

JARRID Q. HAWKINS

MARKETING PORTFOLIO



STRATEGY & CAMPAIGN DEVELOPMENT



CASE STUDY: DRIVING F&I PRODUCT ADOPTION THROUGH OMNICHANNEL CONTENT AND CONNECTIONS

Business Objective

Increase customer awareness and purchase rates for finance and insurance (F&I) protection products by modernizing the sales process across channels.

Approach

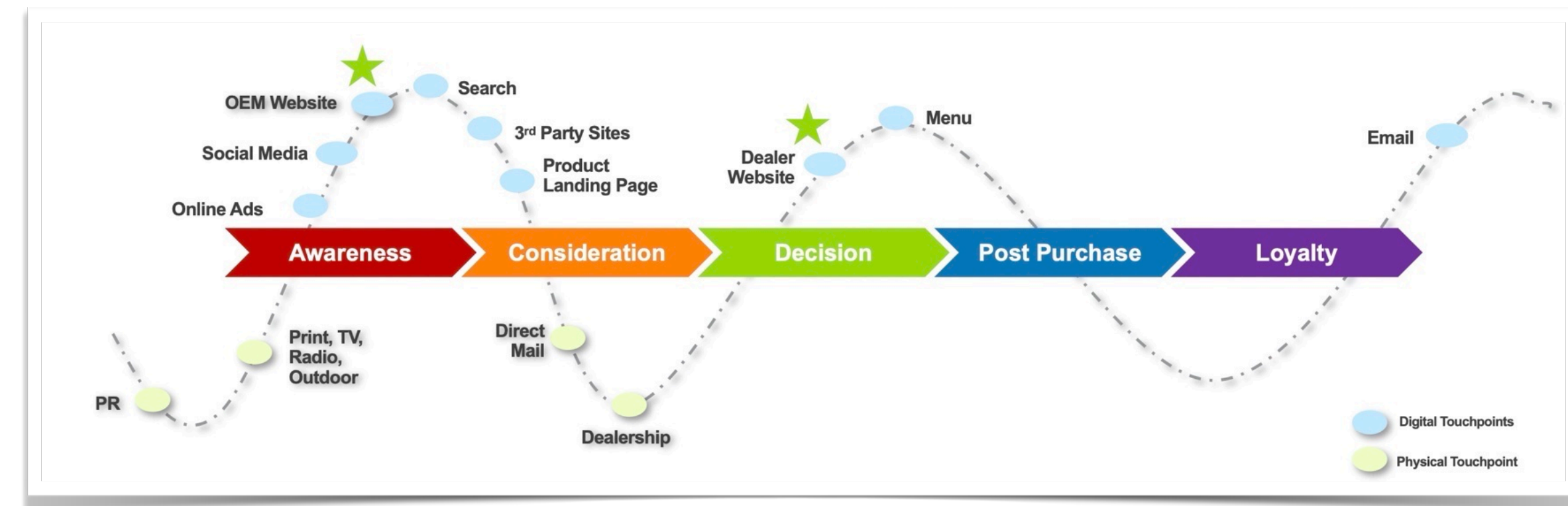
- Conducted research on automotive purchase journeys to identify pain points and opportunities to integrate F&I messaging.
- Developed best practice recommendations for presenting protection products online, in-store, and at service center to drive consideration.
- Created OEM-branded agile content for dealer sites, product APIs, and ecommerce platforms.
- Established product content guidelines and assets for usage across channels.

Results

- Achieved over 15% increase in F&I product attachment rates.
- Reduced content production time by 30% through agile content approach.
- Elevated purchase consideration by integrating protection messaging throughout customer journey.
- Enabled omnichannel product education through reusable content and integrations.

Takeaway

Connecting F&I products to the broader customer journey resulted in increased attach rates and revenue. Agile, OEM-aligned content improved consistency across channels while increasing efficiency.



CASE STUDY: DRIVING DIGITAL ENGAGEMENT AND REDUCING CALLS THROUGH MYAT&T CAMPAIGN

Business Objective

AT&T sought to shift customers from calling the contact center to utilizing self-service options, aiming to improve net promoter score, decrease costs, and modernize customer engagement.

Approach

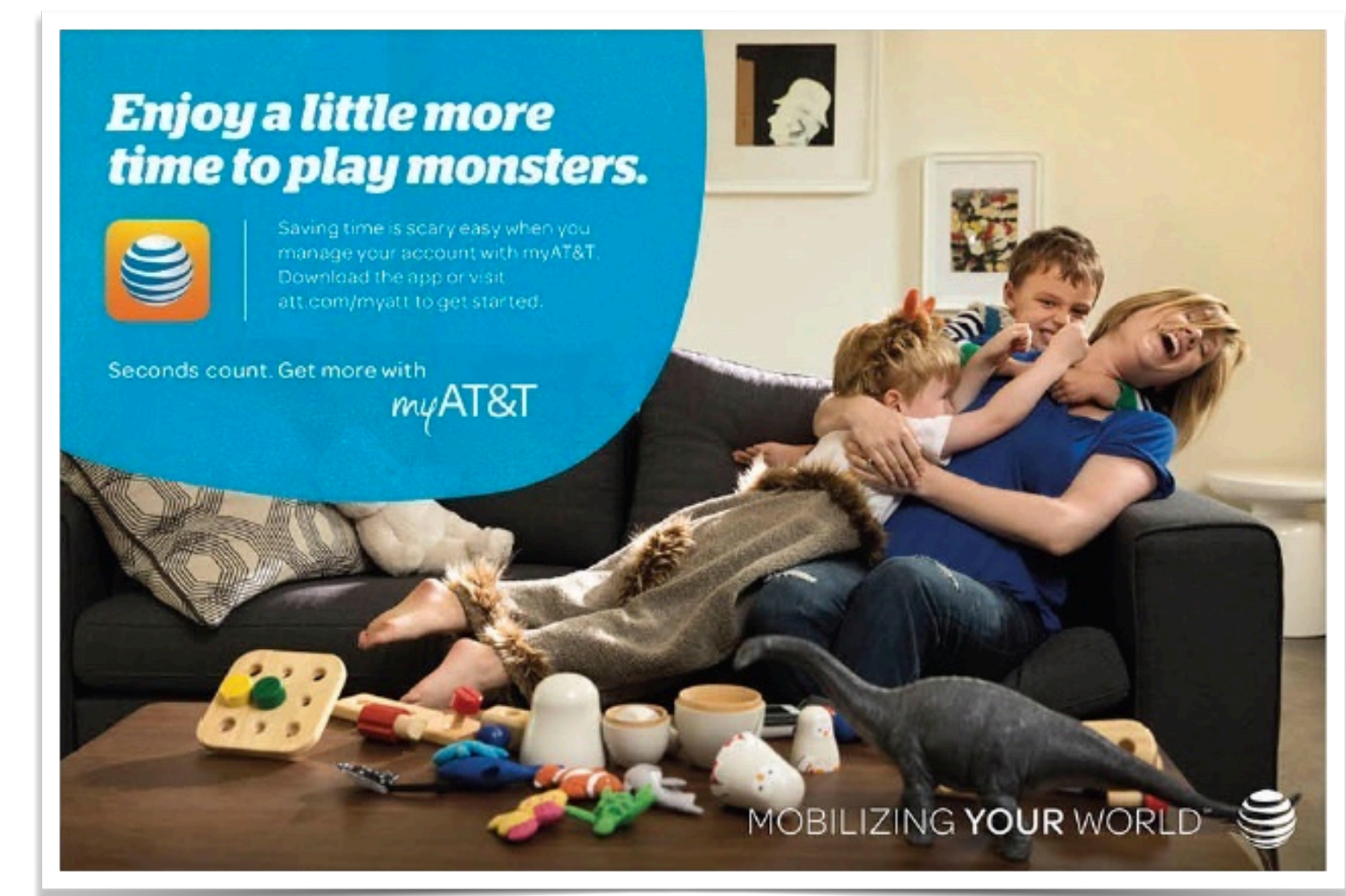
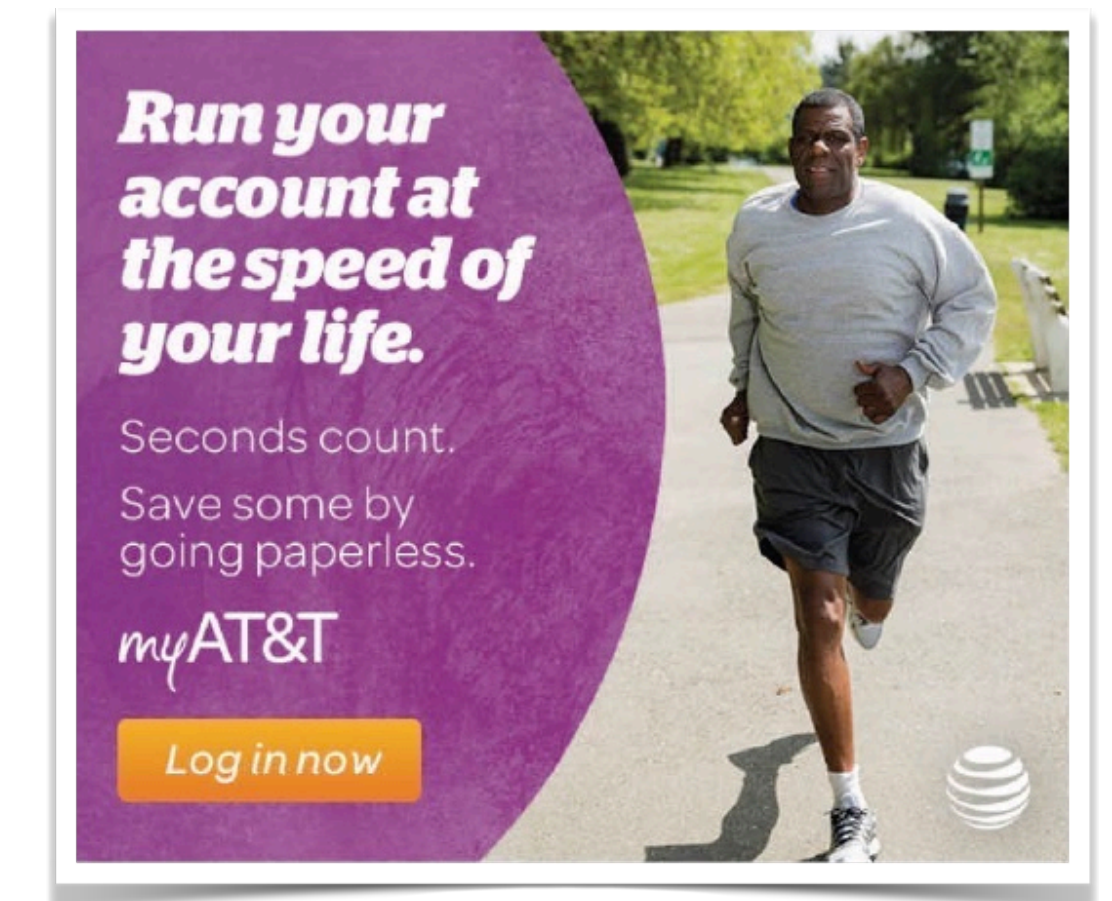
- Conducted focus groups and research to uncover pain points in the customer journey. Discovered a preference for self-service if aware of capabilities.
- Developed "Seconds Count" myAT&T campaign to showcase customers performing common tasks easily and quickly within the app.
- Messaging emphasized speed and convenience compared to waiting on hold.
- Leveraged owned channels (email, bill messaging, Interactive Voice Response (IVR), social media) to build awareness of the myAT&T app and drive adoption.

Results

- Campaign accelerated adoption of AT&T's digital customer engagement channel, reducing call volume and cost.
- "Seconds Count" campaign exceeded key performance goals, generating awareness, consideration, and ongoing usage of the myAT&T app for improved customer experience.

Takeaway

The combination of research-driven messaging and owned channel promotion effectively shifted AT&T customers towards the myAT&T self-service app. This optimized the customer journey while reducing calls and enhancing loyalty and satisfaction.



CASE STUDY: EVOLVING DIGITAL ENGAGEMENT THROUGH EXPANDED EDUCATION

Business Objective

The first "Seconds Count" campaign drove awareness of the myAT&T app's speed and convenience. However, additional education was needed to fully empower customers to use self-service.

Approach

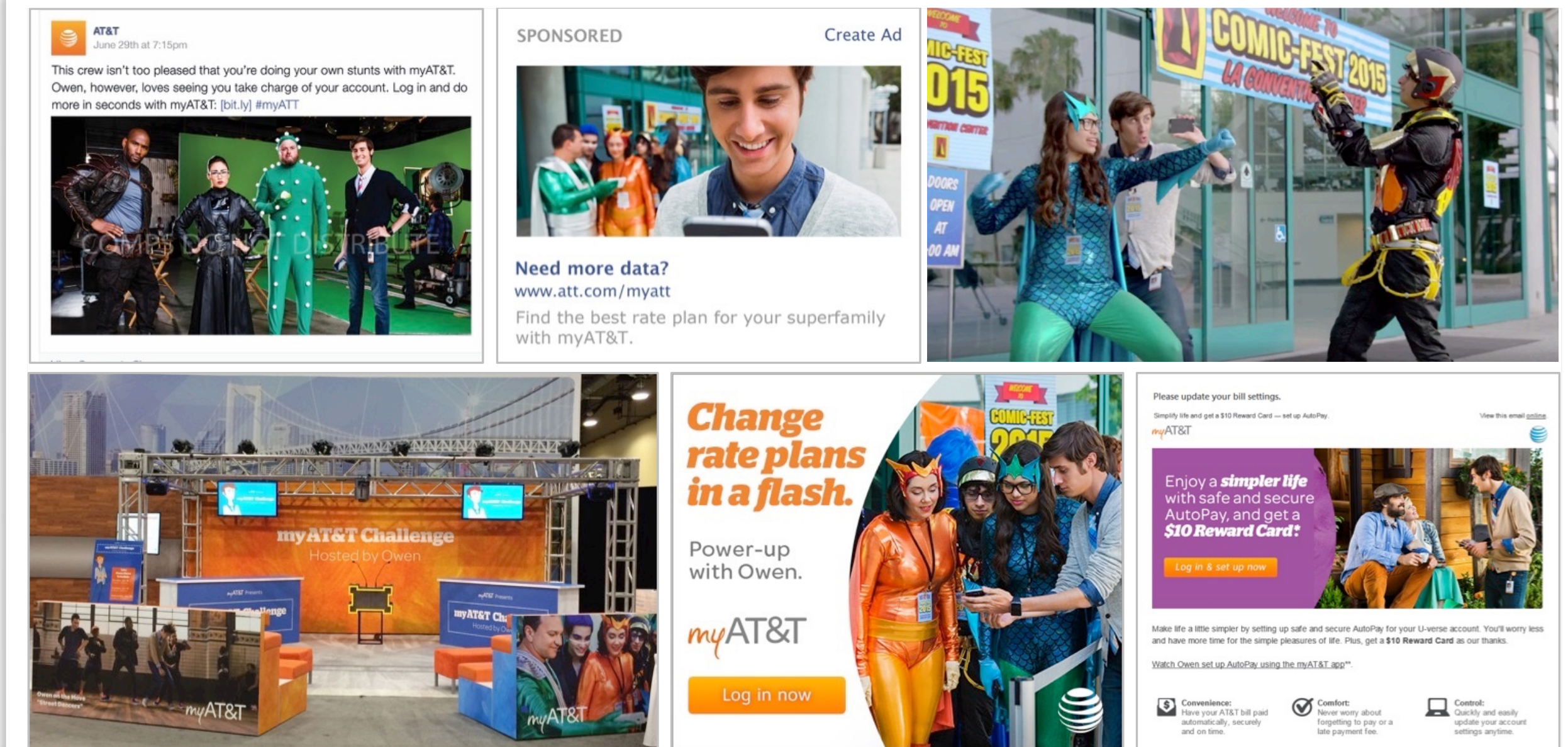
- Introduced Owen, the first myAT&T digital persona, showing exaggerated real-world examples of completing top call-driving transactions quickly in the app.
- Owen represented a next step beyond awareness - providing the how-to education needed to change behavior.
- Transactions featured were determined from top non-sales call drivers.

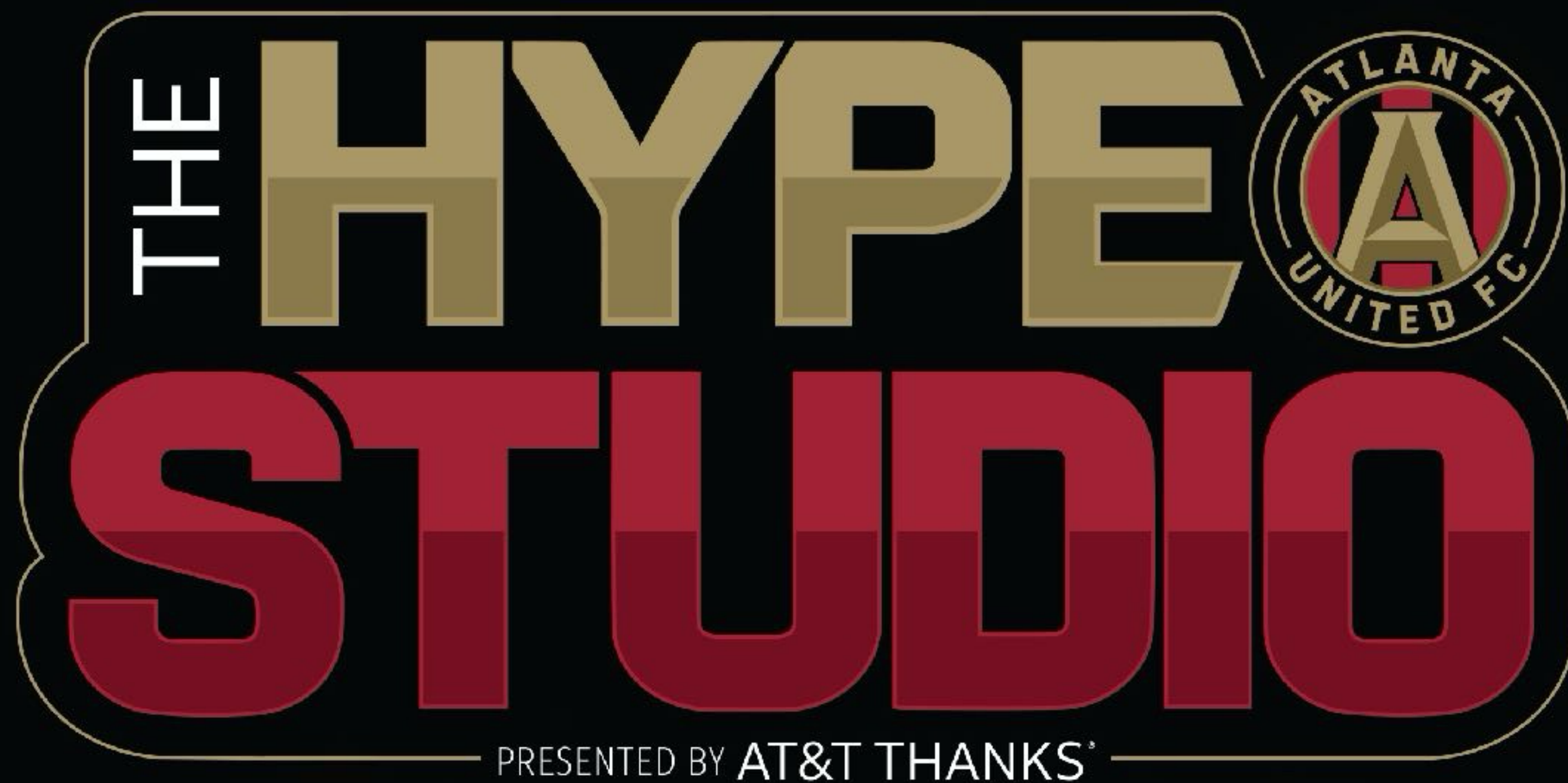
Results

- Drove over 2.5M calls out of call centers within 2 years.
- Achieved 87% awareness of the myAT&T app.
- AT&T received JD Power's highest customer service ranking for 3 consecutive years.
- Owen's expanded education enabled customers to fully self-serve, reducing calls and costs while improving satisfaction.

Takeaway

Evolving digital engagement campaigns to provide layered education enables deeper behavior change. Augmenting awareness with specific how-to guidance empowers customers to fully adopt new tools.





**SPONSORSHIPS
&
PARTNERSHIPS**



CASE STUDY: LEVERAGING IN-STADIUM ACTIVATIONS TO DRIVE BRAND AWARENESS AND ENGAGEMENT

Business Objective

AT&T THANKS, a loyalty and appreciation program, set out to drive awareness and exposure among a targeted audience of passionate sports fans. They collaborated with Atlanta United by taking over the Hype Studio at Mercedes-Benz Stadium, providing fans an opportunity to create shareable content, thus enabling user-generated promotion.

Approach

- AT&T THANKS sponsored the Hype Studio space and screens with their logo and key messages
- Promoted with AT&T THANKS commercial on the external screens to inform fans
- Fans entered the space and immersed in 360 match "hype" content
- Received shareable content with AT&T THANKS end cards and hashtag as they exited

Results

The tailored in-stadium activation drove significant exposure for AT&T THANKS among the strategic audience in an authentic way fans naturally amplified:

- 213 users participated in the immersive and shareable experience
- Strong user-generated promotion with 295 social shares
- 93,000+ organic impressions from content fans shared across social

Takeaway

Targeted and contextual sponsorships allow brands like AT&T THANKS to authentically integrate into experiences that resonate with their strategic audiences. By sponsoring unique fan activations that entertain, like the Atlanta United Hype Studio, brands can often garner significant organic exposure, amplification, and engagement. The one-of-a-kind experience enabled AT&T THANKS to distribute innovative branded content that fans were eager to share across their own social platforms, essentially turning them into organic brand promoters. This type of contextual placement and creative content sponsorship has proven an impactful way for brands to achieve exposure among passionate audiences who are invested in the experience.



CASE STUDY: DRIVING SOCIAL ENGAGEMENT AND BRAND AWARENESS THROUGH CONTEXTUAL PROMOTIONS

Business Objective

AT&T THANKS looked to leverage the AT&T title sponsorship of the College Football Playoff National Championship game as an opportunity to increase brand awareness and exposure through a contextually relevant promotion. By tying into their existing sponsorship rights, they could authentically engage the audience already passionate about that event.

Approach

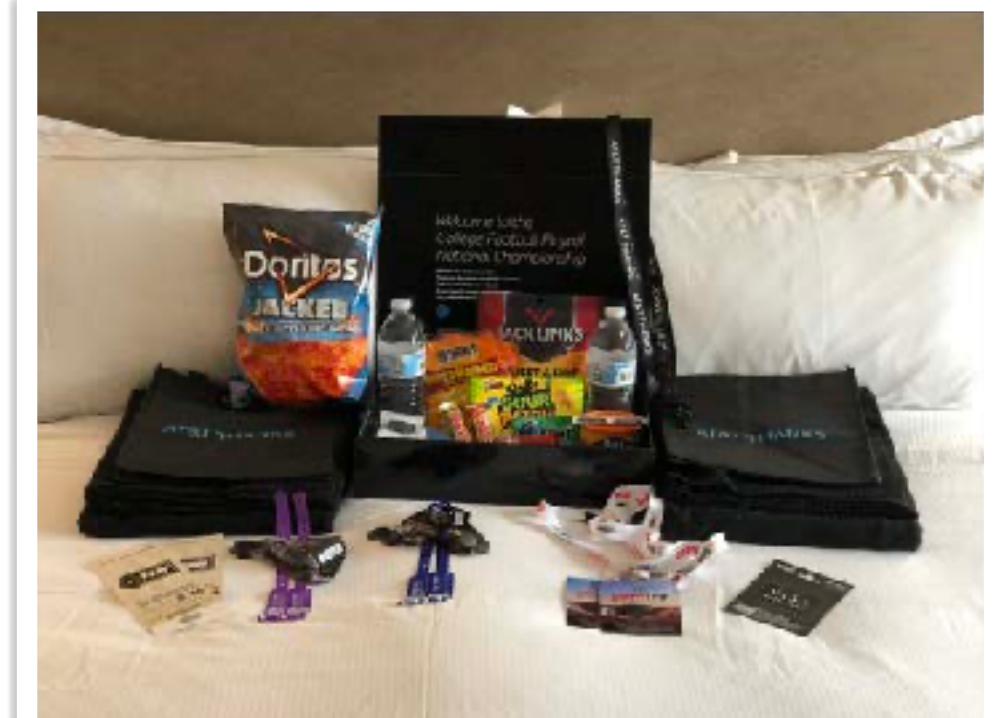
- Strategically incentivized social participation on Twitter with branded conversation cards prompting predictions, facilitating organic amplification among engaged college football fans to effectively promote AT&T THANKS within existing championship buzz.
- Developed a secondary app entry method to optimize reach.
- Surprise 5 winners plus a guest with VIP national championship game experiences.

Results

- 41,000+ total entries across Twitter and app promotion
- 12,800+ social entries from Twitter conversation card alone
- Successfully drove awareness and engagement through contextual integration

Takeaway

AT&T THANKS created an effective turnkey promotion by aligning with the high-interest college football championship moment to contextually engage target fans. Layering social and digital participation captured wider reach, and VIP access built excitement and sharing to boost awareness. Tapping into existing audience enthusiasm delivered amplified social engagement and brand exposure.



CASE STUDY: STRATEGIC EVENT ACTIVATIONS FOR ENHANCING ON-SITE ENGAGEMENT

Business Objective

To boost engagement and product awareness within the exciting context of a high-profile New York Yankees game, AT&T activated various contextual in-venue promotions tailored to effectively resonate with and immerse attending baseball fans. By leveraging the relevance of the live event, AT&T aimed to strategically connect with and convert on-site attendees.

Approach

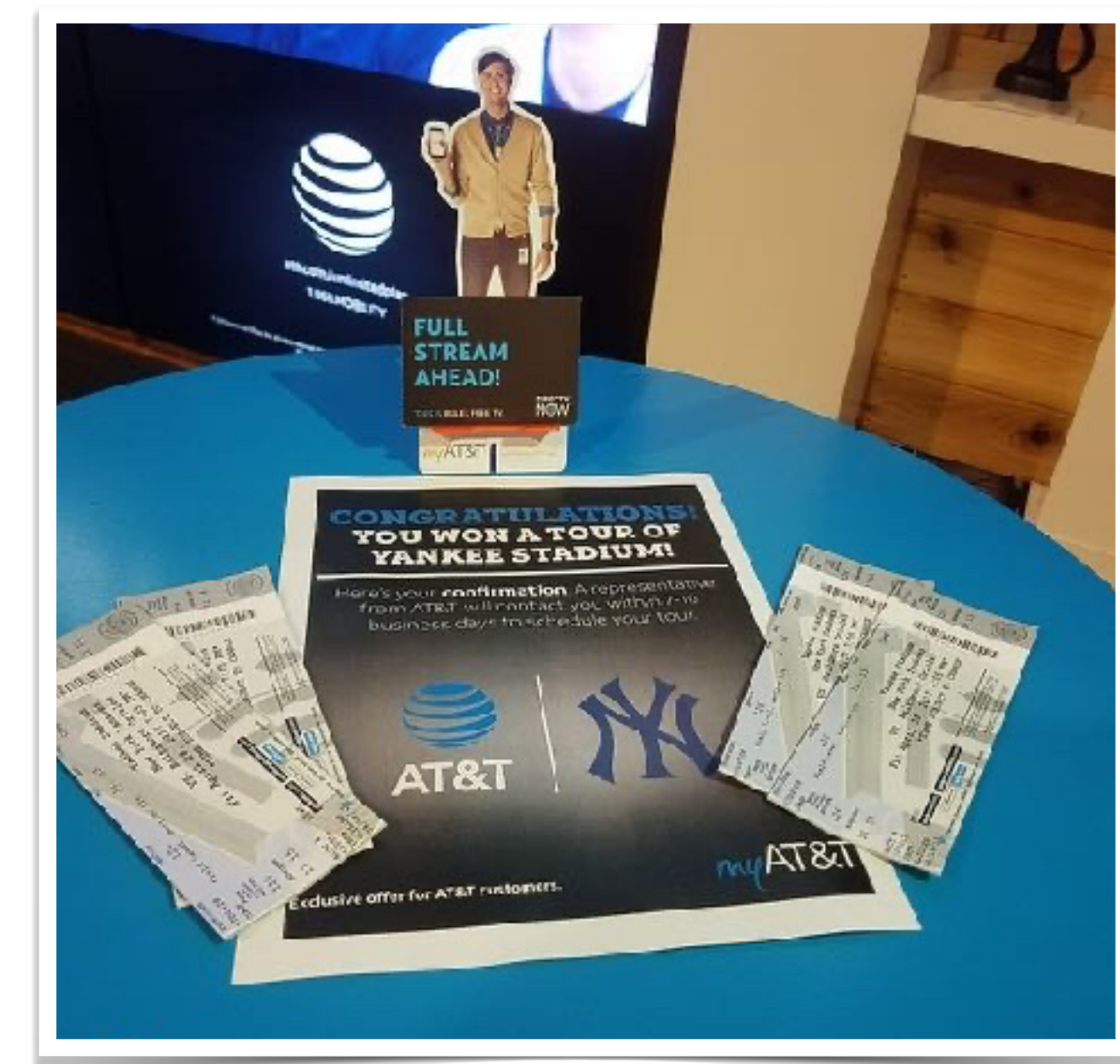
- Welcomed fans on-site with targeted push notifications guiding them to the branded AT&T Sports Lounge
- Distributed unique promotional offers and displayed video branding within the immersive AT&T activation space
- Partnered to create custom branded video content featuring a Yankees player for stadium screens
- Incentivized engagement through on-site promotions like seat upgrades, tours, and subscription trials

Results

- Branded video content achieved over 500 minutes of exposure time across stadium screens
- Over 50 subscription trials were claimed on-site along with 50+ seat upgrades and stadium tours provided
- Contextual and geo-targeted messaging successfully drove immersive engagement

Takeaway

By leveraging an integrated strategy of geo-targeted messaging, contextual promotions, unique branded content, and immersive on-site experiences, AT&T tapped into fan excitement around the live Yankees game to effectively connect with that invested audience. Strategic contextual activations that welcome and direct attendees, boost engagement through relevant content and offerings, and align to the precise moment, can successfully drive optimized in-venue awareness and engagement.



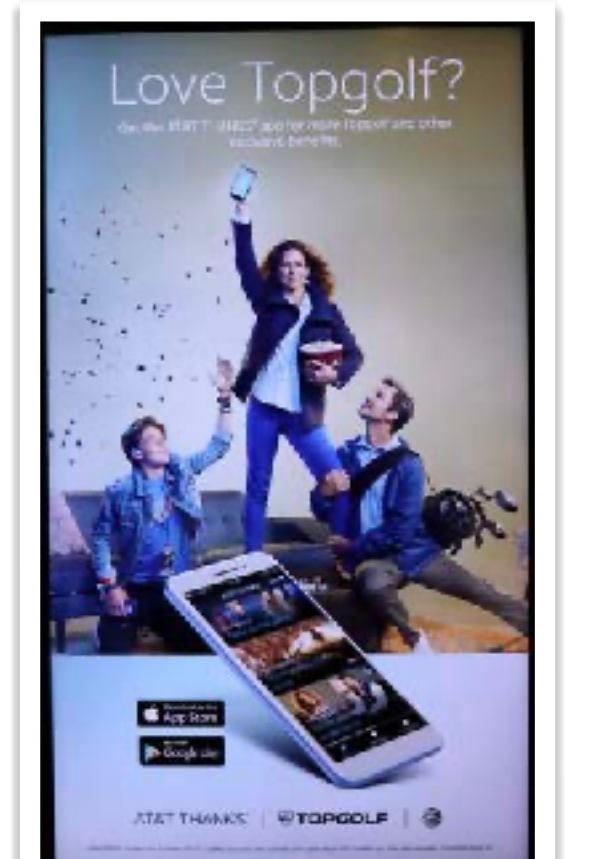
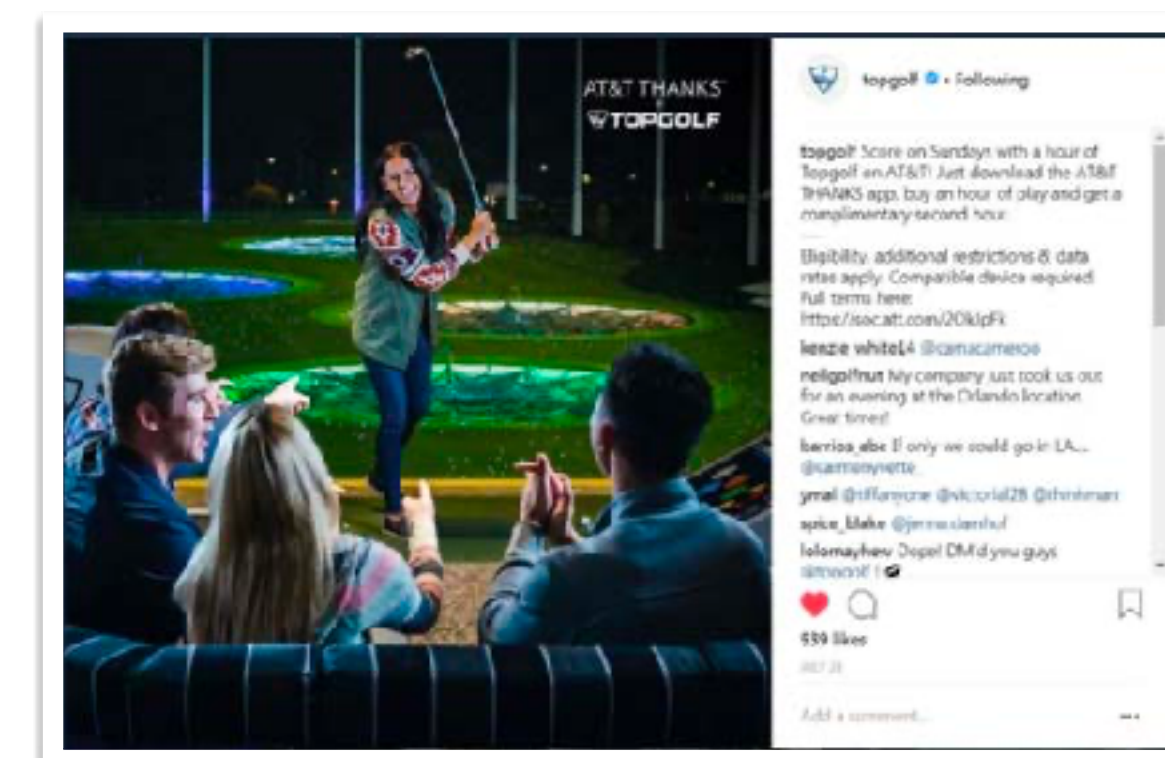
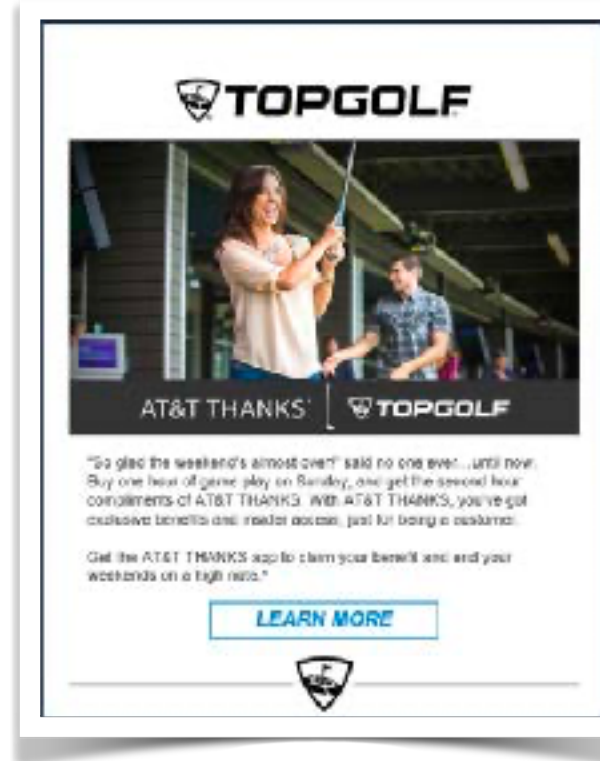
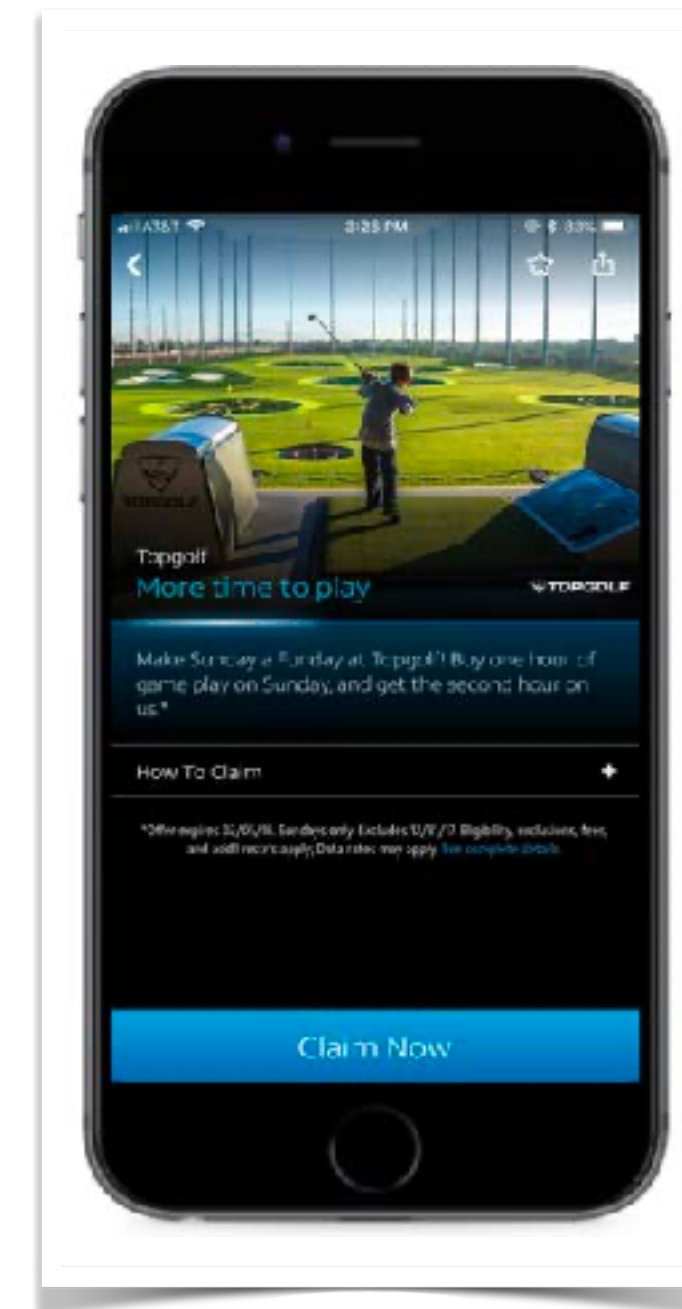
CASE STUDY: DRIVING PREMIUM EXPERIENCES AND LOYALTY THROUGH STRATEGIC BRAND PARTNERSHIPS

Business Objective

AT&T Thanks partnered with Topgolf to align with its premium brand positioning and deliver added value to customers. The primary goal of this partnership was to cultivate and strengthen brand loyalty for AT&T by developing premium offers. Additionally, the collaboration aimed to reach consumers in key markets, capitalizing on Topgolf's expansion, and creating a widespread impact. The overarching objective was to drive app stickiness by offering a weekly premium benefit and amplify customer experiences through the utilization of Topgolf's immersive platform, ensuring a seamless integration of both brands for enhanced engagement and lasting customer satisfaction.

Approach

- Introduced Buy One, Get One (BOGO) and discounted Topgolf gameplay exclusively for AT&T customers, enhancing value propositions.
- Integrated targeted promotions seamlessly within the AT&T Thanks app, effectively encouraging and facilitating customer participation.
- Aligned promotional strategies with Topgolf's growth trajectory, strategically accessing key markets for mutual benefit.
- Capitalized on Topgolf's distinctive gaming experience to amplify customer engagement, leveraging the unique aspects of their platform for heightened brand interaction.



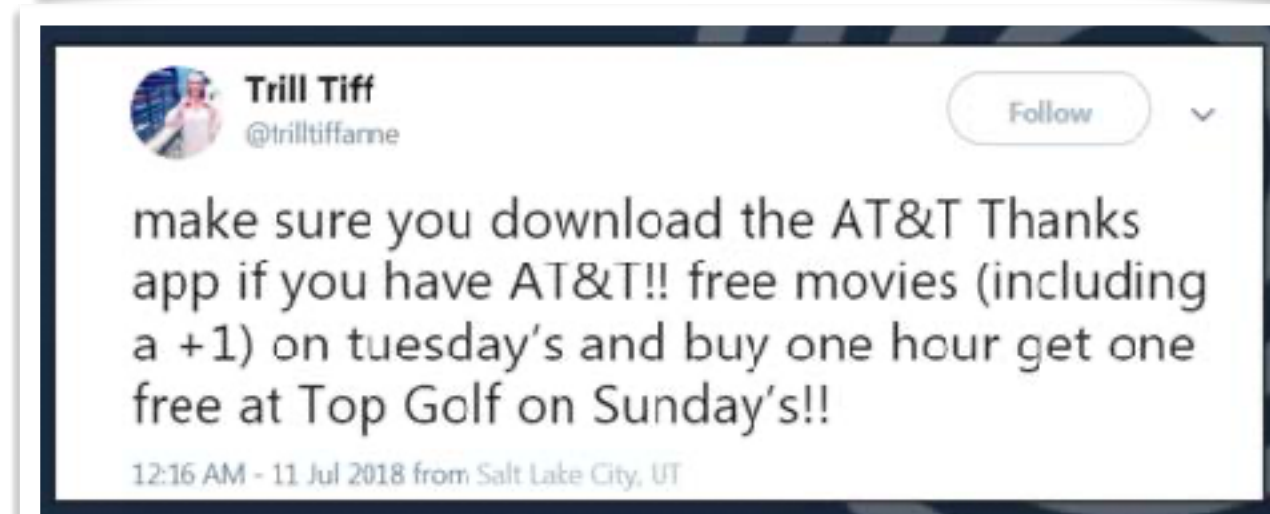
CASE STUDY: DRIVING PREMIUM EXPERIENCES AND LOYALTY THROUGH STRATEGIC BRAND PARTNERSHIPS (CONT.)

Results

- Over 30,000 AT&T promo codes successfully redeemed by customers at Topgolf venues, showcasing high engagement and participation.
- Provided a total gameplay value exceeding \$1 million to AT&T customers, contributing to an enhanced customer experience.
- Achieved additional media value of over \$500,000 through co-promotions, demonstrating the success of collaborative marketing efforts.
- Successfully amplified customer experiences and strengthened brand loyalty through strategic promotional initiatives.
- Achieved an impressive 343,400+ social impressions, demonstrating a widespread impact across social media platforms.
- Successfully reached a broad audience of 40.8 million email, social, and text database users, showcasing the extensive reach of the promotional efforts.
- Generated 6,234 moments of engagement on Topgolf social posts, indicating a high level of interaction and interest among the audience.
- Secured 79,397 unique clicks on Topgolf SMS messages, reflecting a substantial level of engagement and responsiveness from the targeted recipients.

Takeaway

This highlights the pivotal role of strategic brand partnerships in delivering value-driven offers to customers. The alignment with growing brands not only expands reach into key consumer markets but also establishes a foundation for mutual growth. Leveraging immersive partner platforms significantly amplifies engagement and enhances overall customer experiences. In the collaboration with Topgolf, AT&T successfully curated premium customer value, granting access to unique and immersive experiences. This, in turn, has proven instrumental in driving heightened levels of customer loyalty, awareness, and engagement.





EVENTS & ACTIVATIONS



CASE STUDY: GBG IDOLOGY FRAUD FORUM: BUILDING INDUSTRY LEADERSHIP THROUGH STRATEGIC EVENT MARKETING

Business Objective

GBG IDology aimed to strengthen its position as the industry standard in identity verification and fraud prevention through a high-impact industry event. The 2024 Fraud Forum was designed to:

- Establish GBG IDology as a thought leader in the fraud prevention and identity verification space
- Create meaningful networking opportunities between industry professionals, clients, and GBG leadership
- Generate testimonials and positive client feedback to support future marketing efforts
- Showcase new product innovations and demonstrate the comprehensive GBG Trust USA solution
- Cultivate deeper client relationships with key targets across Americas, EMEA, and APAC regions
- Create a platform for discussing critical industry issues including synthetic fraud, customer experience, AI implications, and evolving privacy laws

Approach

- Strategic Event Planning
 - Selected a premium venue (Omni Hotel at The Battery Atlanta) with convenient meeting spaces and accommodations
 - Structured a two-day format with distinct focus areas:
 - Day 1: Product-focused with solution showcase demos and interactive sessions
 - Day 2: Content-focused with industry experts and panel discussions
- Comprehensive Marketing Campaign
 - Developed a multi-channel promotional strategy:
 - Created dedicated event registration page and comprehensive microsite
 - Implemented targeted email campaigns with strategic resend plans for non-responders
 - Utilized LinkedIn for direct messaging and targeted display advertising
 - Emphasized exclusivity with "invite-only" messaging to create FOMO (Fear Of Missing Out)
- Engaging Content Development
 - Centered programming around the theme: "GET THE TRUE STORY ABOUT YOUR CUSTOMERS"
 - Featured diverse session formats:
 - Expert panel discussions including client perspectives
 - Privacy-focused discussions with high audience engagement
 - Interactive elements using Slido word clouds
 - Product demonstrations and solution showcases
- Enhanced Networking Opportunities
 - Orchestrated a strategic evening reception at a premium venue (Back Porch at The Battery)
 - Incorporated a Braves baseball game as a social activity
 - Created dedicated spaces and time blocks for attendee networking
- Professional Experience Details
 - Provided professional headshot opportunities for attendees
 - Created branded materials including signage, presentations, name badges, and swag bags
 - Developed industry-specific infographics as valuable takeaway content



CASE STUDY: GBG IDOLOGY FRAUD FORUM: BUILDING INDUSTRY LEADERSHIP THROUGH STRATEGIC EVENT MARKETING (CONT.)

Results

- Overwhelming positive feedback with high satisfaction scores across:
 - Overall event impression
 - Session content relevance
 - Professional value and job relevance
- Business Development Impact
 - Generated high-quality testimonials from key clients:
 - "IDology is the industry standard in my opinion and set the basis that new competitors strive to match." - Central Payments
 - "They are the only partner I would choose for IDV. Blows the other competition out of the water." - Payfare
- Strategic Relationship Building
 - Facilitated valuable GBG Trust USA conversations with target accounts including Assurant, AIG, Alkami, Rapid Finance, and Sallie Mae
 - Created opportunities to highlight intentional improvements in client partnerships
 - Strengthened account management relationships
- Content Generation
 - Captured valuable video content for ongoing marketing use, including client panel snippets for testimonials
 - Created a foundation for future content marketing efforts
- Future Engagement
 - High likelihood of attendee participation in future events
 - Laid groundwork for global expansion of the Fraud Forum concept across Americas, EMEA, and APAC regions

Takeaway

The GBG IDology Fraud Forum demonstrated effective event marketing by balancing product showcasing with thought leadership content. Key insights from attendee feedback revealed that interactive formats like panel discussions and solution demos drove higher engagement than traditional presentations. With strong attendee satisfaction and valuable client testimonials generated, GBG IDology established a foundation for expanding the Fraud Forum globally across Americas, EMEA, and APAC regions, positioning the company as an industry leader while creating meaningful client engagement opportunities.



CASE STUDY: FOSTERING BRAND ENGAGEMENT VIA DYNAMIC EXPERIENTIAL ACTIVATIONS

Business Objective

AT&T leveraged their partnership with the San Francisco Giants for an immersive branded experience at the annual AT&T Park Slumber Party. The overnight event allowed fans to camp out on the field and participate in fun activities.

Approach

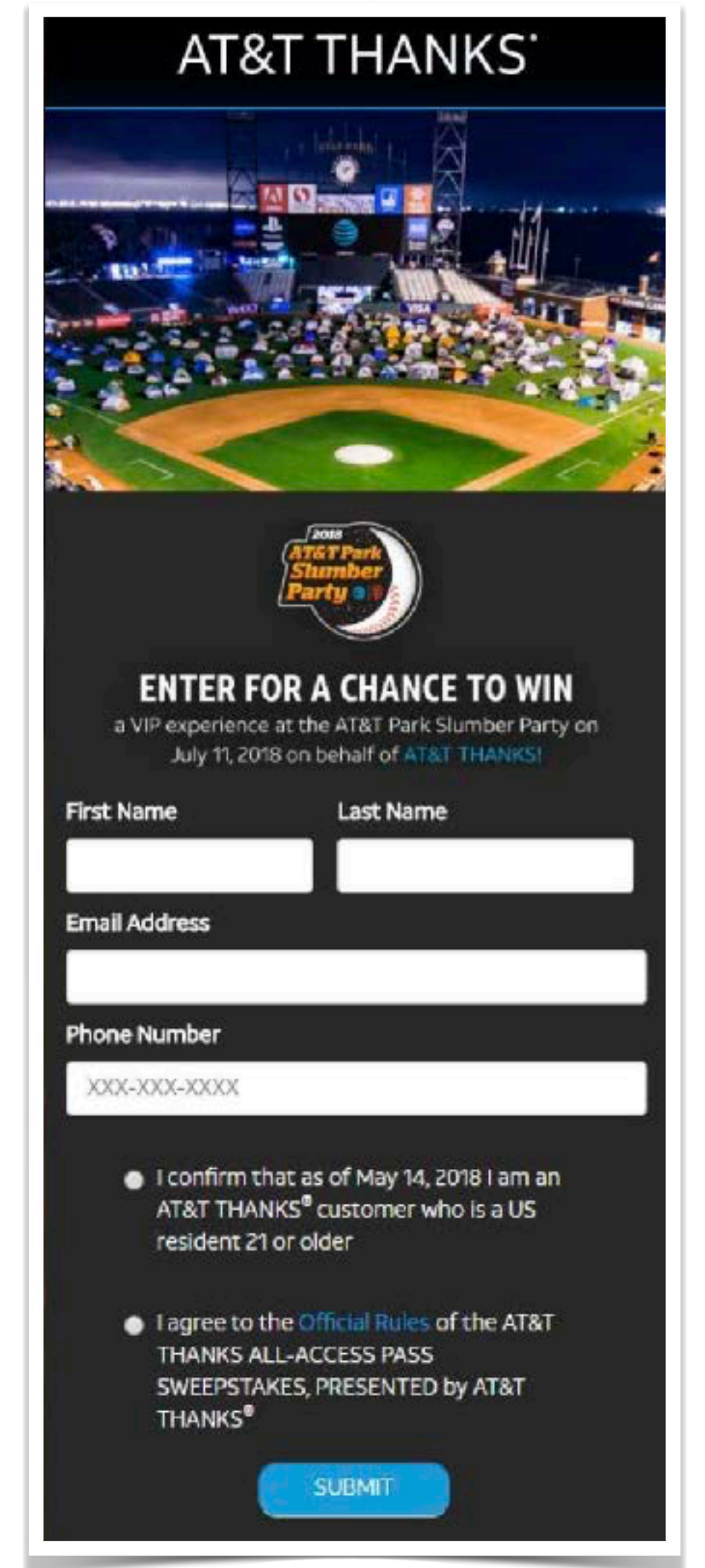
- Elevate brand awareness and engagement by implementing an experiential activation strategy.
- Extend VIP access and exclusive perks to members of the loyalty program, enhancing their sense of value.
- Leverage social media and digital extensions to amplify the reach and impact of the experiential activation.
- Conducted a sweepstakes, providing VIP access to 50 loyalty program members, fostering exclusivity.
- Delivered premium branded giveaways, such as selfie sticks and glow pendants, to enhance participant experience.
- Established an immersive branded clubhouse equipped with games, phone charging stations, and photo opportunities.
- Introduced a digital scavenger hunt to drive app downloads and encourage social sharing among participants.
- Integrated branding seamlessly into on-site signage, videos, and public address announcements for maximum visibility.

Results

- Generated over 900,000 social impressions and garnered more than 12,000 views of content related to the event, demonstrating a significant digital reach.
- Achieved an impressive 1,900+ digital interactions facilitated through the engaging scavenger hunt, showcasing active participation and audience engagement.
- Successfully granted VIP access and exclusive perks to event attendees, enhancing their overall experience and fostering a sense of exclusivity.
- Effectively heightened brand visibility by implementing immersive on-site experiences, ensuring a memorable and impactful presence during the event.

Takeaway

Underscores the effectiveness of experiential activations in delivering immersive branded experiences. The strategic provision of VIP access emerges as a potent tool, not only fostering loyalty program acquisitions but also boosting overall engagement. The integration of digital extensions serves to amplify reach and enhance engagement on social platforms, harnessing the digital landscape's full potential. Furthermore, strategic partnerships allow brands to align seamlessly with relevant environments, maximizing the impact of their experiential initiatives. AT&T's sponsorship of a uniquely thrilling fan experience stands out as a prime example, successfully generating heightened awareness and engagement. This approach, coupled with the provision of exclusive access and perks, proved instrumental in fortifying connections with the audience.



AT&T THANKS!

2018 AT&T Park Slumber Party

ENTER FOR A CHANCE TO WIN
a VIP experience at the AT&T Park Slumber Party on
July 11, 2018 on behalf of AT&T THANKS!

First Name

Last Name

Email Address

Phone Number

☐ I confirm that as of May 14, 2018 I am an AT&T THANKS® customer who is a US resident 21 or older

☐ I agree to the [Official Rules](#) of the AT&T THANKS ALL-ACCESS PASS SWEEPSTAKES, PRESENTED by AT&T THANKS®

SUBMIT

CASE STUDY: EMPOWERING EMPLOYEES THROUGH PERSONALIZATION - THE MYAT&T "MY" POLO SHIRT CAMPAIGN

Business Objective

Leverage gamification to educate employees on the time-saving benefits of the myAT&T app and promote the launch of personalization features within the app by encouraging them to create their unique "my".

Approach

Personalization Features Launch:

The campaign was launched in conjunction with the introduction of personalization features in the myAT&T app. These features allowed customers to create their unique "my" by choosing from a range of customizable options.

Gamification Elements:

Gamification elements were integrated into the campaign to make it engaging and educational. Employees were encouraged to explore the app's features and benefits through a series of challenges, quizzes, and rewards. These activities aimed to showcase the time-saving capabilities of the app in a fun competitive way.

Custom Polo Shirt Incentive:

As a motivational incentive, employees were offered the opportunity to have their personalized "my" printed on a custom polo shirt. This exclusive item created a sense of pride and ownership among employees and served as a visual representation of their personalization efforts.

On-Site Embroidering Machines:

To streamline the fulfillment process and enhance the personalization experience, on-site embroidering machines were set up. This allowed employees to witness their "my" being embroidered onto the polo shirt within minutes, creating a memorable and immediate connection between the app and the physical reward.



CASE STUDY: EMPOWERING EMPLOYEES THROUGH PERSONALIZATION - THE MYAT&T "MY" POLO SHIRT CAMPAIGN (CONT.)

Results

The results of the myAT&T "my" Polo Shirt Campaign were highly successful:

- **Employee Engagement:**
The campaign garnered significant employee engagement, as they actively participated in creating their "my" and exploring the app's features. Gamification elements effectively educated employees about the app's time-saving benefits.
- **App Downloads:**
The campaign encouraged a notable increase in app downloads among employees who were motivated to explore the app's personalization features and other functionalities.
- **Creation of Employee Brand Ambassadors:**
By highlighting the convenience and self-service capabilities of the myAT&T app, the campaign successfully promoted digital self-service adoption among employees, turning them into ambassadors for the app.
- **Personalized Shirts:**
Over 200 personalized polo shirts were produced within the two-day campaign, fostering a sense of pride and belonging among employees who could wear their unique "my" on their chest.

Takeaway

Through gamification, on-site embroidering machines, and the allure of personalized polo shirts, the campaign not only educated employees about the app's time-saving benefits but also drove downloads, encouraged self-service, created brand ambassadors and increased digital adoption. This illustrates the power of combining technology, engagement, and incentives to empower employees and promote the adoption of digital tools within an organization.



CASE STUDY: MYAT&T CHALLENGE - EDUCATING AND ENGAGING CUSTOMERS THROUGH GAMIFICATION

Business Objective

Develop an educational tool to showcase AT&T's digital advancements while infusing a fun element through gamification.

Approach

Game Development:

The myAT&T Multiple Choice Trivia Game was designed to educate customers about AT&T's digital innovations. The game featured a series of multiple-choice questions related to AT&T's products, services, and digital advancements. Participants could access the game through the in-store kiosks.

Gamification Elements:

To make the experience engaging and enjoyable; points, levels, and leaderboards were introduced to encourage users to participate regularly and compete with others. Correct answers earned players points and allowed them to advance through the game.

Educational Content:

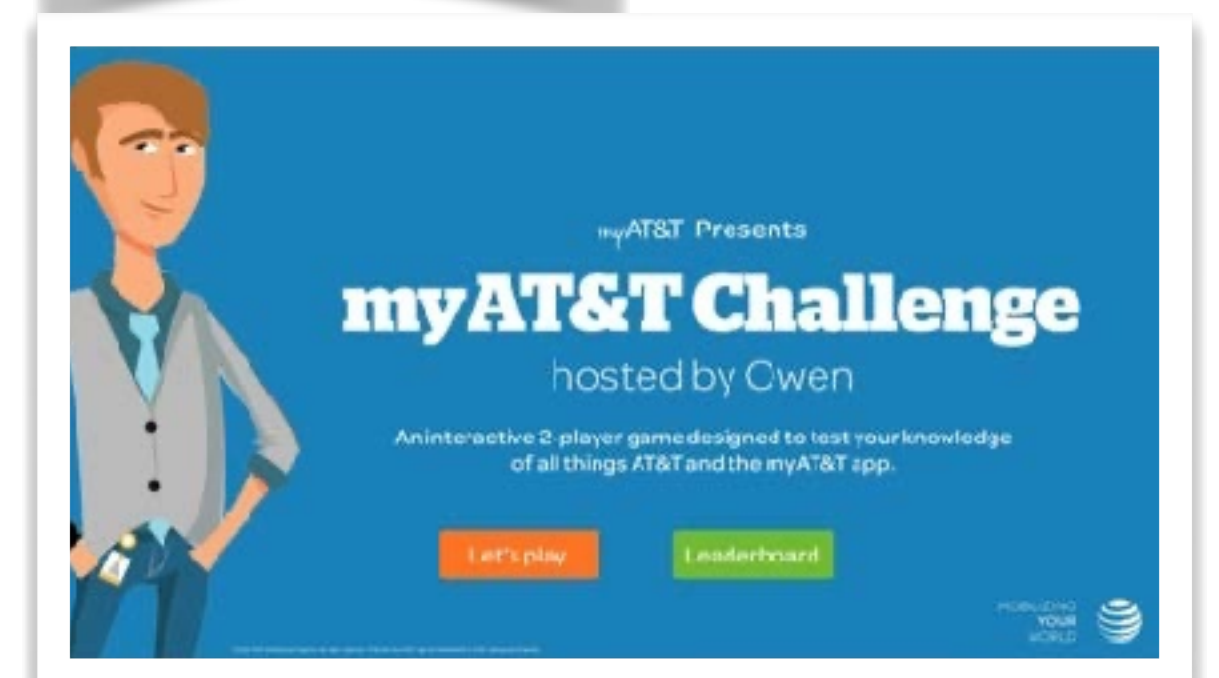
The trivia questions were carefully crafted to provide educational value. They covered a range of topics, including AT&T's latest technological advancements, sustainability initiatives, and customer benefits, helping customers gain a deeper understanding of the company's offerings.

Rewards:

To incentivize participation, rewards were offered to top performers. Those who achieved high scores and completed certain challenges within the game were eligible for prizes, such as discounts on AT&T products and services or exclusive merchandise.

Live Game Experience:

An employee version of The myAT&T Challenge culminated in a live event where top-scoring participants were invited to participate in a Family Feud-style game experience. This unique opportunity allowed customer service reps to interact with AT&T in a fun and interactive setting.



CASE STUDY: MYAT&T CHALLENGE - EDUCATING AND ENGAGING CUSTOMERS THROUGH GAMIFICATION (CONT.)

Results

The myAT&T Multiple Choice Trivia Game and the associated live game experience yielded impressive results:

- **Customer Engagement:**

The trivia game successfully engaged AT&T customers, with a significant number of users regularly participating in the game to test their knowledge of AT&T's digital advancements.

- **Educational Impact:**

Customers reported increased awareness and understanding of AT&T's technological innovations and customer benefits after participating in the trivia game.

- **Rewards and Incentives:**

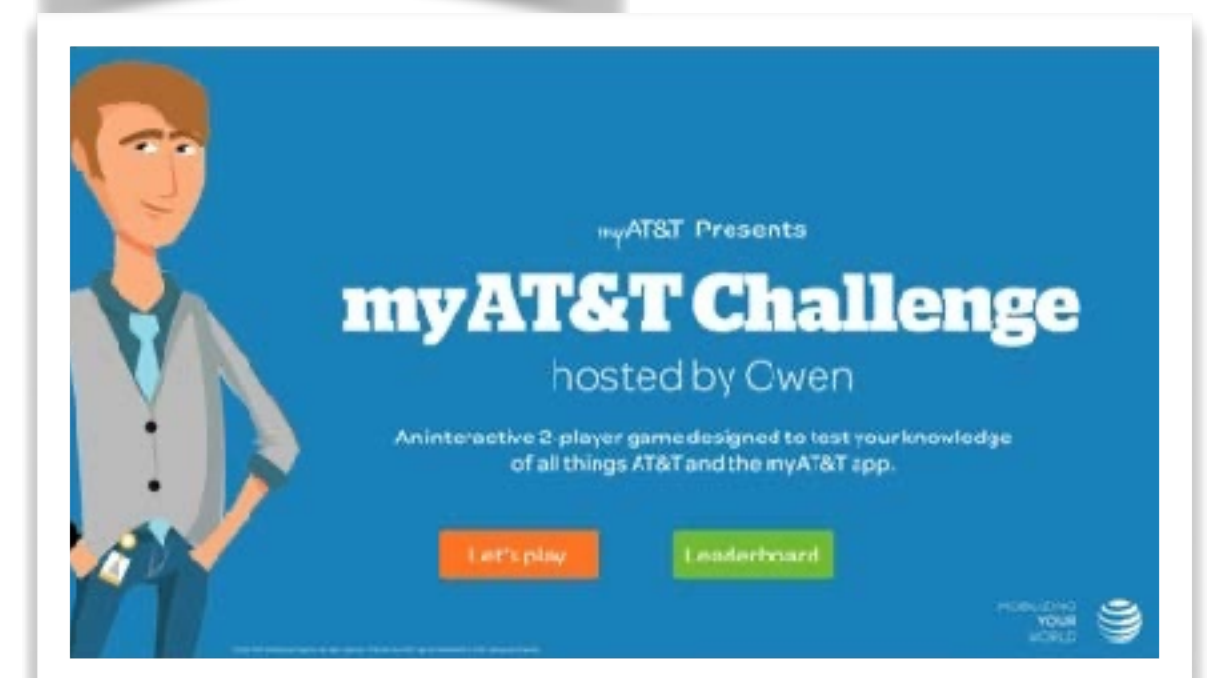
The promise of rewards and discounts motivated users to participate actively and strive for high scores, contributing to the game's success.

- **Memorable Live Event:**

The live Family Feud-style game experience provided employees with a unique and memorable interaction, further strengthening their advocacy for the app when they interacted with customers. to the brand.

Takeaway

The myAT&T Multiple Choice Trivia Game successfully achieved its dual purpose of educating customers about AT&T's digital advancements and offering an enjoyable, gamified experience. By integrating educational content and gamification elements, AT&T not only educated its customers but also fostered engagement and loyalty. The effectiveness of using gamification as a tool to educate and engage customers while creating memorable experiences strengthens the customer-brand relationship.



CASE STUDY: ENCHANTING IN-STORE TRAFFIC - THE AT&T HARRY POTTER WIZARDS UNITE INTEGRATION

Business Objective

Leverage the insights gained from previous successful initiatives, such as the Jumanji integration and geolocation tests, to partner with the newly acquired Time Warner team for the rollout of the Harry Potter Wizards Unite mobile game to drive in-store traffic for device and plan upgrades and position AT&T as an exciting and fun brand for younger customers.

Approach

— Collaborative Strategy Development:

A cross-functional team of employees from various departments was assembled to collaborate on the strategy development. This diverse group brought different perspectives and expertise to the table, ensuring a well-rounded approach.

— Partnership with Time Warner:

AT&T partnered with Time Warner to integrate special in-game magical items and experiences for players when they were near or inside an AT&T store. This partnership tapped into the enchanting world of Harry Potter to create a unique in-store experience.

— Exclusive Merchandise:

To enhance the appeal of visiting AT&T stores, exclusive Harry Potter-themed merchandise was offered to players who completed specific in-game tasks or made purchases in-store. This exclusive merchandise served as an incentive for players to visit AT&T locations.

— Geolocation Integration:

Building on the learnings from previous geolocation tests, AT&T employed precise geolocation technology to ensure that in-game rewards and merchandise offers were triggered accurately when players were in proximity to an AT&T store.

— Marketing and Promotion:

A targeted marketing campaign was launched to promote the Harry Potter Wizards Unite integration. This included social media teasers, email marketing, and in-game announcements to inform players about the special offerings available at AT&T stores.



CASE STUDY: ENCHANTING IN-STORE TRAFFIC - THE AT&T HARRY POTTER WIZARDS UNITE INTEGRATION (CONT.)

Results

The AT&T Harry Potter Wizards Unite Integration yielded remarkable results:

- **Increased In-Store Traffic:**

The integration successfully drove increased foot traffic to AT&T stores as players sought to claim in-game rewards and exclusive merchandise. This translated into more opportunities for device and plan upgrades.

- **Enhanced Brand Image:**

AT&T's association with the beloved Harry Potter franchise positioned the brand as exciting and fun, particularly to younger customers. This strengthened AT&T's appeal as a provider of both cutting-edge technology and engaging experiences.

- **Successful Cross-Functional Collaboration:**

The collaborative approach involving employees from various departments proved effective in developing and executing a multifaceted strategy.

- **Positive Customer Reception:**

Customers responded positively to the in-game magical items and exclusive merchandise, creating a sense of excitement and engagement with AT&T's retail locations.

Takeaway

The AT&T Harry Potter Wizards Unite Integration showcased the company's ability to learn from previous successes and collaborate effectively across departments. By partnering with Time Warner and leveraging geolocation technology, AT&T not only drove increased in-store traffic but also enhanced its brand image among younger customers. This illustrates the power of strategic partnerships, cross-functional collaboration, and immersive experiences in achieving business goals and strengthening customer engagement.



CASE STUDY: AT&T THANKS ULTIMATE FINAL FOUR EXPERIENCE - DRIVING ENGAGEMENT THROUGH CUSTOMER-CENTRIC CONTESTS

Business Objective

Create a highly engaging contest for AT&T customers, encouraging them to participate via the AT&T Thanks app. The contest asked customers to submit photos illustrating how they prepared for the NCAA Men's tournament, with all entries and voting exclusively taking place within the app.

Approach

Customer-Centric Contest:

AT&T designed the contest to resonate with its customers' passion for basketball and the excitement of the Final Four. By inviting customers to share their tournament preparation moments, the contest tapped into their enthusiasm for the event.

Exclusive App Participation:

To participate in the contest, customers were required to use the AT&T Thanks app for both entry submission and voting. This strategy aimed to drive downloads and logins, promoting ongoing app engagement.

Grand Prize Experience:

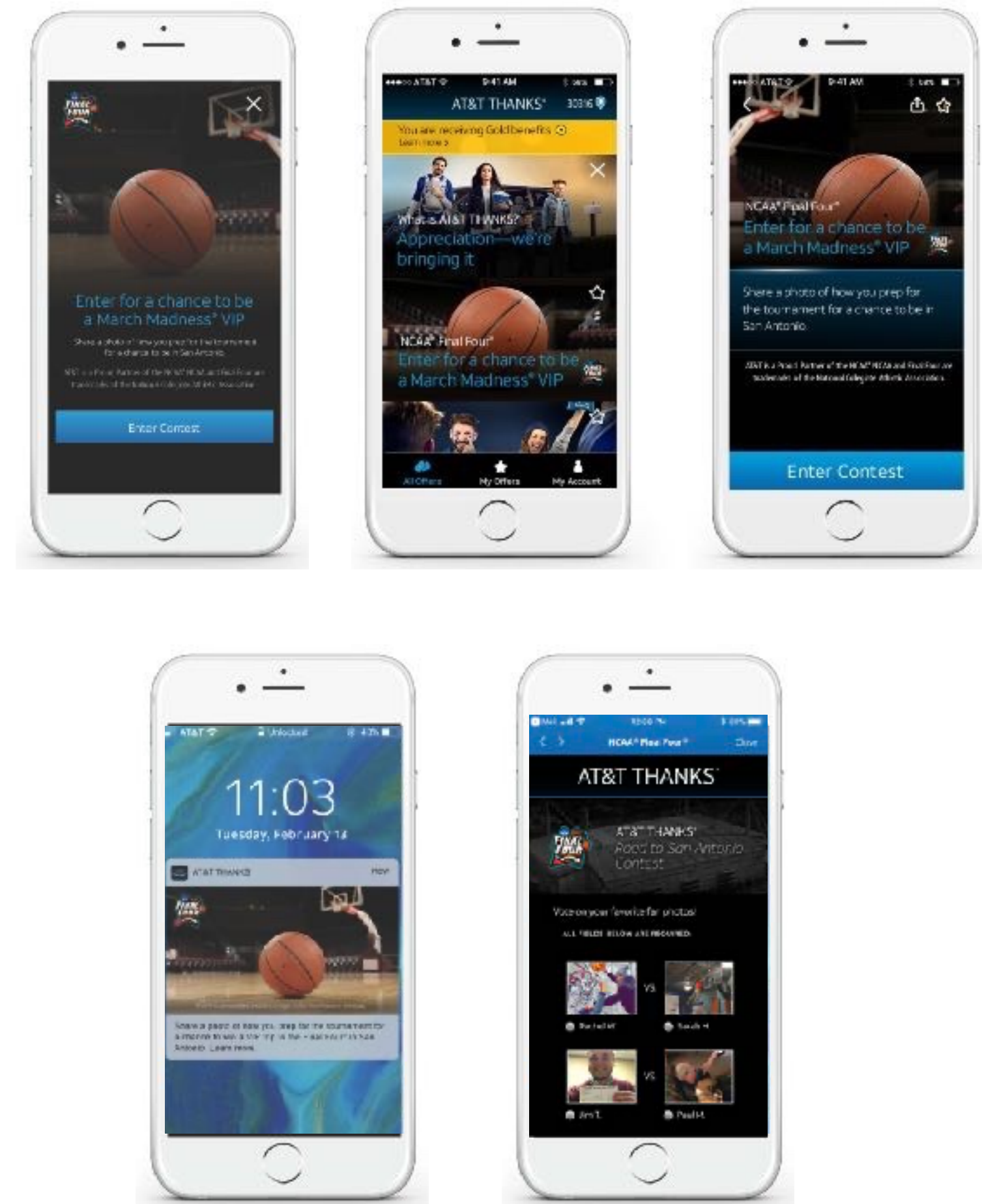
The grand prize was two (2) all-inclusive trips for winner and guest to San Antonio, Texas, for the Final Four. This experience included tickets to both the Final Four and National Championship games, as well as exclusive meet & greets with basketball legends and VIP access to private events.

Social Media Promotion:

The contest was heavily promoted on AT&T's social media platforms to generate awareness and encourage participation. Contestants were also encouraged to leverage their social networks to gather votes from friends and family within the app.

Geo-Targeted Tier Strategy:

AT&T implemented a geo-targeting strategy to gift an additional 15 pairs of Final Four and National Championship tickets locally. These high-value prizes were exclusively visible and available to Platinum-level AT&T Thanks customers, creating an additional incentive for loyalty.



CASE STUDY: AT&T THANKS ULTIMATE FINAL FOUR EXPERIENCE - DRIVING ENGAGEMENT THROUGH CUSTOMER-CENTRIC CONTESTS (CONT.)

Results

The AT&T Thanks Ultimate Final Four Experience contest achieved outstanding results:

Increased App Engagement:

The contest successfully drove over 100,000 downloads and 1M logins from push notifications, significantly increasing customer engagement with the AT&T Thanks app.

High Participation:

The contest saw over 14,000 entries, with customers enthusiastically sharing their tournament preparation photos.

Enhanced Customer Loyalty:

Geo-targeting effectively rewarded Platinum-level AT&T Thanks customers, further strengthening their loyalty and brand affinity.

Social Media Impact:

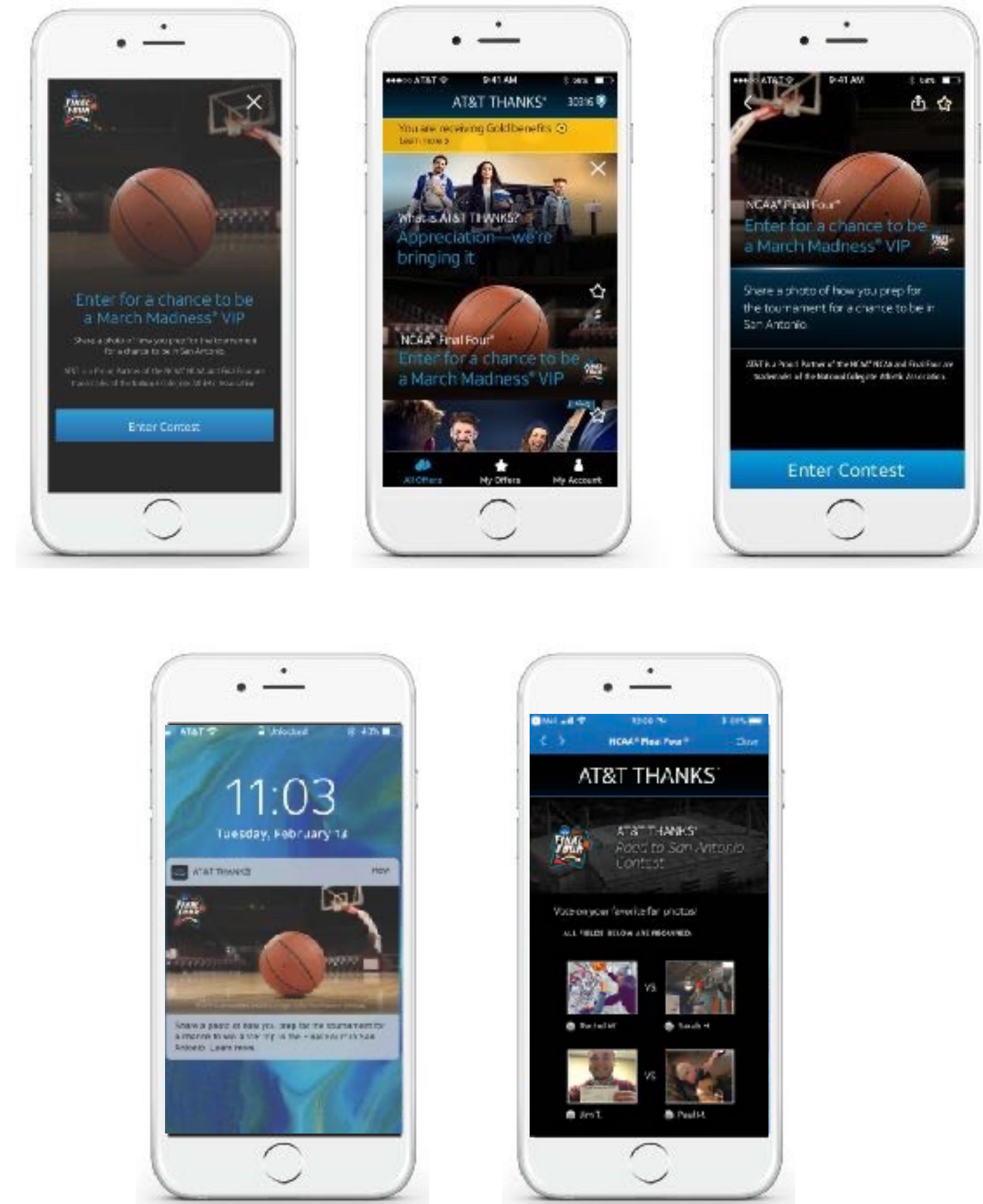
The contest's promotion on social media generated a buzz and encouraged contestants to leverage their social networks, boosting overall awareness and participation driving 9.6M impressions.

Memorable Customer Experience:

The two winners and their guests enjoyed a once-in-a-lifetime experience during the Final Four, which further solidified their positive perception of AT&T.

Takeaway

The AT&T Thanks Ultimate Final Four Experience contest exemplified a customer-centric approach to boosting app engagement and brand loyalty. By leveraging the excitement of the tournament, integrating exclusive app participation, and utilizing social media promotion, AT&T achieved remarkable success. The contest not only increased app downloads and logins but also rewarded loyal Platinum-level customers with exclusive prizes. This highlights the effectiveness of strategic contests in driving customer engagement and enhancing brand loyalty.



CASE STUDY: ELEVATING CUSTOMER APPRECIATION WITH MEMORABLE EXPERIENCES - THE AT&T APPRECIATION CAMPAIGN

Business Objective

Create unforgettable experiences that promoted customer appreciation and provided AT&T customers with exclusive insider access to reward them for their loyalty.

Approach

— Flyaway Sweepstakes and Contests:

AT&T introduced flyaway sweepstakes and contests that gave customers a chance to win exclusive trips, access to events, or once-in-a-lifetime experiences. These promotions rewarded customers simply for being with AT&T, creating a sense of appreciation.

— Local Popup Activations:

Local popup activations were organized in various cities across the country. These events offered customers the opportunity to participate in interactive activities, receive exclusive merchandise, and enjoy memorable experiences in their own communities.

— Thanks Appreciation Machine (TAM) - Branded Vending Machine:

A branded vending machine was created as a surprise and delight element. Customers encountered this machine at select locations, scanning their AT&T Thanks app to dispense unexpected prizes and experiences, creating memorable moments of appreciation.

— Social Media Engagement:

Social media played a pivotal role in building awareness and excitement. AT&T leveraged social platforms to share event details, encourage participation, and create FOMO among customers who didn't want to miss out on exclusive opportunities.

— Location-Based Push Notifications:

Using location-based push notifications, AT&T informed customers about nearby activations, promotions, and opportunities. This real-time communication encouraged customers to engage with the brand when they were in proximity to these events.



CASE STUDY: ELEVATING CUSTOMER APPRECIATION WITH MEMORABLE EXPERIENCES - THE AT&T APPRECIATION CAMPAIGN (CONT.)

Results

The AT&T Appreciation Campaign achieved impressive results:

— Customer Engagement:

The activations successfully engaged over 150,000 customers across the country, providing them with unique and memorable experiences.

— Loyalty Reinforcement:

Customers felt appreciated and valued by AT&T, strengthening their loyalty to the brand.

— FOMO Effect:

The strategic use of social media and location-based push notifications created a strong Fear of Missing Out, driving higher participation and attendance at activations.

— Influencer Activation:

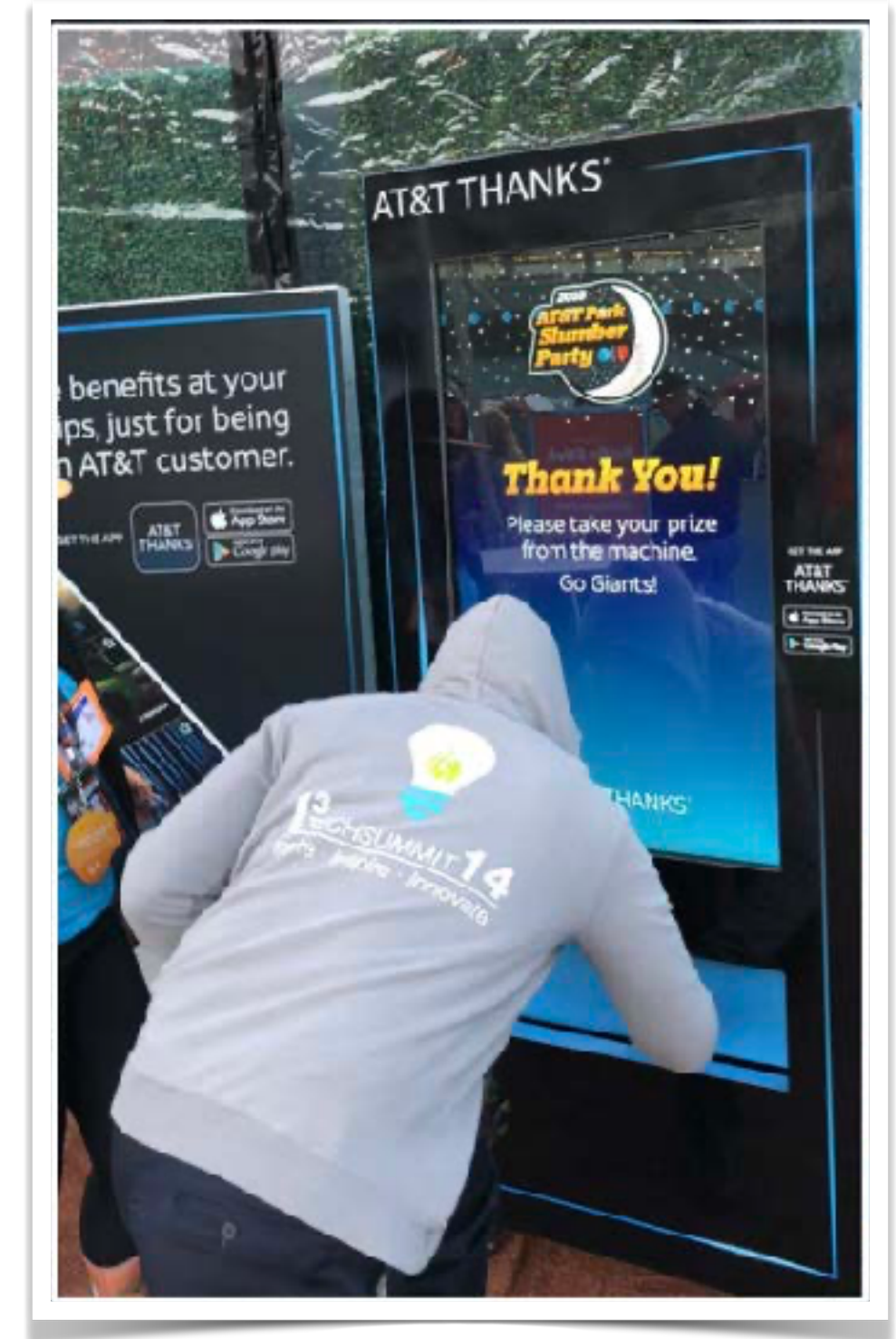
Customers who participated at the activations became influencers by sharing their experiences on social media, further amplifying the brand's reach and impact.

— Positive Brand Perception:

The activations contributed to a positive perception of AT&T as a brand that goes the extra mile to appreciate and reward its customers.

Takeaway

The AT&T Appreciation activations events and TAM exemplifies a customer-centric approach to building brand loyalty and appreciation. By offering memorable experiences, leveraging social media, and utilizing location-based push notifications, AT&T created unique opportunities for customers and encouraging them to become brand influencers, resulting in strengthened customer loyalty and a positive brand image.

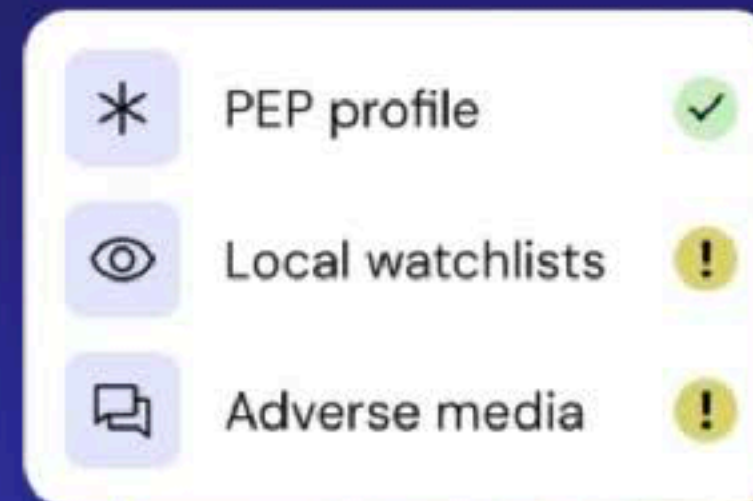


On-demand webinar

Tariffs: how to protect your business in a shifting economy

Learn how to protect your business in a shifting economy

Watch now



WEBINARS & VIRTUAL

CASE STUDY: FUTURE-PROOFING BUSINESS OPERATIONS IN ECONOMIC UNCERTAINTY: A STRATEGIC FRAMEWORK FOR MANAGING TARIFFS AND FRAUD RISKS

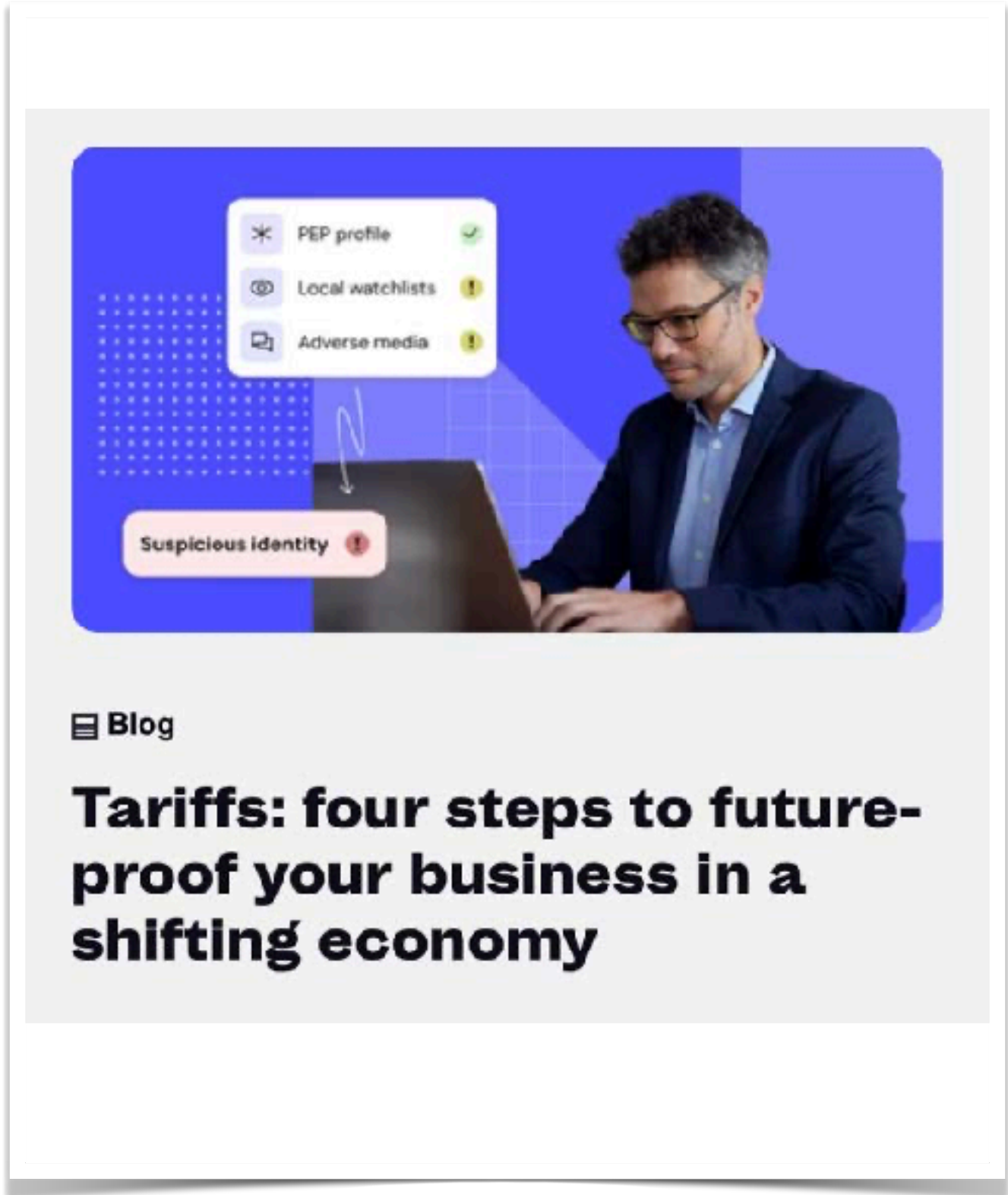
Business Objective

The primary objective was to address the critical knowledge gap facing businesses as they grappled with the immediate and long-term impacts of shifting tariff policies while simultaneously protecting against opportunistic fraud activities.

- Core Objectives:
 - Educational Leadership: Position GBG as a thought leader in helping businesses navigate economic uncertainty while maintaining fraud protection
 - Audience Value Creation: Provide actionable strategies for businesses to future-proof operations without compromising customer experience
 - Risk Awareness: Highlight the often-overlooked connection between economic disruption and increased fraud vulnerability
 - Solution Positioning: Demonstrate how technology solutions can address both operational agility and security concerns simultaneously
- Target Audience Needs Identified:
 - Business leaders struggling with tariff-related cost increases and supply chain delays
 - Risk and fraud professionals concerned about exploitation of economic distraction
 - Operations teams needing to adapt quickly to changing market conditions
 - Compliance officers managing regulatory requirements across shifting business priorities

Approach

- Content Strategy Development
 - Expert Panel Assembly:
 - Assembled cross-functional expertise combining economic policy analysis with fraud prevention specialists
 - Ensured representation of both strategic business perspective and tactical implementation guidance
 - Educational Framework Design:
 - Structured content to progress from macro-economic context to specific business implications
 - Balanced policy analysis with actionable fraud prevention strategies
 - Incorporated technology solutions as enablers rather than primary focus
- Webinar Format and Structure
 - Session Architecture: The webinar was designed to deliver maximum value through a logical progression of insights:
 - Economic Context Setting: Unpacked the tariff landscape and its ripple effects on digital commerce
 - Behavioral Impact Analysis: Explored how policy shifts influence both business decisions and consumer behavior
 - Fraud Risk Correlation: Connected economic pressure points to specific fraud vulnerabilities
 - Strategic Response Framework: Provided actionable strategies for simultaneous operational and security enhancement
 - Interactive Elements:
 - Expert panel discussion format to provide multiple perspectives
 - Real-time audience engagement opportunities
 - Practical examples and case study integration
 - Forward-looking trend analysis and preparation strategies
- Content Delivery Strategy
 - Key Message Architecture:
 - Primary Educational Pillars:
 - Economic Adaptation: How tariffs create both challenges and opportunities for business repositioning
 - Fraud Exploitation Patterns: Why fraudsters target businesses during economic transitions
 - Technology as Solution: How integrated platforms enable both agility and security
 - Future-Proofing Mindset: Building resilience for ongoing economic volatility
 - Practical Application Focus:
 - Specific strategies for maintaining customer experience during operational changes
 - Technology solutions for rapid market adaptation and expansion
 - AI-powered fraud detection for both first-party and third-party threats
 - Compliance automation for multi-jurisdictional operations



Blog

Tariffs: four steps to future-proof your business in a shifting economy

CASE STUDY: FUTURE-PROOFING BUSINESS OPERATIONS IN ECONOMIC UNCERTAINTY: A STRATEGIC FRAMEWORK FOR MANAGING TARIFFS AND FRAUD RISKS (CONT.)

Results

Audience Reach:

- Successfully attracted target audience of business leaders, risk professionals, and operations teams
- High engagement rates during live presentation and Q&A segments
- Strong post-webinar content consumption and follow-up requests

Content Resonance:

- Positive feedback on the connection between economic policy and fraud implications
- High value attribution to practical, actionable strategies provided
- Strong interest in technology solutions that address multiple business challenges simultaneously

Educational Impact Achieved

Knowledge Transfer Success:

- Increased awareness of fraud risks during economic uncertainty periods
- Enhanced understanding of technology's role in business agility and security
- Improved recognition of the need for integrated rather than siloed business responses

Strategic Insight Delivery:

- Successfully positioned economic disruption as both challenge and opportunity
- Demonstrated the critical importance of maintaining fraud vigilance during operational transitions
- Provided clear framework for technology investment decisions during uncertain periods

Business Development Outcomes

Thought Leadership Establishment:

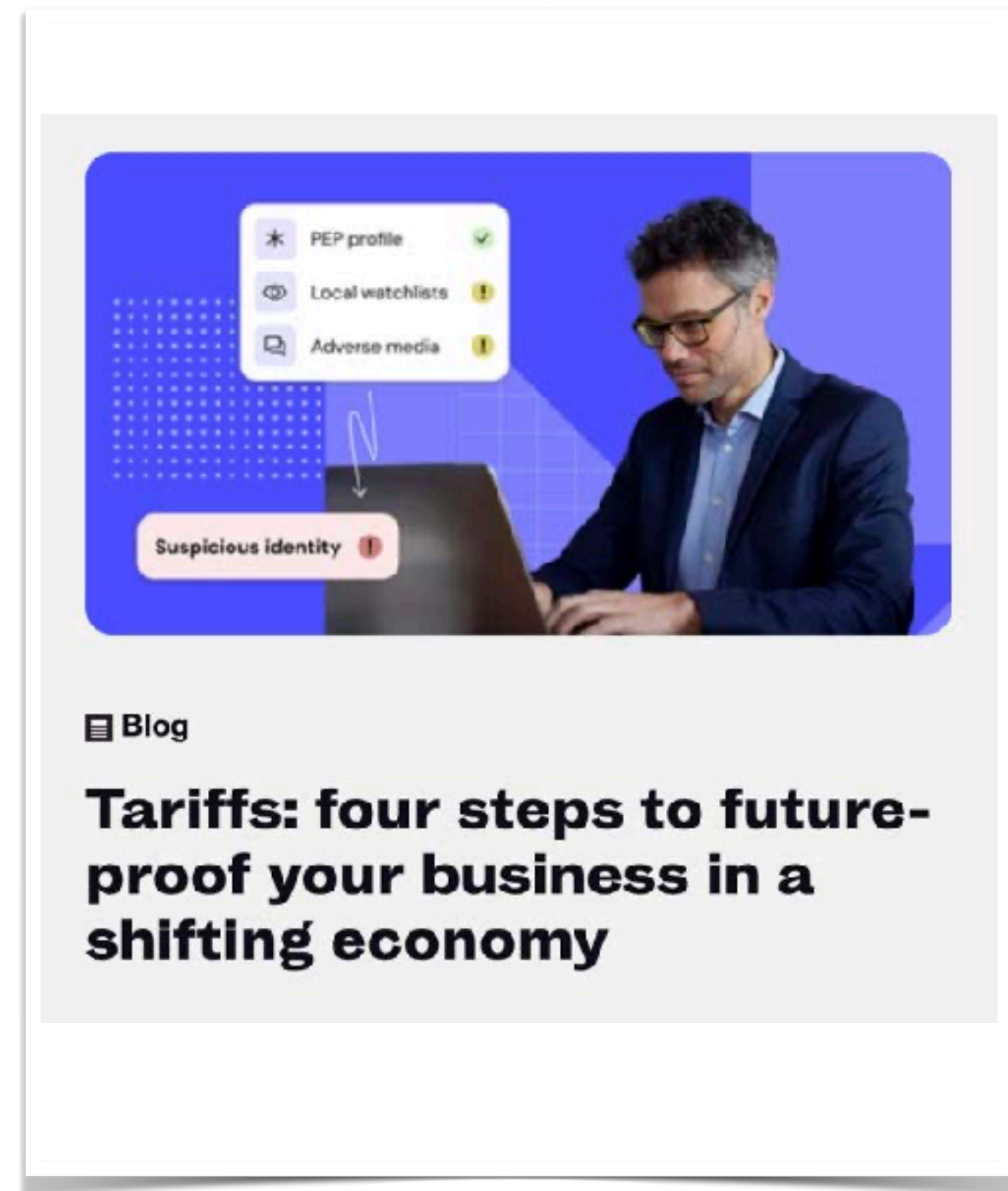
- Positioned GBG as an authority on the intersection of economic policy and fraud prevention
- Generated significant interest in GBG's integrated platform solutions
- Created foundation for ongoing client education and engagement

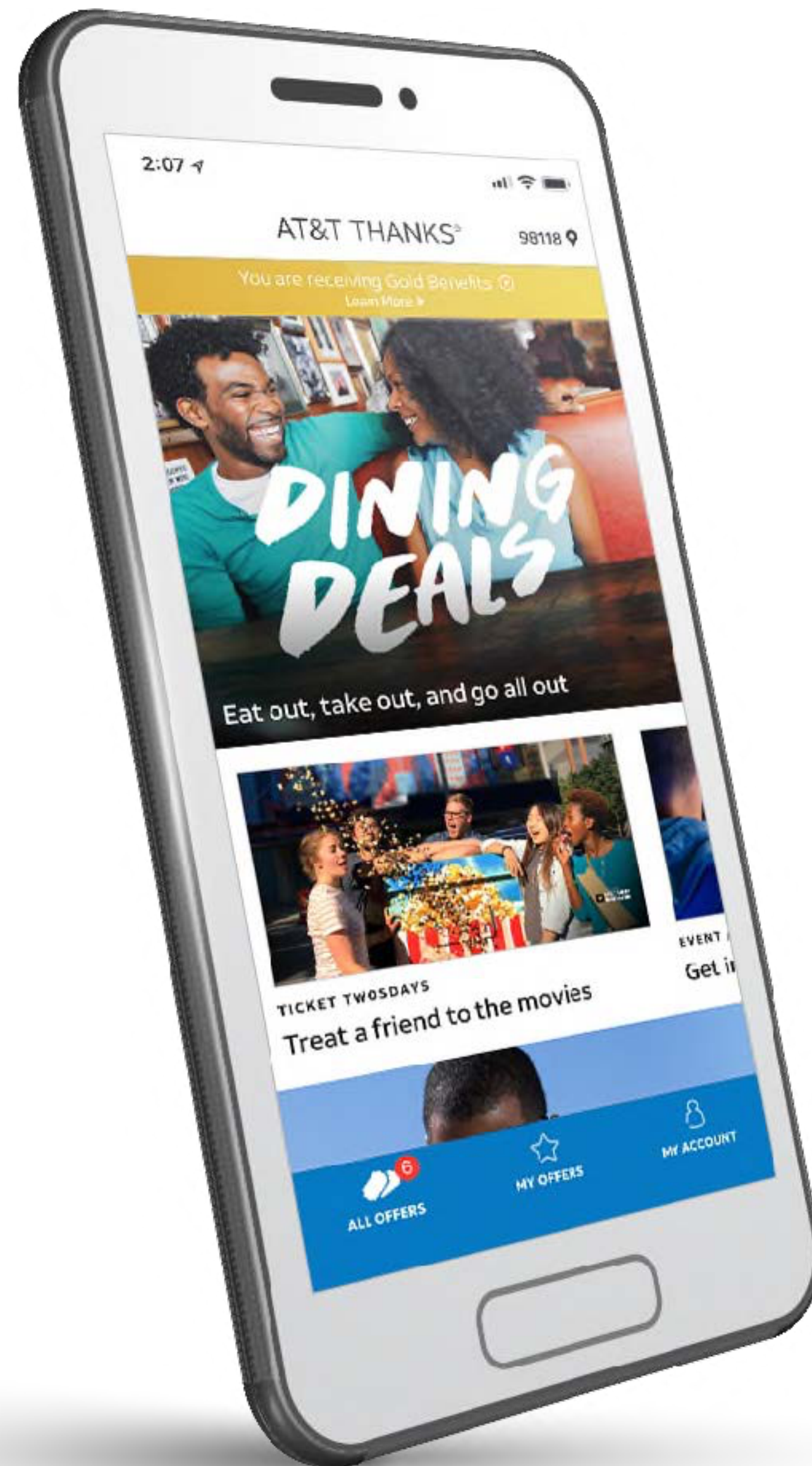
Lead Generation and Pipeline Development:

- Strong conversion from webinar attendance to follow-up consultations
- Increased interest in GBG's identity orchestration and fraud prevention solutions
- Enhanced brand recognition within target market segments

Takeaway

The "Fraud and Tariffs" webinar successfully addressed a critical market need by connecting economic policy impacts to business security requirements, establishing GBG as a trusted advisor for businesses navigating complex economic transitions. The session's success demonstrated the value of educational content that bridges traditional business silos during periods of uncertainty, with the expert panel format and practical focus creating a compelling value proposition that resonated strongly with the target audience. This approach validates the importance of proactive educational initiatives that help businesses understand interconnected challenges of economic disruption and security vulnerabilities, providing a replicable model for future complex, multi-faceted business education.





DRIVING APP ADOPTION



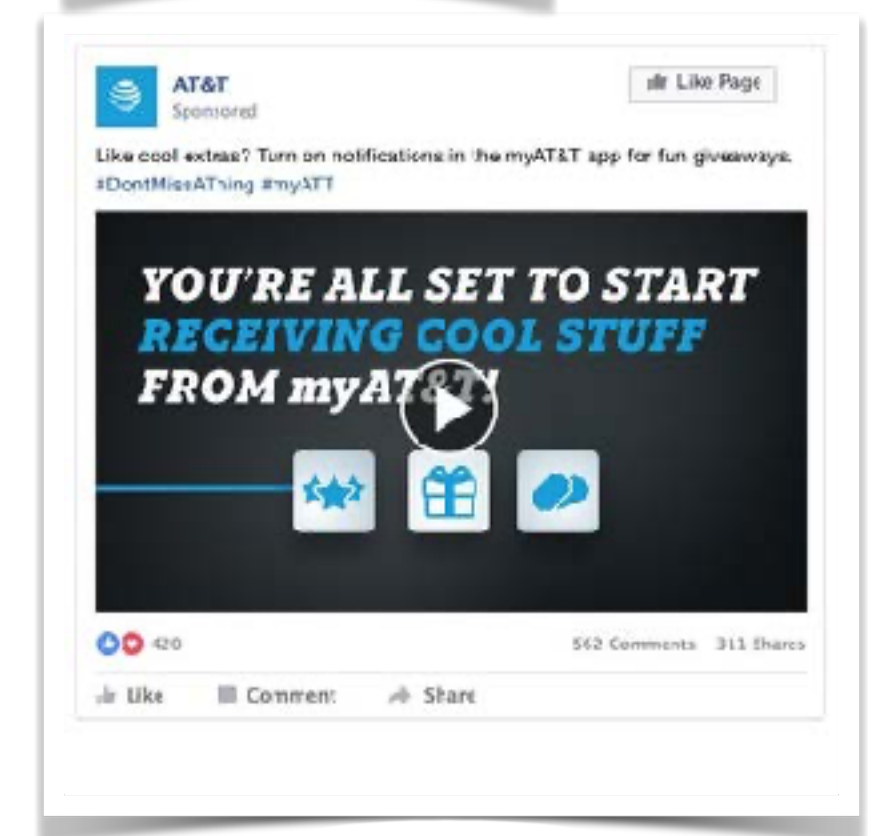
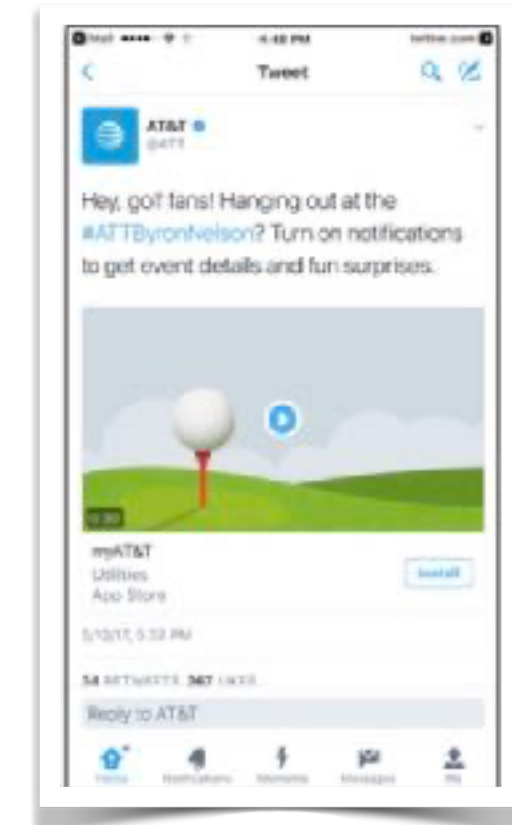
CASE STUDY: ENGAGEMENT THROUGH INNOVATIVE PUSH NOTIFICATIONS AT AT&T SPONSORED EVENTS

Business Objective

Deliver exceptional benefits to AT&T customers attending sponsored events through strategically designed push notifications. The objective was to foster stronger connections with customers, encourage push notification opt-ins, and leverage geofences, beacons, and action-based alerts to create a compelling messaging plan.

Approach

- Customer Segmentation:
The first step involved segmenting AT&T customers attending sponsored events based on their preferences, interests, and event locations. This segmentation helped tailor push notifications to individual customer needs.
- Opt-In Incentives:
To encourage customers to opt in for push notifications, we offered enticing incentives, such as exclusive discounts, early access to special events, and exclusive event-related content & access.
- Geofences and Beacons:
We deployed geofences around event venues to trigger notifications when customers entered predefined areas. Additionally, we strategically placed beacons at key locations within the events to provide more precise targeting and personalized messaging.
- Action-Based Alerts:
Action-based alerts were designed to be context-aware. For instance, if a customer visited the AT&T booth or attended a specific session, a relevant push notification would be triggered, offering them exclusive content, promotions, or information related to their current activity.
- Content Messaging Plan:
A meticulously planned content messaging strategy was developed, which included the following components:
 - Event schedules and agendas
 - Exclusive promotions, discounts & invite only access
 - Access to live streams or event highlights
 - Interactive polls and surveys
 - Special offers on AT&T products and services



CASE STUDY: ENGAGEMENT THROUGH INNOVATIVE PUSH NOTIFICATIONS AT AT&T SPONSORED EVENTS (CONT.)

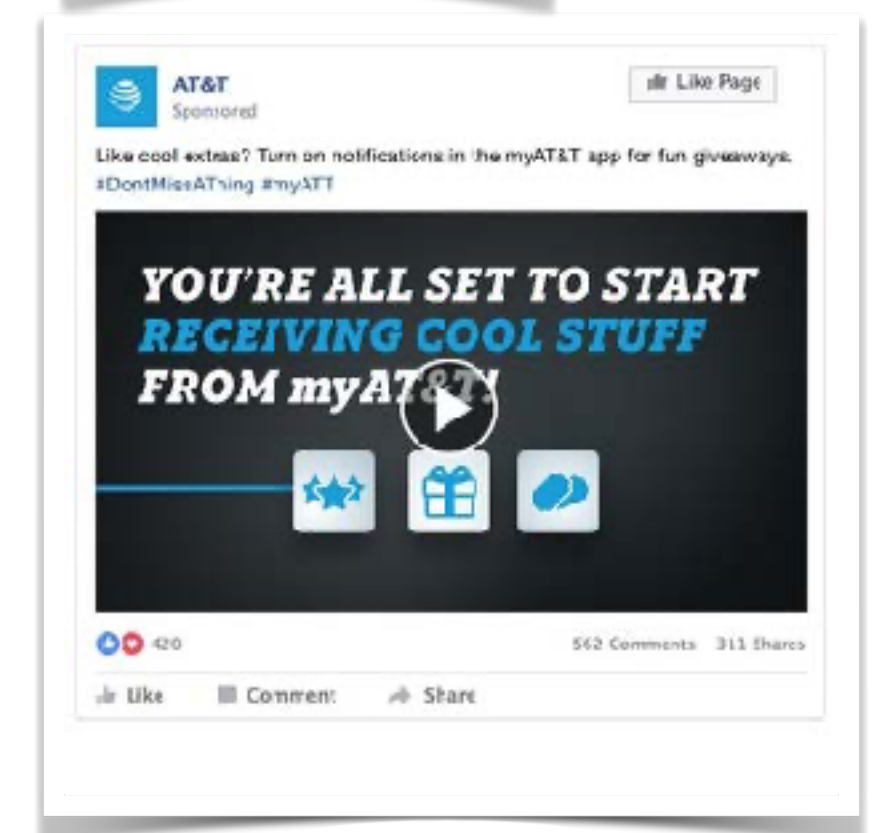
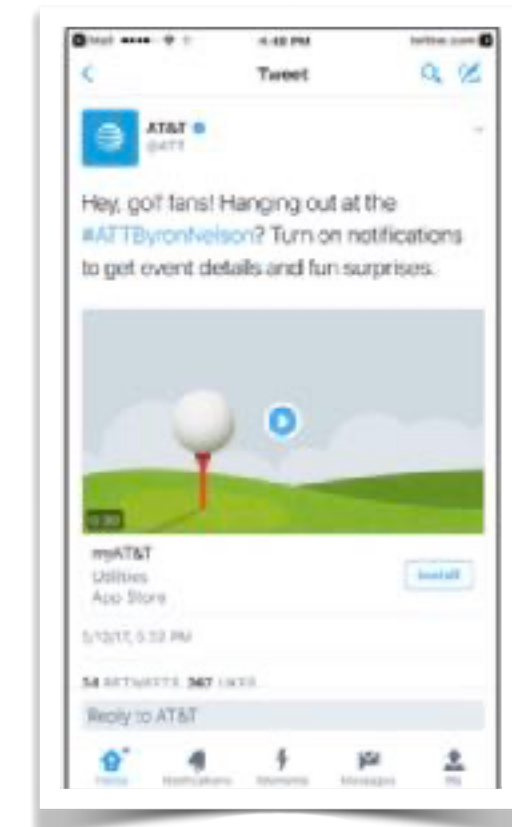
Results

The results of this innovative approach to push notifications at AT&T sponsored events were outstanding:

- View and Open Rates:
View and open rates for the push notifications exceeded expectations, reaching more than twice the industry average. This high engagement demonstrated the effectiveness of our targeted approach and the value customers saw in our notifications.
- Positive Customer Reception:
Customers overwhelmingly responded positively to the push notifications, appreciating the personalized and relevant content. This positive reception expanded the initial test to become a fully funded enterprise-wide project.
- SME Status:
The success of this initiative elevated me to the status of Subject Matter Expert (SME) for geolocation-based strategies. My expertise was crucial during the rollout period of similar initiatives across AT&T.

Takeaway

By creating a highly targeted and personalized push notification strategy, AT&T not only achieved significantly higher engagement rates but also expanded the initiative to a larger scale, positioning itself as a leader in geolocation-based customer engagement strategies. This demonstrates the importance of customer-centric approaches in enhancing brand-consumer relationships and driving positive outcomes for the business.



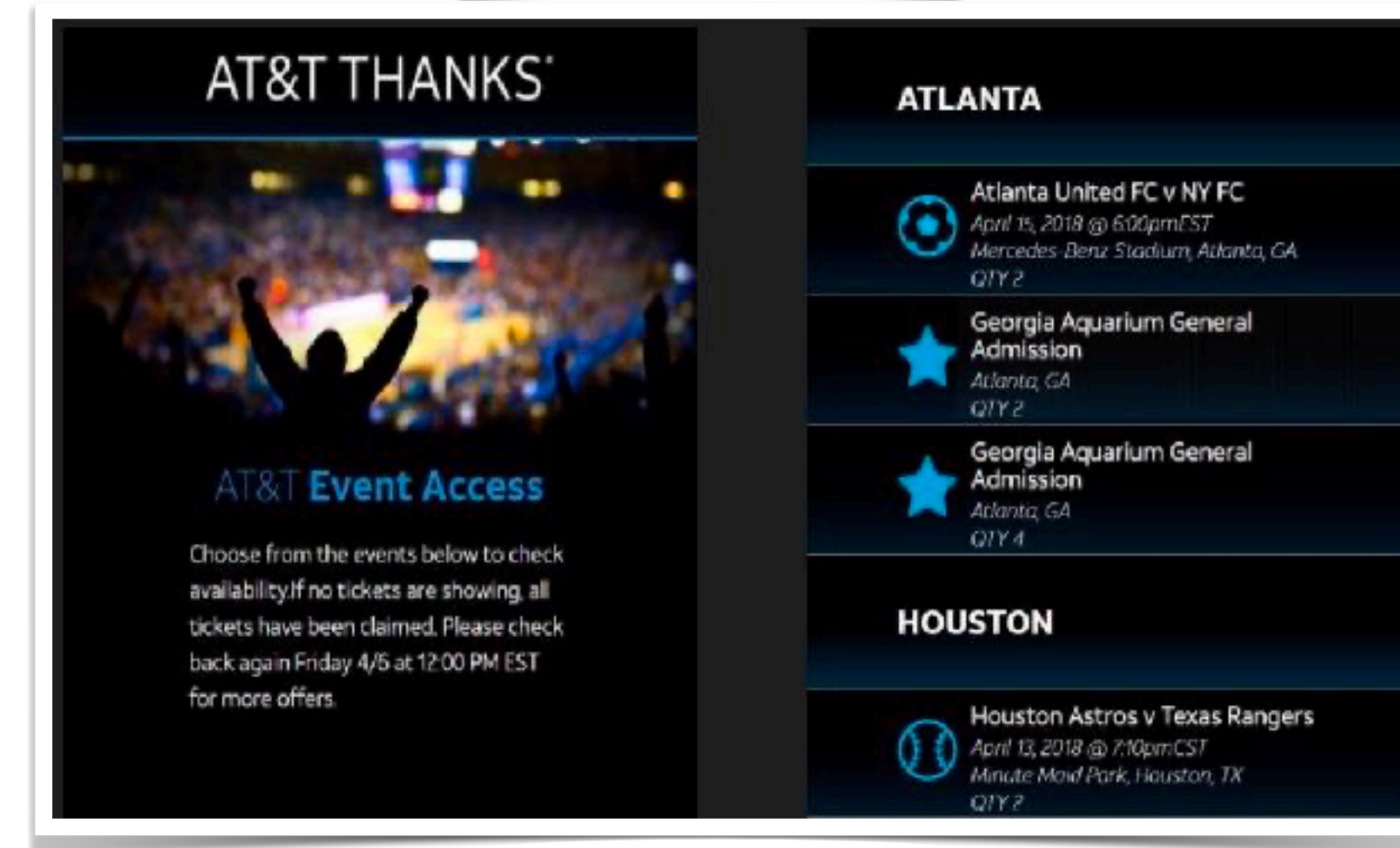
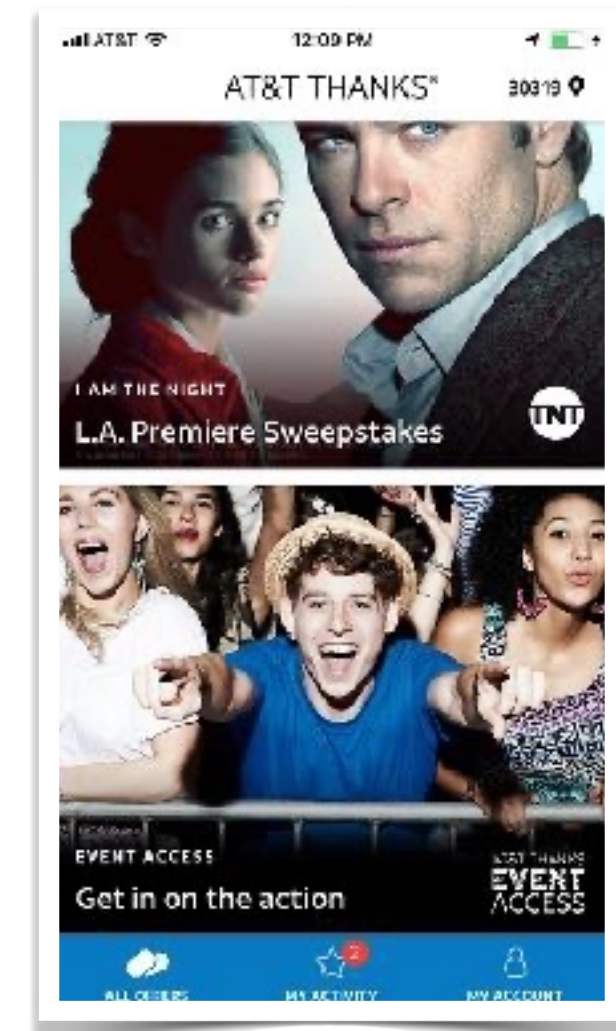
CASE STUDY: TRANSFORMING AT&T'S LOYALTY PROGRAM INTO AN APPRECIATION PROGRAM

Business Objective

Reposition and grow AT&T's existing loyalty program into an appreciation program. The objective was to reward customers, reduce churn, and explore new ways of utilizing the company's owned access.

Approach

- Repositioning the Loyalty Program: The first step involved rebranding and repositioning AT&T's loyalty program as an "Appreciation Program." This shift in terminology conveyed a stronger sense of gratitude towards customers and their continued support.
- Expanding Benefits: To make the appreciation program more enticing, AT&T introduced additional benefits, including:
 - Sports Benefits: Providing customers with exclusive access to sporting events, such as free tickets, priority seating, and behind-the-scenes experiences.
 - Gaming Benefits: Offering perks related to gaming, such as access to eSports competitions, exclusive in-game content, or exclusive gaming events.
 - Dining Benefits: Providing discounts and special offers at partnered restaurants and eateries.
- Event Access Program: A key component of the transformation was the creation of the Event Access program, which allowed AT&T to distribute local event tickets to customers on a first-come, first-served basis. This initiative aimed to leverage the company's access to events and reduce corporate ticket waste.
- Promotional Strategy: To promote these new initiatives, AT&T utilized a multi-channel approach. Push notifications were sent to app users, alerting them to new benefits, and promoting the Event Access program. Social media platforms and owned DirecTv and U-verse broadcast channels were also used to create awareness and generate excitement among customers.



CASE STUDY: TRANSFORMING AT&T'S LOYALTY PROGRAM INTO AN APPRECIATION PROGRAM (CONT.)

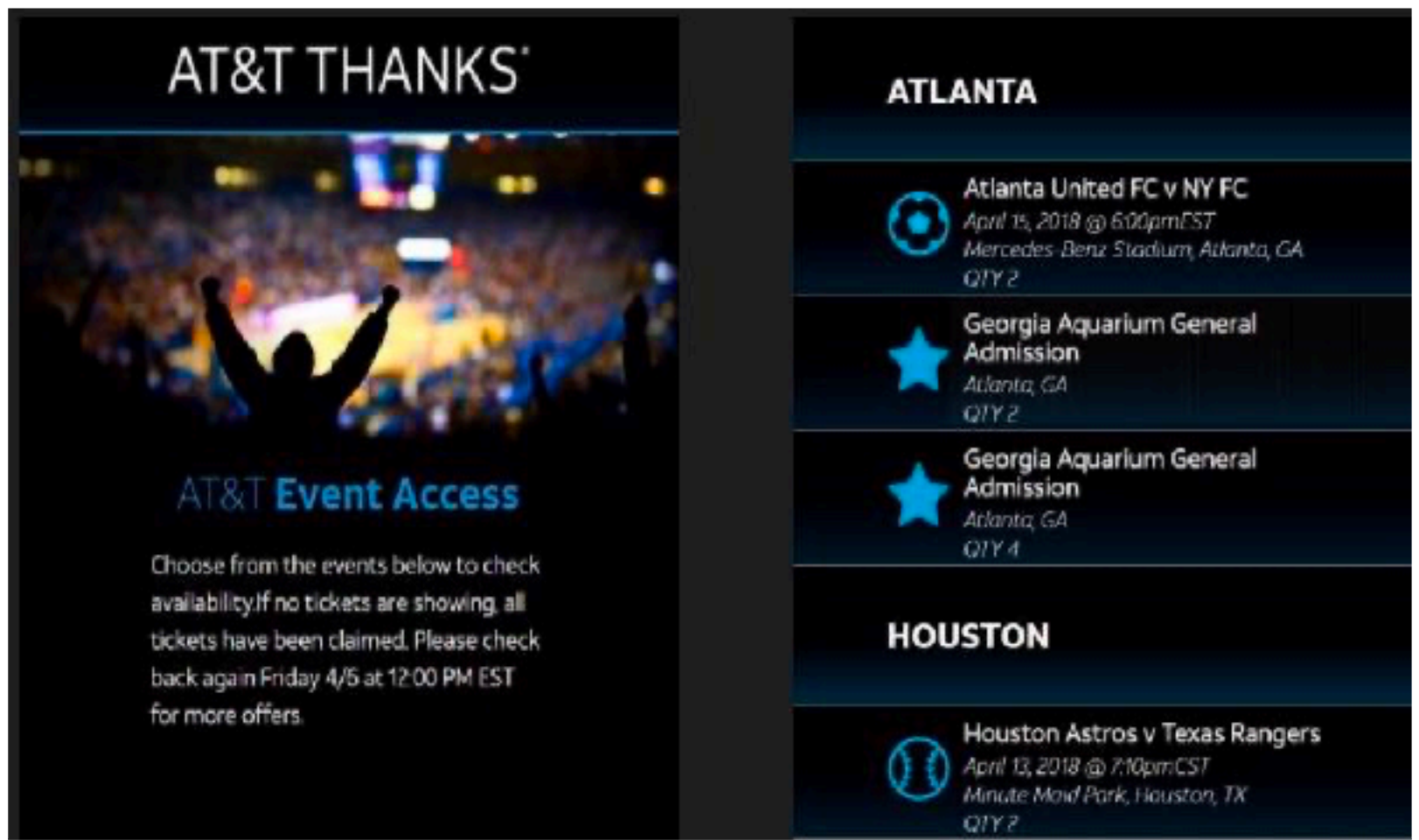
Results

The results of this transformation were highly successful:

- App Downloads:
In the first year, the initiative drove an impressive 2 million app downloads, surpassing the initial goal of 1 million. This significant increase in app downloads was a testament to the attractiveness of the new appreciation program.
- Corporate Ticket Waste Reduction:
By repurposing sales hospitality tickets and distributing them to customers through the Event Access program, AT&T successfully reduced corporate ticket waste. In 2018 alone, over 11,000 event tickets were given away to customers, allowing them to enjoy local events and creating a positive customer experience.

Takeaway

By introducing new benefits and initiatives, AT&T not only increased customer engagement but also reduced corporate ticket waste and strengthened customer relationships. This underscores the importance of adapting loyalty programs to meet evolving customer expectations and leveraging company-owned assets to create additional value for customers.



CASE STUDY: AT&T THANKS TICKET TWOSDAY MEETS JUMANJI: THE MOBILE GAME

Business Objective

Extend AT&T's existing Thanks Ticket TWOsday weekly movie promotion by offering AT&T customers exclusive access to loot and special in-game objects within Jumanji: The Mobile Game. This initiative served as a proof of concept for introducing gaming and eSports benefits within the AT&T Thanks app.

Approach

Integration with Jumanji: The Mobile Game:

To achieve this goal, AT&T forged a strategic partnership with Sony Interactive Entertainment and the developers of Jumanji: The Mobile Game. The integration allowed AT&T customers to access exclusive in-game content and items related to the popular Jumanji franchise.

Timed Promotion:

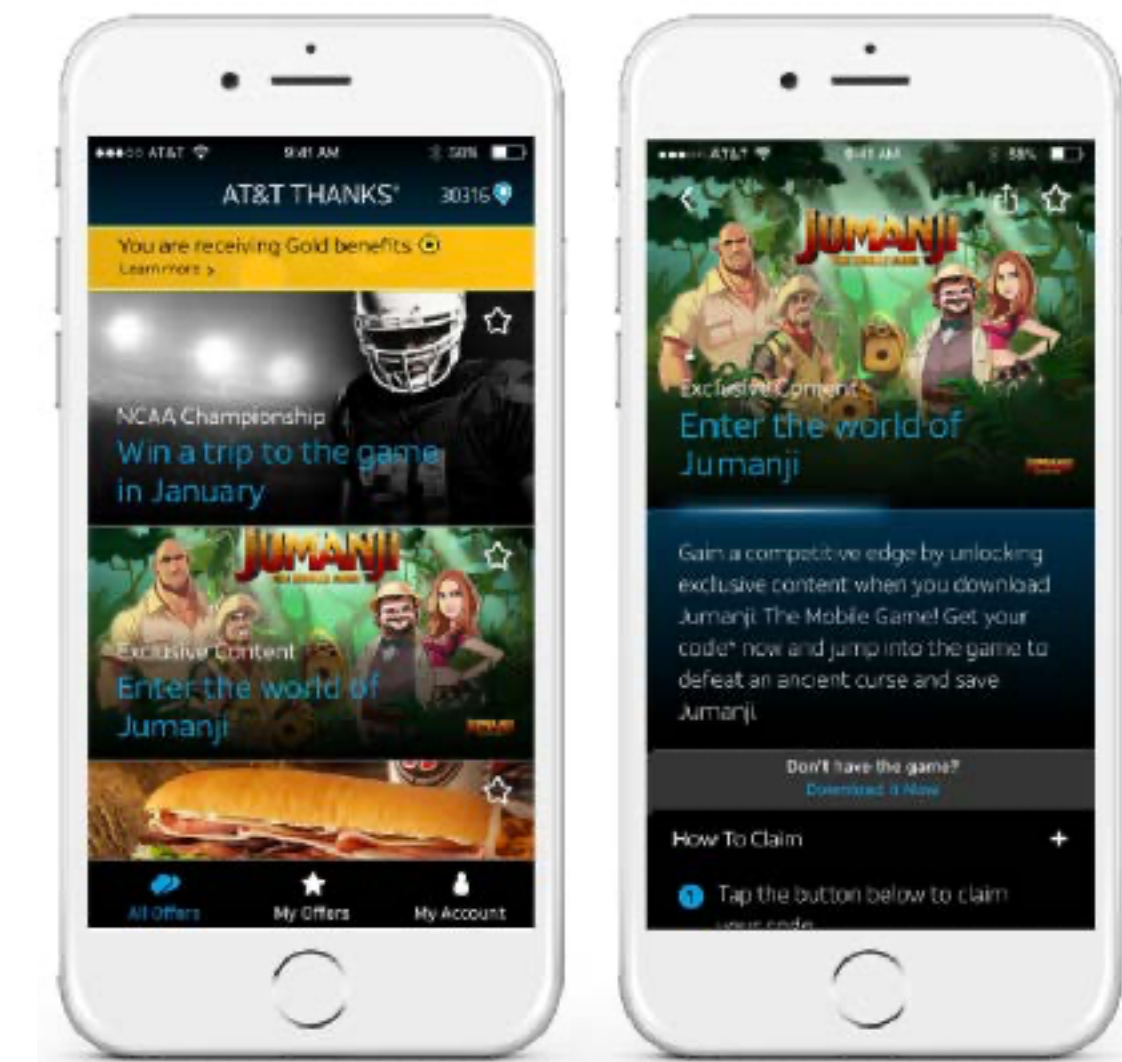
The timing of the promotion was synchronized with the release of "Jumanji: Welcome to the Jungle" in theaters. It ran until the movie became available on demand through DirecTV. This strategic timing leveraged the excitement around the movie's release to engage customers in the gaming promotion.

In-Game Integration:

Within the Jumanji game, AT&T's integration included special placements and opportunities for AT&T customers to access exclusive items, loot, and gaming experiences. These items were specifically designed to enhance the gaming experience for AT&T users.

Co-branded Marketing:

To maximize the impact of the initiative, co-branded marketing materials were used to create awareness among AT&T customers. This included advertising within the AT&T Thanks app, social media promotion, and email campaigns.



AT&T THANKS®



AT&T THANKS®



CASE STUDY: AT&T THANKS TICKET TWOSDAY MEETS JUMANJI: THE MOBILE GAME (CONT.)

Results

The integration of AT&T Thanks Ticket TWOsday with Jumanji: The Mobile Game yielded impressive results:

- **Increased Engagement:**

The exclusive in-game items and benefits provided to AT&T customers led to a significant increase in user engagement within the Jumanji mobile game.

- **Attraction of Younger Users:**

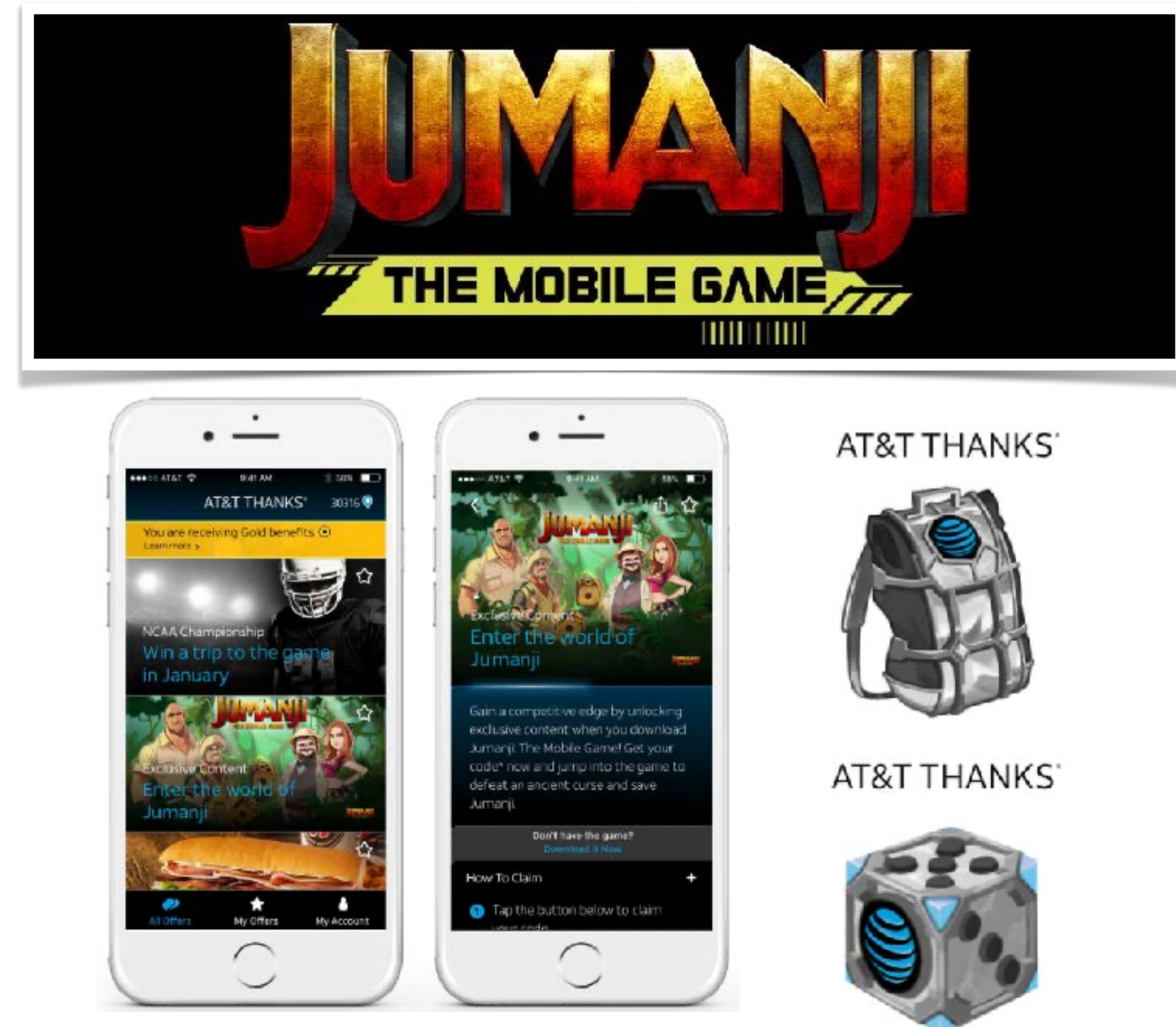
The proof-of-concept initiative successfully attracted a younger user base to the AT&T Thanks app, demonstrating the potential of gaming and eSports benefits to create stickiness among these customers as they transitioned to their own plans.

- **Partnership Success:**

The success of this integration did not go unnoticed. Sony expressed interest in partnering with AT&T for the release of additional movies and game launches, indicating the positive impact of the collaboration on both sides.

Takeaway

AT&T successfully extended its Thanks Ticket TWOsday promotion into the gaming world by partnering with Sony and integrating with Jumanji: The Mobile Game. By offering exclusive in-game items and benefits to AT&T customers, the company not only increased user engagement but also attracted a younger demographic, achieving the proof of concept for gaming and eSports benefits within the AT&T Thanks app. This successful partnership also opened doors for future collaborations, showcasing the potential of strategic partnerships to drive customer engagement and loyalty.





STORE AS A MEDIUM

CASE STUDY: REVOLUTIONIZING RETAIL WITH COMPUTER VISION, MACHINE LEARNING, AND AI - THE STORE AS A MEDIUM (SAAM) PROGRAM

Business Objective

Showcase the implementation and success of the SaaM (Store as a Medium) program, which utilizes computer vision, machine learning, and AI to enhance the retail shopping experience at the very moment and place where purchase decisions are made.

Approach

Enhanced Shopping Experience:

The SaaM program enhances the retail shopping experience by leveraging computer vision and AI to identify customer interactions with screens and ads. The program aims to deliver personalized content and advertisements based on customer demographics and preferences. The content can also change depending on the distance from the screen a customer is in.

Privacy Compliance:

The use of facial detection technology is GDPR compliant, ensuring that customer data remains anonymized and respectful of privacy rights. This allows the program to identify viewer demographics, such as approximate age and gender, without compromising personal information.

Precise Advertising Measurement:

SaaM provides precise advertising measurement by tracking the number of people who view an ad, their viewing duration, and in-store dwell times. This information helps brands understand how effective their campaigns are in capturing customer attention.

Weekly Sales Integration:

Sales data is seamlessly integrated into weekly dashboards, allowing for real-time insights into campaign ROI and promotional effectiveness. Brands can adjust their strategies based on these insights to maximize their media purchases.

Customizable Analytics Dashboards:

The program offers customizable analytics dashboards that capture essential Key Performance Indicators (KPIs). These dashboards can be configured to provide insights by store, time of day, day of the week, and other relevant views, allowing brands to tailor their campaigns accordingly.

Future Capabilities:

SaaM envisions future capabilities, such as content triggering based on the demographics of the primary person looking at the screen. This ensures that content remains relevant and engaging to the target audience.

Results

The SaaM program has demonstrated significant results:

Enhanced Customer Engagement:

By delivering personalized content and advertisements, 55% of shoppers recalled seeing an ad on the screen & 19% made an unplanned purchase of something promoted.

Precise Campaign Effectiveness:

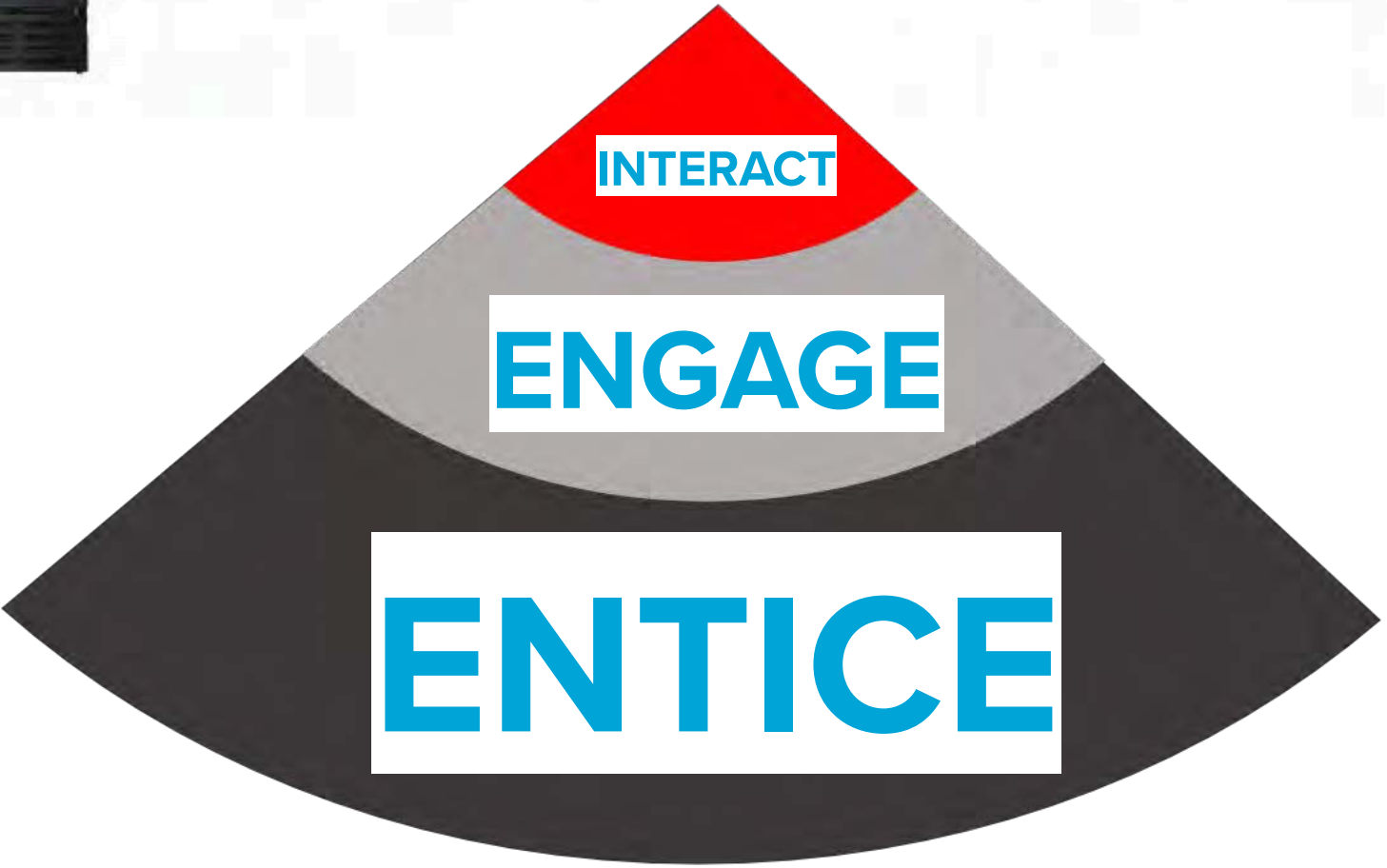
Brands now have access to precise measurements of their campaign effectiveness, enabling them to fine-tune their strategies for better ROI.

New Revenue Streams:

In store digital adverteng captured customers at the moment of purchase decision, driving sales lift of 35%

Takeaway

The SaaM program showcases the power of computer vision, machine learning, and AI in revolutionizing the retail shopping experience. By capturing customers at the moment of purchase decision, offering personalized content, and providing precise analytics, the program has significantly enhanced customer engagement and campaign effectiveness. With its commitment to privacy compliance and future capabilities, SaaM represents the future of data-driven, AI-powered retail marketing.



CASE STUDY: TRANSFORMING IN-STORE WI-FI INTO A PERSONALIZED GUEST EXPERIENCE - THE FIRST-PARTY CUSTOMER PROFILE INITIATIVE

Business Objective

Leverage free in-store Wi-Fi to capture customer opt-ins in real-time to build a first-party customer profile based on guest consent, gradually accumulating behavioral, digital, and on-premise data attributes from each visit instance.

Approach

Real-Time Opt-In:

The initiative allowed customers to opt into the program in real-time when connecting to the free in-store Wi-Fi. Consent was obtained transparently, emphasizing the value-added benefits of a personalized experience and relevant offers.

Data Collection:

Over time, the program collected a wealth of data attributes from each visit instance. This included customer behaviors, digital interactions, and on-premise activities, all with the consent of the guest.

Personalized Digital Experience:

Customers who opted in were provided with a branded, personalized digital experience on their own devices while in-store. This experience included tailored content, offers, and recommendations.

Additional Advertising Inventory:

The program unlocked valuable advertising inventory and impressions within the personalized digital experience, creating new revenue streams for the store owner.

Enhanced Guest Experience:

By delivering relevant content and offers, the initiative improved the overall guest experience, creating a sense of value for both customers and store owners.

Deeper Guest Insights:

The data collected provided store owners with a deeper understanding of guest behaviors, preferences, and visit patterns, enabling them to make data-driven decisions.

Digital Audiences for Re-Marketing:

The program allowed for the creation of digital audience segments based on customer profiles, which could be used for re-marketing campaigns and personalized outreach.

Results

The First-Party Customer Profile Initiative yielded significant results:

Increased Opt-Ins:

Real-time opt-in at the Wi-Fi login page led to a substantial increase in the number of customer opt-ins, providing a wealth of valuable data.

Personalization Success:

Customers who experienced the personalized digital experience reported high satisfaction, leading to increased loyalty and repeat visits.

Additional Revenue:

The unlocked advertising inventory generated additional revenue for store owners, offsetting the costs of the Wi-Fi service.

Improved Guest Experience:

The personalized experience enhanced the overall guest experience, fostering positive sentiment among customers.

Informed Decision-Making:

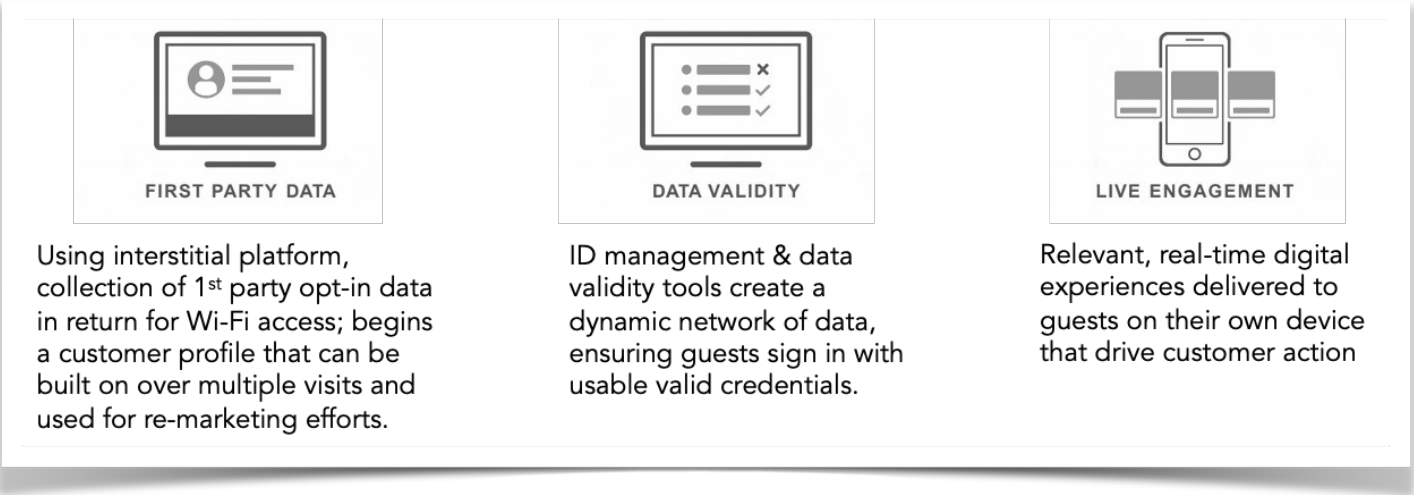
Deeper guest insights empowered store owners to make informed decisions about inventory, promotions, and store layouts.

Effective Re-Marketing:

The creation of digital audiences allowed for highly effective re-marketing campaigns, leading to increased sales and customer retention.

Takeaway

The First-Party Customer Profile Initiative exemplifies how leveraging in-store Wi-Fi for customer opt-ins and data collection can transform the retail experience. By providing a personalized digital experience, unlocking advertising inventory, and improving guest satisfaction, the initiative successfully added value to both customers and store owners. The program's data-driven approach and re-marketing capabilities also demonstrated the power of first-party customer profiles for enhancing customer engagement and loyalty while driving revenue growth.



CASE STUDY: TRANSFORMING ON-PREMISE ENGAGEMENT FOR INCREMENTAL SALES AND CUSTOMER LOYALTY

Business Objective

Enhance the in-store experience by leveraging custom digital solutions integrated into the guest device Wi-Fi sign-in process, enabling first-party data collection while ensuring privacy compliance.

Approach

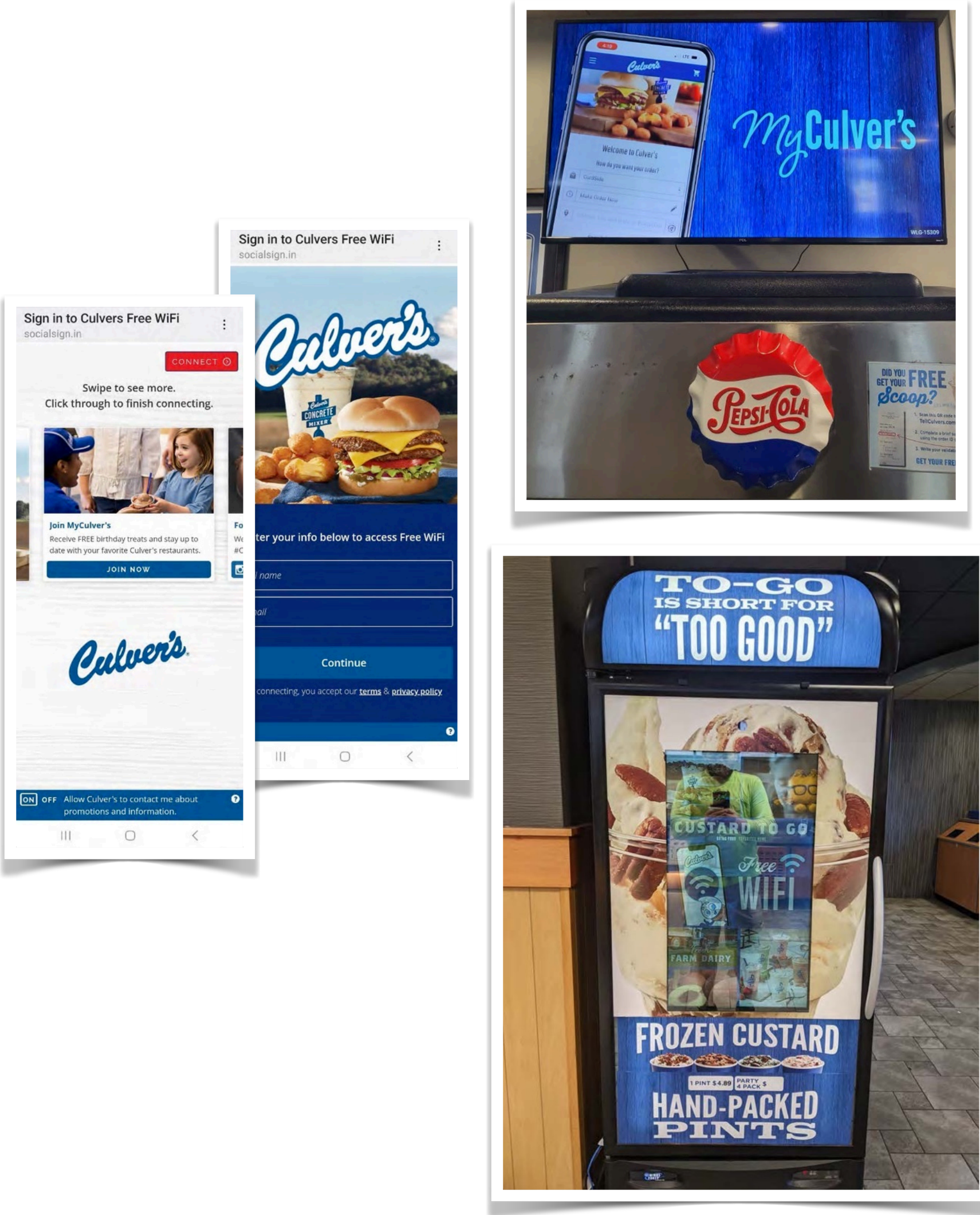
- Custom Digital Experience:**
Seamlessly integrated into the guest device Wi-Fi sign-in process. This innovative solution allowed for the collection and storage of valuable first-party data, including customer contact information and privacy-compliant explicit guest marketing opt-ins.
- Real-Time Personalized Ads and Offers:**
The collected data was used to deliver real-time, personalized advertisements and offers to guests. These highly targeted promotions aimed to increase engagement, drive incremental sales, and generate advertising revenue.
- Digital Cooler Screens:**
To entice customers to purchase take-home pints of custard, digital cooler screens were added. These screens displayed enticing visuals and promotions, encouraging additional sales.
- Programmatic Advertising in Dining Areas:**
Media players and programmatic advertising were strategically placed throughout the dining room. These ads were tailored to the captive audience of dine-in customers, further enhancing engagement and driving sales.

Results

- The initiative yielded remarkable results:
- Opt-In Rate:**
The custom digital experience achieved an impressive average opt-in rate of 73%, indicating a strong willingness among guests to engage with the program.
 - Engagement Rate:**
The program maintained a robust engagement rate of 6%, demonstrating the effectiveness of personalized ads and offers in capturing guest attention.
 - Logins:**
A total of 54,040 logins were recorded, with 48% being unique, showcasing the broad reach of the initiative among guests.
 - Net New Loyalty Members:**
The program successfully attracted 26,286 net new loyalty members, bolstering customer retention and brand affinity.
 - Incremental Value:**
The initiative drove an impressive \$1 million in incremental value to the client, making it a highly successful endeavor in terms of ROI and revenue generation.

Takeaway

By seamlessly integrating data collection into the guest Wi-Fi sign-in process, the program achieved high opt-in rates and substantial engagement. The addition of digital cooler screens and programmatic advertising further enhanced the guest experience, resulting in incremental sales and the acquisition of net new loyalty members. Ultimately, this initiative not only drove substantial value for the client but also demonstrated the power of data-driven, on-premise engagement strategies in the retail industry.



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THANK YOU FOR YOUR CONSIDERATION.