Nomenclature/element	Internal or Customer-facing?	Classification	Discovery	Proposed change(s)	Summarized definition and/or reasoning	Who can get it	What do they get?	How do they get it?	When can they get it?	When to use	When NOT to use	Illustrative example (not comprehensive)	Notes
Categories													
Savings	Customer-facing	Highest-level category. Can also be used beyond offers (ex. organic trade-in)										A credit of $ recieved from an organic trade in. Not an offer but still savings a customer has the option to apply towards another device. Shop > Devices > Smartphones > Left rail > Offers https://www.verizon.com/smartphones/	
Offer	Customer-facing	Category	https://docs.google.com	- Broadened definition to include "exclusive access" and specify both "eligibility" and "qualification" as they have different meanings. - Revised/expanded usage guidelines	Savings, exclusive access or inclusion with a product or service based on eligibility, qualification and/or terms. **Exception:** Offers within myAccess, which are only available to customers with a standard monthly mobile account.	New and current customers based on eligibility and/or qualifications	Savings, exclusive access or inclusion with a product/service	Meeting eligibility requirements or qualifying for a certain level of benefit.	Whenever offered	- To encourage customers to select specific offer(s) (ex. linking to a PDF) - H2 copy when leading to specific, selectable offers - Specific offer CTAs - As umbrella term for various offers or offers in general, in body text/legal disclaimers	- When more precise language, such as a specific offer type (ex. perk) or offer (ex. 50% off Samsung accessories) can be mentioned instead - When encouraging customers to browse (ex. links to a gridwall) - Wayfinding (ex. global nav, search, chatbot)	https://www.verizon.com/smartphones/	
Deal	Customer-facing	Category	https://docs.google.com	- Broadened definition to include "exclusive access" and specify both "eligibility" and "qualification" as they have different meanings. - Revised/expanded usage guidelines	Savings, exclusive access or inclusion with a product or service based on eligibility, qualification and/or terms. **Exception:** Deals within myAccess, which are only available to wireless customers.	New and current customers based on eligibility and/or qualifications	Savings, exclusive access or inclusion with a product/service	Meeting eligibility requirements or qualifying for a certain level of benefit.	Whenever offered	- To encourage customers to browse (ex. linking to a gridwall) - Marketing H1s, H2s, H3s - Wayfinding (ex. global nav, search, chatbot)	- When more precise language, such as a specific offer type (ex. perk) or offer (ex. 50% off Samsung accessories) can be mentioned instead - H2 copy when leading to specific, selectable offers - Specific offer CTAs - As umbrella term for various offers or offers in general, in body text/legal disclaimers	Holiday smartphones deals. Get them before 12/25	
Offer type													
Perk	Customer-facing	Offer type	_	Should no longer be used to describe offer inclusions more generally. Perks are only associated with myPlan and myHome at this time.	Services that can be added to myPlan and myHome plans at a discounted price. They can be easily added and removed by the customer.	Customers who purchase a myPlan or myHome plan.	A service at a discounted price (compared to if they were to purchase it separately from myPlan/Home).	- At checkout: purchase a postpaid Unlimited mobile plan (myPlan) or plan (myHome) - Upgrade to higher-tier myPlan/Home	Whenever offered	- When referring to intangible offerings from Verizon or partners (ex. Walmart) that can be added to myPlan or myHome at a discounted price.	Tangible (ex. hard goods) Free trials or other free inclusions When associated with any plan other than myPlan or myHome	myPlan https://docs.google... myPlan	In terms of broader categorization, a perk falls under "discount."
Bundle/Buy More Save More	Customer-facing	Offer type	_	Now. Picked up from Brand, Consumer Definitions.	2 or more products/services sold together for a single price that nets the customer additional savings compared to purchasing each item individually. The offer should be explicitly mentioned in copy.	Eligible customers	2 or more products/services sold together for additional savings	Make a purchase	Whenever offered	- Two or more products/services sold together for additional savings vs. purchasing each product individually.	- For a single product - For products sold together that net customers no additional savings compared to buying products individually. In such cases other nomenclature should be used. (ex. Fios TV/internet "package")	iPhone 16 Pro with iPad and Apple Watch Series 10, all on us	Can also be referred to as a "Buy More, Save More" offer
Marketing strategy													
Free	Customer-facing	Marketing strategy	Legal	Should no longer be used for offers receiving credits applied after purchase (ex. BIC, trade-in offer, device BOGOs, etc)	New and returning customers	The full value of a product/service at no additional or upfront cost as a result of their purchase (ex. "6 month free trial")	Make a purchase	Whenever offered	When the full value of a product/service is obtained at no additional or upfront cost as a result of their purchase (ex. "6 month free trial"). Can be subscription-based, hard goods, from a 3rd party, etc.	- When a customer is credited back for the full value of a product/service at a later date after purchase (ex. after $ or 2 bill cycles, over 36 months, etc). Use "on us" or "bill credit" instead. - Directly related to any Apple products. Use "on us" or "bill credit" or "credit" instead. - For Pro On the Go (same-day delivery and setup) offers (ex. included with Verizon Mobile Protect), per Asurion legal. Use "$0," "included" or "included at no extra cost" instead, depending on context. - Similar to POTG: any services provided by a partner company should follow the nomenclature guidelines recommended by that company	- Future state "When to not use:" Any product/service on a monthly payment plan that will charge interest, even if the cost not including interest is $0? Or would this not even be a scenario we need to call out bc DPP can't use "free" to begin with (ie it's only $0 due to receiving credits after purchase)? Is there anything else associated w/ DPP it could still apply to? Plans and perks don't have interest applied, only devices.	
On us	Customer-facing	Marketing strategy	Legal/OEM (Apple)	Use instead of "free" for offers that credit back the full value of a product/service on a customer's bill or account after purchase	New and returning customers	A credit or credits on their account/bill	Make a purchase	Whenever offered	When an offer credits back the full value of a product/service on a customer's bill or account after purchase.	- When the full value isn't credited back (ex. BOGOHO)	iPhone 16 Pro Max Get it on us	
Crossout pricing	Customer-facing	Marketing strategy	Legal	Should no longer be used for offers applied as credits after purchase (ex. BIC, trade-in offer). Should only be used for organic price markdowns applied at the Gridwall/PDP/landing page level.	New and returning customers	Organic price markdown applied at gridwall/PDP/landing page level	Make a purchase	Whenever offered	Devices, accessories, plans, services that are marked down at the GW/PDP/LP level	- BICs, trade-in offer, device BOGO		Q for legal: What about BMSM (i.e. bundles) where the total cost of all items is lower vs. what it would cost purchasing all items separately? Can that likewise be considered an organic price markdown?
Offer type/way it's applied													
Offer code	Customer-facing	Bill credit audit: Cash ba											
Credit/Bill credit	Customer-facing	Way an offer is redeemed	Bill credit audit/WIP Bill credit audit: Cash back, money back & related nomenclature Dark Patterns Nomenclature_Finding s Report	Change from an offer type and way offers are applied to only a way offers are applied								
Discount	Customer-facing	Way an offer is redeemed	Dark Patterns Nomenclature_Finding s Report	**Hypothesis:** "Discount" should only be used for savings that occur at checkout level above (i.e. an automatically applied discount to cart, a multi-line discount). Also applies to one-time use cases, not just monthly/recurring. For ex. one-time offer codes that provide an in-cart discount.	Current definition: Monthly/recurring or one-time savings on products/services based on who customer is, actions they've taken related to their account or a special circumstance. Also in the general context of describing monthly/recurring savings on certain combinations of services, such as a bundle, i. e. a "bundle discount" or "bundle deals"	New and returning customers	- Monthly/recurring or one-time savings on products/services based on who customer is, actions they've taken related to their account or a special circumstance. - In the general context of describing monthly/recurring savings on certain combinations of services, such as a bundle.	- By being military, first responder, nurse, teacher, student or an employee of certain organizations/corporati ons - Line discount: By having more than 1 line on a plan - Signing up for Auto Pay or paper-free billing - BYOD discount - Qualifying for a special circumstance, for ex. disaster recovery or ACP - Eligible for savings - Being eligible for Mix & Match that's only available to certain customers (**would Mobile + Home with Fios fall under this?**)	Customer is eligible or qualifies	**Exceptions:** Recurring monthly savings applied to your bill as a credit based on your occupation, specific actions you've taken, such as: - Military discount - First responder discount - Teacher discount - Student discount - Healthcare worker discount - Employee discount (ex. an employee plan discount can appear as an "access discount".) - Auto Pay discount - Paper-free billing discount - Account discount (for ex. a multi-line discount) - In the context of the Verizon Forward Program - In the context of data plans e.g. "discounted rates" - Mobile + Home Discount - Disaster recovery discount In these instances its important to provide supporting language that clarifies how the discount is applied (i.e. "bill credit"), to make it explicitly clear this isn't a markdown at checkout when shopping online or in store.	- Avoid using as a verb unless it's an actual discount. - Using	Verizon Mix Card landing page **Global Choice:** "Pick a country and get up to 300 minutes/month depending on the selected Global Choice country. You can add up to 140 countries for $10/line per month per country. Get discounted rates after the allowances to the selected country. Plus, make discounted calls from $0.05/per minute to 220+ countries. And get unlimited minutes to Mexico and Canada." **Mix & Match ex. of not all prospects/customers qualifying:** https://www.verizon.com/.../promotions/1 50636.html	There are other types of discounts (like the first responder, or Auto Pay and paper-free) don't come out at cart and instead show up on bill. Like a credit. Would like to draw a harder line between use of the terms "discount" and "credit" to clarify meaning, reduce cross-pollination and reduce any ambiguity for customers. **To further stress test:** - Discounts are anything where the savings are up front: a markdown on price or an offer code that provides a discount at cart level. - A credit is anything that happens at the bill level. **Biggest potential change:** All the ""who you are/occupations"" discounts would become credits, bc it speaks more to how they are applied. - Applies to both long-term (ex. an offer applied as a bill credit over 36 mos) and short-term (one-time) savings. waived fees? etc (look into this more) M + H = account credit, as not assoc w particular line?
Not an offer													
Trade-in (organic)				"Organic" shouldn't be used customer-facing.					When you can	In instances where you can substitute simpler lower-reading level words such as "get," "select" or "choose."		
Discontinue in customer-facing language													
Special offer, special deal, special savings, etc.	Internal Customer-facing	Bill credit audit/WIP Adjective/descriptor of offers	_	Don't use. Instead, provide specific info about what makes it special (ex: Limited-time offer).	- All offers are inherently special.								

Nomenclature/element	Internal or Customer-facing?	Classification	Discovery	Proposed change(s)	Summarized definition and/or reasoning	Who can get it	What do they get?	How do they get it?	When can they get it?	When to use	When NOT to use	Illustrative example (not comprehensive)	Notes
Promo (promotion(s), promo price, promo credit			Full research deck: [link] Summary slides: [link]	Don't use. **In place of "promo" or "promotion"** use "offer" or "deal" depending on use case. **In place of "promo price"** use "price with offer." **In place of "promo price" when space is an issue:** "price w/ offer" **In place of "promo credit"** use "bill credit" or a more specific variation (i.e. "trade-in bill credit") (More guidelines to come) **"Service credit":** If it appears on a customer's bill due to a device offer (new line or upgrade) and is associated to a particular device/line, use "bill credit" instead. If it's a bill credit received due to service issues/interruptions, use "service credit." **"Promo code"** Use "discount code" if it nets customer a discount in their cart or just "code" for subsequent uses. If the code nets a customer something other than $XXX off an item in their cart or their cart total, use "offer code." (Ex. 3rd party offer)	No longer standard nomenclature for premium brands, should be gradually replaced with options as outlined under "Proposed changes" column.								

Usage guidelines TBD