***mobile and energy-efficient lifestyle***.

Melissa is **reliant** on technology, using it in every aspect of her life. She considers herself as a **social activist** and likes to give back, but wishes she knew more about how to contribute to charitable initiatives through her phone and tablet. She enjoys watching Ted Talks, attending conferences, and going to Farm To Table restaurants. She fully believes that she can make the world a better place but **needs inspiration** on how to do it.

THE CAMPAIGN

ESTABLISHING THE BRAND

Technology is powerful. It's here to make a difference.

Verizon **epitomizes** powerful technology and innovation, transforming the way people interact and create positive change in their communities. Verizon is here to keep us connected, and Millennials are more connected than ever. Millennials are also **world changers**, with dreams, aspirations and visions for the future. Our target consumers make contributions to their favorite nonprofits and also share causes on social media. They care about education, sustainability, poverty and more and want to be at the center of creating positive change.

What they don't know is that their smartphone, their mobile technology, is at the **core of making global social change**. Verizon puts the **power of social change at their fingertips**. And at Verizon stores, this is where you experience the change. You are inspired to make a difference.

Key Consumer Insight

Millennials don't want to live in the "me" generation; rather they care about making a positive change in the world. They have a new definition on what it means to own something; it is more **about the community or global impact** of a product or brand, rather than the product itself. ("Why Millennials Don't Buy Stuff," Fast Company, 2012)

ESTABLISHING THE BRAND

Message Hierarchy

Going to a Verizon store...

provides you with...

Rational Benefit: the tools to have questions answered, procure big ideas and acquire knowledge

through...

Emotional Benefit: a customized experience where you feel empowered, inspired, and connected,

so that...

Higher Order Value: you have the skills to use technology to improve your life while bettering the lives of others.

Single Most Important Idea

Verizon stores are *inspiring destinations* that provide innovative ways to learn about technology and how it can be used to make a difference in the world.

Vision of Verizon Stores

Verizon's in-store experience caters to Millennial world changers and their desire to **interact and stay connected** to global social issues..

Brand Positioning Statement

Verizon stores are the **power centers** where technology meets change. Change for your life. Change for others.

OBJECTIVES

Marketing Objectives

Create an Experience

Drive new visits and repeat visits to Verizon stores

Build Brand Evangelists

Influence positive social media sharing of Verizon store experiences

Increase Profit

Increase sales for Verizon that take place in stores

Communications Objectives

Convey That You Can Kickstart Social Change at Verizon Stores

Inform Millennials that Verizon stores are centers of social change that give consumers the tools to make a difference on a global and local level.

Show How Technology Changes Millennials' Life

Establish Verizon stores as inspiring destinations for learning the ins and outs of mobile technology, which improve the lives of Millennials

Enhance the Human Connection

Inspire an on-going connection between Verizon employees and Millennial consumers

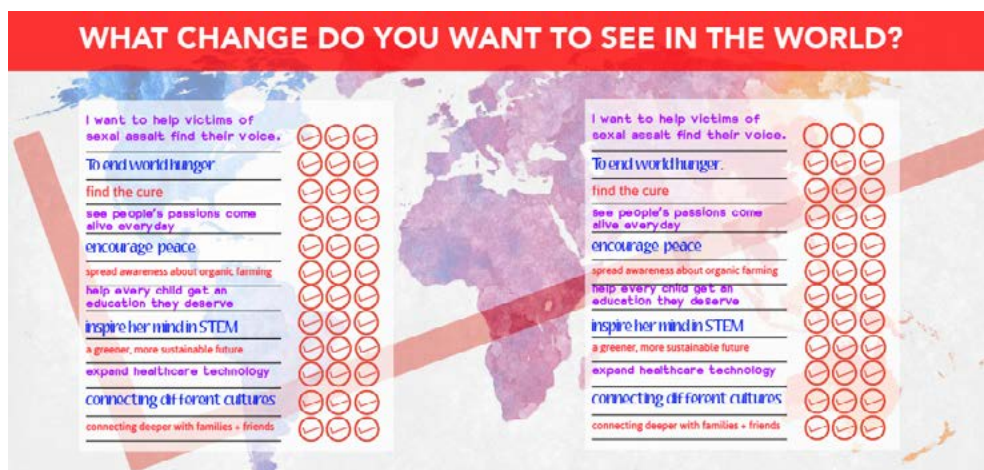
CREATIVE STRATEGY

Communications Strategies

- Focus on an interactive experience in stores that gives Millennials the tools to make a difference.
- Provide communication outlets where Millennials can get to know Verizon employees to inspire a positive interaction in stores.
- Create engaging content that shows how Verizon's technology is making a difference for causes that Millennials care about: education, sustainability and healthcare.
- Partner with "influencers" on social media and online outlets to promote Verizon as a trusted technology brand.

Concept: Social Change Zone

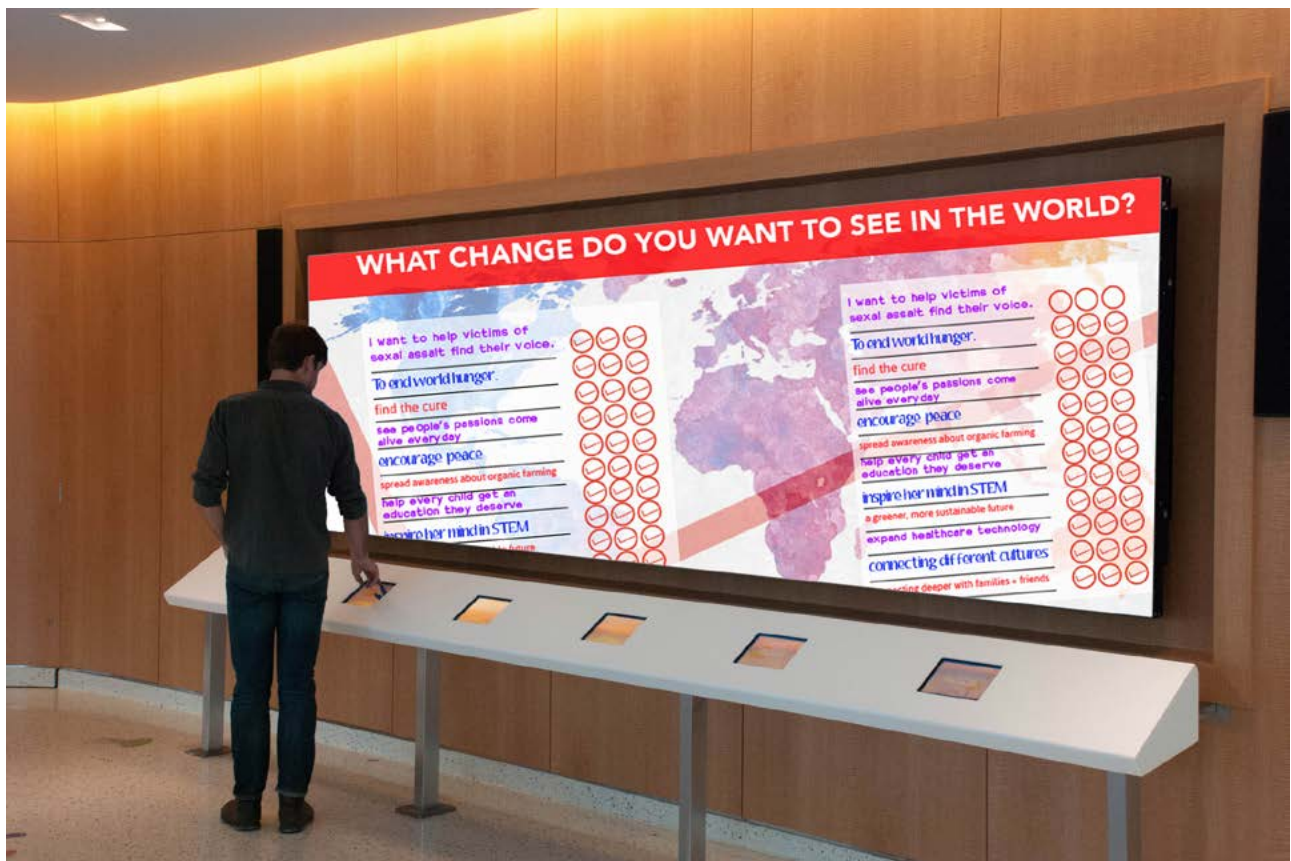
We saw an opportunity for Verizon stores to **create a new lifestyle zone**: an area where technology tools are provided to make a social change. More than ever, Millennials refuse to accept what they know that they can change. Millennials know that it's possible for one person to make a difference. The challenge: **getting inspired and knowing how/what tools to use**. Millennials are irrevocably attached to their phones. Verizon's aim: **empower social activists** to combine the tech gadgets already available to them with tech capabilities in order to achieve charitable goals. Verizon's Social Change Zone serves as a platform for Millennials to not only feel, but be, empowered and live it out.



TACTICS & RATIONALE

Powerful Changes Board

Verizon will place a **smartboard** in the social change zone for customers to enable customer to make powerful changes in the world by answering the question, "what change do you want to see in the world?" Customers will have the opportunity to either **write** a unique change they would like to see in the world or to **upvote** a change already written by clicking a Verizon checkmark next to the idea they agree with. Based on the upvotes, the board will rank the popularity of **powerful change ideas**. After submitting their change, customers will also be able to tweet or post to Facebook that they participated in **#PowerfulChanges**.



TACTICS & RATIONALE

Powerful Changes Microsite

The microsite, Powerful Changes, will act as a *social change storytelling forum* for customers and employees. This will be the key inspiration section of Verizon's online presence. It will feature a live feed of the Powerful Change board responses from around the country. In addition to showcasing the ways people want to change the world, the site will also feature the Powerful Answers that Verizon technology has been forefronting. The Powerful Changes site will act as a hub of stories of Verizon's customers who are passionate world changers. While Verizon collects the responses of what people want to change in the world, we can also interview Millennial consumers who have become **powerful change agents** by expanding a nonprofit, growing a business, volunteering abroad, furthering education or impacting their community.

The Powerful Pledge

In addition, the website will allow people to sign the "**Powerful Pledge**," where they pledge to dedicate a certain amount of time per week to "do good online" by sharing, researching, donating or interacting with their favorite cause. They can also sign up to receive email newsletters about other ways Verizon is making Powerful Changes online and their fellow customers. The pledge will give suggestions on how to **make a difference through technology** both on their own and by going to a Verizon store and with Verizon products.

The Powerful Changes site will also house a Twitter feed and inspiring video content, "**Change Chats**," and features about Verizon stores. Having a website, specifically catered around an inspiring experience, will boost credibility for the social change zone in the store and give the campaign a cohesive look and feel.

TACTICS & RATIONALE

Powerful Changes Microsite



RESIDENTIAL

BUSINESS

WIRELESS

CHANGE CHATS

BE EMPOWERED

NONPROFITS

FIND A STORE



POWER UP.

YOU HAVE THE ASPIRATIONS.
YOU HAVE THE GUTS.
NOW LET'S MAKE SOME
POWERFUL CHANGES.

EXPERIENCE THE CHANGE
IN A VERIZON STORE NEAR YOU

HOW WILL YOU MAKE A
CHANGE?

SIGN THE
POWERFUL PLEDGE

JOIN HUNDREDS OF PASSIONATE WORLD CHANGERS.

(ALL WITH A VISION. JUST LIKE YOU.)

I want to help victims of sexual assault find their voice.

To end world hunger.

find the cure

see people's passions come alive everyday

encourage peace

spread awareness about organic farming

help every child get an education they deserve

inspire her mind in STEM

a greener, more sustainable future

expand healthcare technology

connecting different cultures

connecting deeper with families + friends



Being able to build blogs and apps and use my Verizon technology has given me a creative outlet like no other. It has made me a better artist and given me ways to give back to my readers.



Staying connecting to my friends and family has given me the support system I need when traveling to volunteer in children homes and pursuing videography as a means to spread awareness to the world's greatest needs.



Technology helps me focus on building the vision of my business and organic co-op. I love connecting with people and hearing how they changed their diets, lifestyles and outlook. This is my reason for being.

TACTICS & RATIONALE

Powerful Changes Microsite

YOUR FIRST STEP TO POWERFUL CHANGE.

FEEL THE DIFFERENCE AT YOUR LOCAL VERIZON STORE >>

GET INSPIRED: CHANGE CHATS



JOIN THE CONVERSATION Use #powerfulchanges to share how you make a difference everyday

#powerfulchanges

Life doesn't start when you #travel around the world. It happens in the small moments, in the everyday #powerfulchanges.

Gina Alyse @GinaAlyse 3m
More miles on your @fitbit? Encouraged a workout friend today? What are your #getfit #powerfulchanges today?

Gina Alyse @GinaAlyse 42m
Technology, social media, connections, hashtags, notifications. These are all change agents. How are you using them? #powerfulchanges

Tweet #powerfulchanges

YOUR POWERFUL CHANGES OUR POWERFUL ANSWERS



TACTICS & RATIONALE

Powerful Pledge

Hello there, World Changer.

You are bright. Energetic. Influential. You are full of crazy awesome solutions for this generation. You have a purpose. And you have your phone.

You are built to be connected. To laugh. To talk. To chat. But sometimes you feel like that isn't enough. Maybe you feel lost.

We are here to help you bring power to the world. To open you up to a journey of social change—right at your fingertips.

You are powerful with your on-the-go pursuits and you, we and this crazy thing called the Internet will radically encourage. Radically empower. And radically help.

Ignite your power. Jump on in.

Sign the Powerful Pledge



MAKE A WEEKLY COMMITMENT TO DO GOOD WITH TECHNOLOGY. TAKE THE #POWERFUL PLEDGE TODAY.

Whether it's 15 minutes or an hour per week, let's do some good with our tweets, posts, binge TV watching, BuzzFeed quizzes and more. Consider:

- Promoting your favorite nonprofit with the hashtag #powerfulchanges
- Making a donation to a special cause (Check out some nonprofit partners)
- Recycle old phones and technology at your nearest Verizon store
- Start to make a social business come alive by researching online
- Share about a volunteer experience with the hashtag #powerfulchanges

TACTICS & RATIONALE

Change Chats

In the middle of each month a *social change talk* will take place in this lifestyle zone of the store. The topic of the discussion will be based on the change with the most “checks” on the board that month. Verizon will invite a guest speaker who has contributed in a substantial way to that particular cause. The talks will be filmed and uploaded to the microsite and to Youtube. These will **serve as inspiration** for those customers whom reported that that particular change was what they wanted to see most in the world. The speakers will be chosen based on whether they incorporate technology in their efforts to make social change for the particular cause. In addition, Verizon will be able to **live Tweet** these events to **create more buzz** about its **#PowerfulChanges**.

Possible Speakers



Wendy Norman develops and manages global resources such as Skype in the classroom and School in the Cloud, two global platforms that enable communities and nonprofits worldwide to use Skype for both educational and humanitarian purposes.

Having been at Microsoft for nearly 20 years, Wendy has served in various leadership positions of marketing and public relations, including a past role as the Director of Worldwide PR for many years, where she discovered her passion for the ways people can use technology to break down barriers.



Wael Ghonim, a 31 year-old Egyptian, came onto the global scene during the 2011 revolution in Egypt. Coined the “keyboard freedom fighter,” he used the power of the internet and social media to fight for social justice. Ghonim was the anonymous founder of a Facebook page called “Kullena Khaled Said” (We are all Khaled Said) which initiated the first call for the January 25th Revolution that resulted in the toppling of the 30-year Mubarak regime. Wael is considered one of the region’s digital pioneers - launching many firsts in the tech industry including some of the region’s most important websites until he landed at Google.

TACTICS & RATIONALE

Possible Speakers

Rosa Wang is a specialist on the intersection of new technology, finance, and entrepreneurship and focuses on developments that catalyze significant systems change. She is presently the Global Director of Mobile Money for Opportunity International, overseeing the strategy, implementation, and partnerships for mobile money in their microfinance operations around the world. This oversight includes defining technical standards and overseeing strategies to encourage clients of low income and limited literacy to adopt a mobile-phone based approach to financial services



Bill McKibben is an author and environmentalist. His 1989 book *The End of Nature* is regarded as the first book for a general audience about climate change, and has appeared in 24 languages. He is founder of 350.org, the first planet-wide, grassroots climate change movement.



Powerful Employees

Verizon will **create online profiles** for Verizon employees which states basic information such as the employee's name, where they're from, the social change they wish to see in the world, and fun facts to make the employee **more relatable** to potential customers. In addition, the profile will explain their specialties in technology (iPhone, speaker systems, cell service, etc.). Customers would look online to find the most relevant employee to their needs and then set up an appointment with them to meet in a store. The employee also has the ability to email the customer before and after their in-store interaction. Doing this will ***strengthen the positive in-store and out-of-store interactions*** between the brand and the customer.

TACTICS & RATIONALE

Powerful Employee Profiles

Making Powerful Changes Come Alive in Austin, TX



Jessica Jones

Austin, TX

Specialties: iOS apps, Fitbit & fitness technology, international plans
Hometown: Washington, D.C.

Her Picks: Fitbit Charge Wireless Activity Wristband

How do you want to change the world? "I see the power of working with nonprofits to bring food and resources to underprivileged areas. I love volunteering on weekends and going to food packing events."

@JessicaVerizon21



Rebecca Miller

Austin, TX

Specialties: Business plans, home accessories, technology cases & protection

Her Verizon Picks: Nest Home Thermostat

How do you want to change the world? "I want to advocate for victims of domestic violence and offer them resources, raising awareness about the issue."

@RebeccaVerizon



Matt McRobert

Austin, TX

Specialties: Tablets, Verizon Edge, Single Line Plans, iOS apps

His Verizon Picks: mophie powerstation

How do you want to change the world? "I want to use technology to make agriculture more sustainable and bring more local products to people and businesses."

@MattVerizon



TACTICS & RATIONALE

In-Store Displays of Verizon's Change Initiatives

In order to *reinforce Verizon's initiatives and demonstrate its efforts*, the background screens of the sample phones, tablets, etc. in this zone will display how Verizon is contributing to social change. The display screens will **show facts** of how Verizon gives back and statistics that demonstrate how its contributions have impacted and made a difference to these causes. We've also included a list of technology nonprofit organizations that Verizon could partner with in an effort to continue including technology when they give back.

Tech Nonprofit Partnerships

One Laptop Per Child

OLPC is dedicated to the democratization of technology by innovating and distributing laptops and tablets to developing nations and other underrepresented areas.



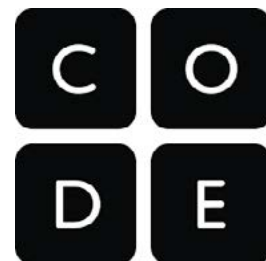
Watsi

An innovative site that combines social networking with crowdfunding to donate healthcare to individuals in need.



Code.org

Code.org wants to make programming a key part of K-12 education, bringing it to the STEM system, alongside math and science. The organization also looks to increase computer science participation among women and students of color.



Tech Soup Global

TechSoup.org, helps nonprofit organizations and libraries access the technology resources and knowledge they need to operate at their full potential. Each month more than 250,000 individuals visit TechSoup.org to make informed technology decisions, become part of a community, and request product donations



MEDIA PLAN

Launch Social Change Zones

In order to notify customers about these new Social Change Zones in retail stores, which will launch the week of Earth Day 2015 (April 22), Verizon will need to utilize a variety of methods. It would be most effective to reach tech savvy Millennials by releasing articles about the store changes to popular tech blogs and pages, using promoted Twitter and Facebook ads, and YouTube ads.

PR & Online Media Outlets

To increase awareness about the Powerful Changes campaign, we will partner with online media outlets that focus on social change such as, **Huffpost Impact, The Nonprofit Times, and Nonprofit Quarterly**. When the zone is first being implemented Verizon will have issue a press release about the new zone with information, photos and links to web content. The information will also be released to **Huffington Post Tech, The Skimm, BuzzFeed Tech, CNN Tech, and Yahoo Tech**.



Blogger Influence Program

We will continue to *promote Verizon stores as launchpads for social change* by partnering with relatable bloggers who Millennials admire and views as friendly, relevant sources of information, entertainment and inspiration. We will partner with both technology and lifestyle bloggers to reach a wide audience.

To promote #PowerfulChanges, we will ask bloggers to respond to a prompt about **making a powerful difference through technology:**

"How do you impact the world through technology? What causes or social changes are you passionate about and how do you interact with them online? What are some ways that you or your readers can use technology or the Internet to do good?"

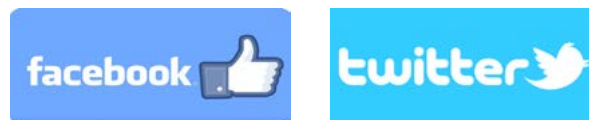
Bloggers will also be given suggestions from Verizon and the chance to take the Powerful Pledge and share it with their readers. To promote their posts, Verizon will give them a list of tweets and Facebook post ideas to share with the hashtag. Verizon will also be able to promote their posts on the microsite and through social media. The blog content will be generated heavily during the first week of the campaign launch, and throughout the rest of the campaign and the month after.

MEDIA PLAN

Web Banner Ads

Because Millennials tend to search online for products before heading into the stores to make a purchase, utilizing web banner ads while searching online through sites like Amazon or Google, will become important. The web banner ads will challenge these people looking for mobile products to “**Power up your Phone; Change the World**”– only at Verizon” with images of the new store layouts and images such as sustainable farming, children in school, and more, featuring Verizon’s take on social change and its “Powerful Answers.” Banner ads will appear in low frequency a few weeks before the launch and in high frequency during and after the campaign.

Social Media



Verizon will create promoted Facebook and Twitter posts advertising the new social zones as well as the new employee profiles on its website. The social media plan will also **include the monthly Change Chats**. We will focus the majority of the conversation with customers through Facebook and Twitter in order to encourage customers to share what they want to change most in the world. **Five to ten Twitter posts will occur each day** to keep conversation and information flowing from Verizon and to remain interactive. Facebook posts will be **once a day on weekdays, with close attention around the time of Change Chats each month**.

To accompany the Facebook and Twitter posts Verizon will use the hashtag **#PowerfulChanges** to promote their events and initiatives on social media. Customers will be encouraged to use this hashtag as well when they engage with the brand.

In order to further promote its customers and create an online experience that will complement its in-store experience, Verizon can also include **user-generated content** into its social media plan. Because Verizon stores and Verizon products cater to different lifestyles, social media will be a good way to integrate how people who enjoy fitness, music, travel, sports and entertainment are making **#PowerfulChanges** within their lives and their passions. Verizon can share user-generated content such as news from nonprofit partners, fitbit success stories for engaging in **#FitnessFriday**, ways to incorporate apps and technology while traveling or new technology Kickstarter campaigns that are relevant to making a difference in the world through technology. Sharing content from others shows that Verizon is a brand built on making connections and conversations, increasing its authenticity and relationships with its customers.

MEDIA PLAN

YouTube Advertisements

Verizon will also have :30 second YouTube ad spots that will be played before videos that are specifically targeted to the content that Millennials are watching. These ads will feature the new zone that Verizon on Hulu and be played every fifth video that is viewed for the month of April. YouTube advertisements will also be used to promote the monthly Change Chats at retail stores and on the microsite, which will be played on Hulu every fifth video for the week leading up to the Change Chat. The microsite will announce the top results of the Powerful Changes Board on the last day of every month.

YouTube Ad Series: Your First Step to Powerful Change

The Powerful Changes ad series will feature moments where Millennials are volunteering or working to make an impact on others, then rewind their steps into the Verizon store, where it shows their handwriting on the Powerful Changes board and introducing the social change lifestyle zone in Verizon. The ads will end with "Take your first step to powerful change."

Concept #1: Inspiring Minds: The first scene will show a girl in school who just solved a math problem on a tablet and her Millennial teacher smiling and congratulating her. More scenes of the teacher in the classroom and interacting with her students will follow, but in a rewind fashion, until we see the teacher writing on the chalkboard, with morphs into the Powerful Changes board at Verizon. The words "Educating Future Leaders" appear. We then see her walking into the store and looking at tablets. The ending will say, "Take your first step to Powerful Change."

Concept #2: Empowering You, Empowering Communities: Follow the journey of a Millennial volunteer who works and travels abroad, building homes for those in need or starting a nonprofit. Focus on the people he interacts with, perhaps use GoPro footage while traveling and show how he documents his trip. Retrace his steps to show him buying a plane ticket on his iPhone and back to the point where he enters a Verizon store, showing the social change zone. The words "community development" are highlighted in the social change zone.

First Step to Powerful Changes...Only at Verizon



Inspiring Minds: Educating Future Leaders



Empowering You, Empowering Communities : Your first step to travel far!

MEDIA PLAN

Notification Email

In order to notify Verizon's current customers of the launch of the Social Change Zone and associated activities, Verizon will send an email to them once a week leading up to the launch the week of Earth Day (April 22).

Current Verizon Customer

Verizon technology enables YOU to change the world

[Insert name],

Have you ever wished that there was a place that you could go, that from the moment you walk in, you are making a difference to a global problem?

Verizon is introducing a new lifestyle zone, the **Social Change Zone**. Featuring a Powerful Changes Board, you have the opportunity to document "What Change You Want to See in the World", as well as see what other people have said they want to change.

You will be personally invited, as a loyal customer, to attend Change Chats which will feature speakers who have made a contribution to the most favored change of the month.

Voice your opinion. Collaborate with locals who are as passionate as you. Make a difference.



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Victoria Selover
Account Manager

"The change I want to see in the world is global accessibility to clean water"

MEDIA PLAN

Example Facebook Posts

Post 1

We want to empower our customers and give them the opportunity to contribute to global change. That's why we are introducing the Social Change Zone! Voice the change you want to see most in the world on our Powerful Changes Board and connect with those who share the same passion! [Link to Verizon stores near you]

Post 2

We are excited to introduce our new Social Change Zone! Come into your local store to share your ideas, connect with those that have similar opinions, and use Verizon technology to make a difference on a global level. This new lifestyle zone is making giving back easier than ever before!



MEDIA PLAN



Example Twitter Posts

Tweet 1

Want to change the world? Check out our new Social Change Zone to make an impact #PowerfulChanges

Tweet 2

Learn how to use Verizon technology to make a global change in the Social Change Zone #PowerfulChanges

Tweet 3

Connect with others who want to change the world with you in our new Social Change Zone #PowerfulChanges

Tweet 4

We are making contributing to the change you want to see in the world easier than ever before #PowerfulChanges

Tweet 5

Check out our new Social Change Zone to share the change you want to see in the world #PowerfulChanges

Tweet 6

What Change Chat do you want to hear next? Let us know in the Social Change Zone #PowerfulChanges

CAMPAIGN EVALUATION

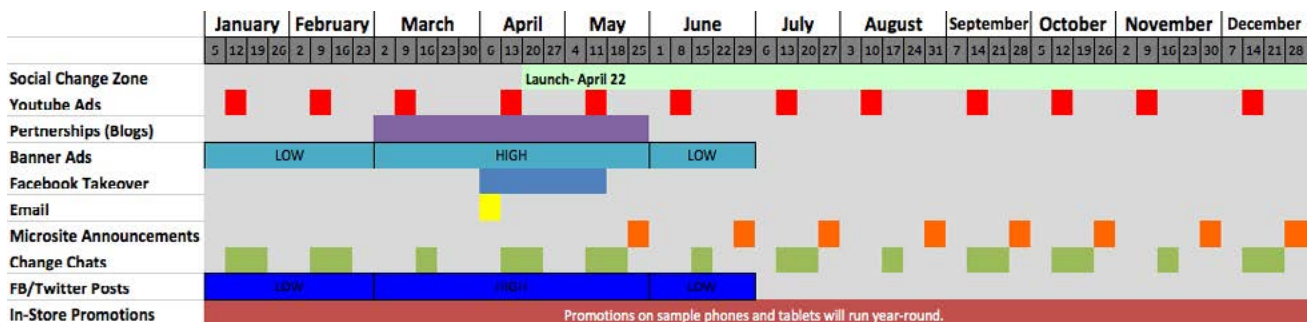
THE POWER OF SUCCESS

Our evaluation will take place on a weekly and monthly basis throughout the campaign, with the ability to tweak our messaging and tactics in order to truly engage our audience in-campaign and post-campaign.

Significant Success Will Look Like

- Active participation in the Powerful Changes experience
- Press coverage in 5+ tech media outlets
- A 10% increase in positive social sharing about Verizon stores
- Minimum of 1000 participants in the Powerful Changes interactive board (within 3 test stores over a one-month period)
- An overall improvement in store engagement, traffic and new customers

Media Flowchart



In-Store Experience

We will evaluate the success of the interactive zones and in-store experiences through measuring:

- traffic to the store on a monthly basis
- customer participation in the interactive Powerful Changes board
- customer satisfaction with the store experience through surveys
- number of customers who attend Change Chats in stores

THE POWER OF SUCCESS

Online Messaging

Online Messaging

Through evaluating the success of our online efforts, we will be able to tell how many consumers have heard about Verizon store offerings and how it impacted them. Our key performance indicators would be:

Powerful Changes Website

Number of unique visitors to Powerful Answers website
Bounce rate of the website (to mark how well viewers were engaged with the content)

Social Media

Number of hashtags on Twitter of #PowerfulChanges
Number of click-through links on Twitter and Facebook to the Powerful Changes site
Amount of Retweets of Verizon's tweets about the store experience
Amount of Impressions and click-throughs of Twitter and Facebook ads
Amount of shares and positive content analysis
Number organic shares from influencers

Youtube

Views on the Change Chats uploaded to the Powerful Changes site
Level of audience engagement of Youtube ads featuring Verizon stores
Impressions and clicks from Youtube ads

Blogger Influence Program/ Tech Online News Outlets

Amount of press coverage generated for Powerful Changes
Amount of traffic generated to Powerful Changes website
Level of positive engagement with the content (comments, shares, etc.)

TEST MARKET

Where Will It Be?

Based on our research, we believe the geographical locations most suited to test our campaign is Austin, TX for a period of 3 months. We will implement the Social Change Zone and all of the additional components of the campaign in three stores in the city. Austin has the highest concentration of Millennials of any other city in the country and Verizon has a large presence of coverage in the city. Furthermore, entrepreneurs in Austin place a high value on driving social change.

What Will This Cost Us?

YouTube Production and Advertisements (\$35,000 and 35% of our budget)

Powerful Change Board (\$20,000 and 20% of our budget)

Blogger Compensation (\$2,000 and 3% of our budget)

Speaker Compensation (\$25,000 and 25% of our budget)

Change Chat Video Production (\$5,000 and 5% of our budget)

Promoted Tweets and Facebook Ads (\$3,000 and 3% of our budget)

Total Spent - \$90,000 and 90% of our budget