

Understanding consumer needs: Key Insights

- Target Demographic: < 30 year olds
 - Upgrade their phones every 24 months
- Attractive features:
 - Low upfront costs
 - Frequent upgrades
 - Inbuilt insurance coverage
- “Savings Boost” – handset leasing plan

Savings Boost Plan

Phone upgraded after	Existing 24 month plan	Savings Boost Plan	% Saved
12 months	\$1700	\$1300	23.5%
24 months	\$1500	\$1100	27%
36 months	\$1300	\$1000	23%

Evaluation Matrix

	Existing 24 month plan	Savings Boost Plan
Upfront Cost	\$100	\$0
Insurance Coverage	No	Yes
Avg. Upgrade Period	24 months +	<24 months