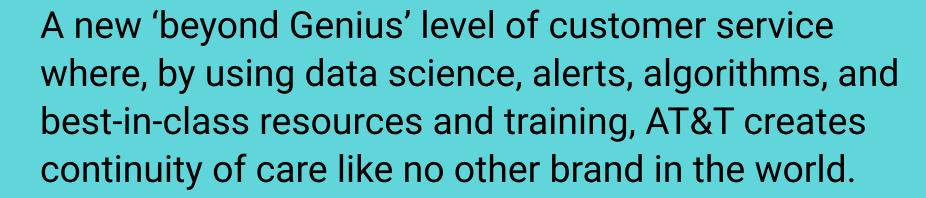
The Blue Bells

Service Simplified



Audience: Main Street Customers (Consumers)



Criteria	Avg. Score
Customer need/desire	5.0
Seeing AT&T in a new lig	ght 3.8
Differentiation in market	3.2
Business Value	3.5
Brand love/loyalty	3.6
Greater Possibility	2.4
Simplicity	4.0
Expertise	3.4
Inspiration	2.8
Excitement	3.0