



experiential  
ideations

brand activations

▶ case study

## About Client

MetroPCS, a wireless provider riding on the T-Mobile network, offers no contract service and targets urban users. With their cause marketing partnership with Cell Phones for Soldiers, they appeal to Americans far and wide.

[www.metropcs.com](http://www.metropcs.com)

metroPCS

## Goals of Campaign

- Produce a 5% lift or more over the previous year's sales
- Promote two new Huawei brand devices
- Increase brand awareness for MetroPCS and Huawei brands
- Collect used cell phones to donate to Cell Phones for Soldiers
- Target urban residents, including Latin American consumers
- Target consumers with poor credit and cannot sign a contract with MetroPCS competitors

## Highlights

- 90-day multi-market tour, coined The Freedom Rings Tour
- Kickoff party for MetroPCS employees, including live band and unveiling of the branded tour bus
- Microsite at [freedomringstour.com](http://freedomringstour.com) to promote tour dates and information
- Brand ambassadors for street level marketing efforts, including bilingual ambassadors to appeal to the Latin American population

## Results

- 244% higher lift in sales from previous year
- 29,366 new activations and upgrades
- 17,522 Huawei handsets sold during campaign dates
- 2,728 premium items distributed
- 2 million+ tour bus impressions
- 133,952+ field marketing team impressions
- 19,136+ direct consumer interactions
- 2,596 marketing surveys conducted
- 12+ print and broadcast media outlets provided media coverage

## About dio

[diousa.com](http://diousa.com) // 888.852.9143

dio is an experiential marketing firm specializing in unique consumer engagements that build brand awareness, drive sales and create brand loyalty.



# Cell Phones and Freedom Ring

## The Freedom Rings Tour: Fully Executed Marketing Tour

What's better than an experiential marketing campaign? One that lasts 90 days and covers multiple markets! The Freedom Rings Tour surpassed all of its goals and made a lasting impression with those who encountered it. Tie-in with a patriotic theme and a good cause, Cell Phones for Soldiers, this tour had emotion, impact

The campaign included:

- Fully wrapped tour bus (including the creative and vehicle wrap) that visited concerts/events/MetroPCS tour stops over the course of 90 days in multiple markets across Texas, Louisiana and Arkansas
- Full outdoor concert settings (in multiple markets) with multiple regional and tri-state acts on stage along with The Freedom Rings Tour MC / DJ spinning house in between sets
- Local radio stations recruited to help promote tour and become stage partners at campaign events
- PhotoMarketing and social media integration with full green screen technology with easy social upload of consumer pictures/content, as well as the distribution of personal but branded photographs as a premium item
- Purchase point to educate consumers about the handsets and allowing consumers to purchase immediately
- Segway teams to showcase the handsets and allow consumers to make phone calls, listen to the high-end music element or to just play around with the handset devices
- iSquad teams to conduct marketing research surveys and submit consumer info data reports directly back to client
- Gaming station for audience to kick back and show off their interactive skills
- Contest for naming the next Huawei cell phone device with prize from Huawei
- Fully trained bilingual brand ambassadors to appeal to the Latin American target demographic

**"I've never seen a cell phone provider ever do something like this before. I like the fact that MetroPCS and Huawei care about what I think as a consumer, and I really hope the feedback I give you today on this survey helps make the company even better."** -Quote from Consumer

"The heavy foot traffic I saw and some new activations directly relating to the team's effort has really proven to me that this campaign is a success." // **Eugene, MetroPCS retail manager**



For more campaign information, please visit <http://diousa.com/work/MetroPCS/>.