



2022 Young Ones Student Awards

Verizon Creative Brief

ONE-LINER BRIEF: THE GEAR YOU NEED IS CLOSER THAN YOU THINK

THE BACKGROUND

Tech accessories are a billion dollar business at Verizon, but everyone knows us for wireless plans and phones, and no one thinks about us as a place to get mobile and home tech accessories. And further, if you're a customer of one of our competitors you'll likely walk right past a Verizon store just to find a manufacturer or your provider's store with less variety and premium brands.

CONTEXT AROUND VERIZON RETAIL FOOTPRINT

There are over 6,300 Verizon stores in the US. That's 23x as many Apple stores, 4x as many Samsung stores, 1,000 more stores than AT&T, and almost as many stores as Wendy's. And when it comes to tech and home accessories, Verizon offers unparalleled brands like Apple, Bose, JBL, Bang & Olufson, Belkin, and more. None of our competition can offer the same comprehensive collection.

THE OBJECTIVE

Increase Accessory Sales: Get people to think Verizon whenever they need to accessorize their mobile or home tech.

THE INSIGHT

Accessories aren't purchased proactively, they're on a need-it-now basis.

THE OPPORTUNITY

Show people that regardless of their wireless carrier, when they need it now they need Verizon.

CONSIDERATIONS

- T-Mobile ultimately has more locations than we do, so be mindful to focus on what we offer vs category comparisons
- Verizon accessories cover phone & tablet cases and screen protectors, device chargers, headphones for mobile and gaming, home audio, car mounts, and keyboards.

TO NAME A FEW



Apple AirPods Pro with MagSafe Case



Bang & Olufsen Beosound Level Portable WiFi Home Speaker



Apple HomePod mini



JBL Clip 4 Portable Bluetooth Speaker



Bang & Olufsen Beosound A1 2nd Gen Portable Bluetooth Speaker with Voice Assist



Bose SoundLink Revolve Plus II



Belkin SOUNDFORM Mini Wireless On-Ear Headphones for Kids



Beats Fit Pro Noise Cancelling Wireless Earbuds



Bose QuietComfort 45 Headphones