



# Consumer Marketing Messaging | Key Models

*2 Jan*

Marketing Messaging by carrier for key models | As of 2 Jan

Legend: <span>🟩</span> = Advantage <span>🟨</span> = On par <span>🟧</span> = some gap <span>🔴</span> = Disadvantage   Indicates Pixel's promo message strength v/s competition <sup>1</sup>							
Segment	Model	AT&T (36/mo)	Max. T/I	Verizon (36/mo)	Max. T/I	T-Mobile (24/mo)	Max. T/I
\$800 - \$1000	P7 Pro	Google Pixel 7 Pro Free (w/ T/I)	\$1000	Google Pixel 7 Pro, on us (w/ T/I)	\$900	Get Google Pixel Buds-A-Series FREE when you buy P7 or P7 Pro/ Or Save up to \$800 on P7 Pro	\$600
	P6 Pro	\$26.12/ mo	\$350	Save \$300. Online only.	\$0	Unavailable	-
	i14 Pro max	🟩 Up to \$1000 off w/ Trade	\$1000	🟨 Trade-in and save, plus gift on us.	\$1000	🔴 Get up to \$800 off with trade when you add a new line	\$800
	i14 Pro	🟩 i14 Pro on us	\$1000	🟨 Give the gift of iPhone 14 Pro. Plus, get \$200. On us.	\$1000	🔴 Get up to \$800 off with trade when you add a new line	\$800
	i13 Pro Max	🟩 \$25/mo - No trade-in required	\$350	🟩 \$10/mo for 36 months	\$0	🔴 Get up to \$730 off with trade and new line	\$730
	i13 Pro	🟩 \$25/mo - No trade-in required	\$350	🟩 Now \$5/mo	\$0	🔴 Get up to \$730 off with trade and new line	\$730
	Z Fold4	🟩 Up to \$800 off w/ Trade	\$800	🟨 Trade-in and save, plus gift on us.	\$1000	🔴 Get up to \$800 off a Flip4 or Fold4	\$400
	S22 Ultra	🟩 Up to \$800 off w/ Trade	\$800	🟨 Trade-in and save, plus gift on us.	\$1000	🔴 Get up to \$800 off with new line on Magenta MAX	\$400
	S22+	🟩 Up to \$800 off w/ Trade	\$800	🟨 Trade-in and save, plus gift on us.	\$1000	🔴 Up to \$800 off with trade on Magenta MAX	\$400
	Z Flip 4	🟩 Up to \$800 off w/ Trade	\$800	🟨 Get Samsung Z Flip 4 for free.	\$1000	🟩 Gift one for FREE	\$400
\$500- \$800	P7	Get this FREE w/ Trade	\$1000	Trade-in and save, plus gift on us.	\$700	Get the new Google Pixel 7 FREE	\$600
	P6	\$20.56/ mo	\$350	Save \$300. Online only.	\$0	\$25/ mo	\$0
	i14 Plus	🟩 (Limited Time Only) i14 Plus for \$5/ mo	\$350	🟩 \$10/ mo for 36 months	\$0	🔴 Get up to \$800 off with trade when you add a new line	\$800
	i14	🟩 i14 on us	\$1000	🟩 Trade-in and save, plus gift on us.	\$800	🔴 Get i14 ON US and 4 lines for \$25/line/ The perfect pair/ Get iPhone 14 & AirPods ON US	\$800
	i13	🟩 \$5/mo - No trade-in required	\$350	🟩 Now \$5/mo	\$0	🟨 Get up to \$730 off with trade and new line	\$730
	i13 mini	🟩 \$17.50/mo	\$350	🟩 Get it free.	\$0	🟩 BOGO \$700 off	\$730
	S22	🟩 Samsung Galaxy S22 FREE!	\$800	🟩 Trade-in and save, plus gift on us.	\$800	🟨 Free Galaxy S22 plus Free Buds2/ Get up to 50% off	\$400
	S21 FE	🟩 \$5/mo - No trade-in required	\$350	🟩 Trade-in and save, plus gift on us.	\$700	🔴 Up to \$800 off with new line on Magenta MAX	\$400
\$300 - \$500	P6a	\$1/ mo - No trade-in required	\$350	Get it free.	\$0	Get one ON US with new line	\$300
	iSe3	🟩 \$5/ mo - No trade-in required	\$350	🟩 Get it free	\$0	🟩 Get up to 50% off with trade	\$400
	A53	🟩 \$5/ mo - No trade-in required	\$350	🟩 Get it free	\$0	🟩 Get up to 50% off with trade	\$400
Pixel 7 Pro in \$800+, Pixel 7 in \$500 to \$800 and P6a in \$300 to \$500							
All marketing messages in grey text indicate RP of devices where no specific marketing messages were available on key landing pages							

<sup>1</sup>The colour (refer legend) indicates Pixel's own promo message strength as compared to respective competitor being studied. Pixel's model by segment: P7 Pro in \$800+, P7 in \$500 to \$800 and P6a in \$300 to \$500

Link to Master Folder with all previous WBR decks | Methodology in speaker notes

2022 | Confidential and Proprietary



# Marketing Messaging by carrier for key models | As of 2 Jan

■ = Advantage 
 ■ = On par 
 ■ = some gap 
 ■ = Disadvantage | Indicates Pixel's promo message strength v/s competition<sup>1</sup>

Segment	Model	BestBuy	Apple.com	Samsung.com
\$800 - \$1000	P7 Pro	Save upto \$800 on Pixel 7 & Pixel 7 Pro (T-Mobile)		
	P6 Pro	\$539.99 with activation today. Save \$359.01. (UNLOCKED)		
	i14 Pro max	■ i14 Pro and i14 Pro Max Save up to \$1100 with trade-in (Verizon)	From \$1099 or \$45.79/mo. For 24 mo. before trade in	
	i14 Pro	■ i14 Pro. pro. Beyond. Save up to \$1000 with qualified activation and trade-in of iPhone 12 or newer	Pro. Beyond. From \$999 or \$41.62/mo. for 24 mo. before trade-in	
	i13 Pro Max	■ iPhone 13/ iPhone 14 Series Buy 1, save up to \$700 on 2nd with qualified activation and monthly payment plan (T-Mobile).	-	
	i13 Pro	■ iPhone 13/ iPhone 14 Series Buy 1, save up to \$700 on 2nd with qualified activation and monthly payment plan (T-Mobile).	-	
	Z Fold4	■ Save up to \$1000 on Samsung Galaxy S22 Series with select trade-in of your old or damaged phone and qualified activation for Verizon. ■ Save up to \$800 on Samsung Galaxy S22 Series with qualified activation on a Magenta Max Plan for T-Mobile and trade-in of an eligible phone		Offer ends Jan. 20. Unfold a new you. Get \$400 off Galaxy Z Fold4 or \$150 off Galaxy Z Flip4 instantly. Plus enjoy instant trade-in credit.
	S22 Ultra	■ Save up to \$1000 on Samsung Galaxy S22 Series with select trade-in of your old or damaged phone and qualified activation for Verizon. ■ Save up to \$1000 on Samsung Galaxy S22 Series with select trade-in of your old or damaged phone and qualified activation for AT&T. ■ Save up to \$800 on Samsung Galaxy S22 Series with qualified activation on a Magenta Max Plan for T-Mobile and trade-in of an eligible phone		Save \$470 from \$729 with trade-in
	S22+	■ Save up to \$1000 on Samsung Galaxy S22 Series with select trade-in of your old or damaged phone and qualified activation for Verizon. ■ Save up to \$1000 on Samsung Galaxy S22 Series with select trade-in of your old or damaged phone and qualified activation for AT&T. ■ Save up to \$800 on Samsung Galaxy S22 Series with qualified activation on a Magenta Max Plan for T-Mobile and trade-in of an eligible phone		Get up to \$185 trade-in credit. Limited time only. Get up to \$105 trade-in credit. On cracked device.
	Z Flip 4	■ Save up to \$1000 on Samsung Galaxy S22 Series with select trade-in of your old or damaged phone and qualified activation for Verizon. ■ Save up to \$800 on Samsung Galaxy S22 Series with qualified activation on a Magenta Max Plan for T-Mobile and trade-in of an eligible phone		Offer ends Jan. 20. Unfold a new you. Get \$400 off Galaxy Z Fold4 or \$150 off Galaxy Z Flip4 instantly. Plus enjoy instant trade-in credit.
\$500- \$800	P7	Save upto \$800 on Pixel 7 & Pixel 7 Pro (T-Mobile)		
	P6	\$629.99 with activation today. Save \$69.01. (Unlocked)		
	i14 Plus	■ i14 and i14 Plus. Big and Bigger. Save up to \$800 with qualified activation and trade-in	From \$899 or \$37.45/mo.per month for 24 mo.months before trade-in	
	i14	■ i14 and i14 Plus. Big and Bigger. Save up to \$800 with qualified activation and trade-in	IPHONE 14 Big and bigger. From \$799.00 or \$33.29/mo. for 24 mo before trade-in*	
	i13	■ Select iPhone 13 Save up to \$600 with trade-in of your own or damaged phone and qualified activation for Verizon. ■ iPhone 13/ iPhone 14 Series Buy 1, save up to \$700 on 2nd with qualified activation and monthly payment plan (T-Mobile).	From \$699or \$29.12/mo.per month for 24 mo.months before trade-in	
	i13 mini	■ iPhone 13/ iPhone 14 Series Buy 1, save up to \$700 on 2nd with qualified activation and monthly payment plan (T-Mobile).	From \$599 or \$24.95/mo.per month for 24 mo.months before trade-in	
	S22	■ Save up to \$1000 on Samsung Galaxy S22 Series with select trade-in of your old or damaged phone and qualified activation for Verizon. Save up to \$1000 on Samsung Galaxy S22 Series with select trade-in of your old or damaged phone and qualified activation for AT&T. Save up to \$800 on Samsung Galaxy S22 Series with qualified activation on a Magenta Max Plan for T-Mobile and trade-in of an eligible phone		Get up to \$185 trade-in credit <sup>0</sup> . Limited time only. Get up to \$105 trade-in credit <sup>0</sup> on Cracked device.
	S21 FE	■ Save up to \$200 on Galaxy S21 FE 5G with qualified activation		Save up to \$470. From \$329.99 with eligible trade-in
\$300 - \$500	P6a	\$449.00 with activation today (Unlocked)		
	iSe3	■ \$11.95/mo for 36 months; 0% APR (T-Mobile)	From \$429or \$17.87/mo.per month for 24 mo.months before trade-in	
	A53	■ \$349 with activation today. Save \$100. Was \$449		Galaxy A53 128 GB Verizon Save \$85 from \$414.99 with trade-in

<sup>1</sup>The colour (refer legend) indicates Pixel's own promo message strength as compared to respective competitor being studied. Pixel model by segment: P7 Pro in \$800+, P7 in \$500 to \$800 and P6a in \$300 to \$500 |

All marketing messages in grey text indicate RP of devices where no specific marketing messages were available on key landing pages



# Consumer Marketing Messaging | Key Models

*26 Dec*

Marketing Messaging by carrier for key models | As of 26 Dec

Legend: <span>🟢</span> = Advantage <span>🟡</span> = On par <span>🟠</span> = some gap <span>🔴</span> = Disadvantage   Indicates Pixel's promo message strength v/s competition <sup>1</sup>							
Segment	Model	AT&T (36/mo)	Max. T/I	Verizon (36/mo)	Max. T/I	T-Mobile (24/mo)	Max. T/I
\$800 - \$1000	P7 Pro	Google Pixel 7 Pro Free (w/ T/I)	\$1000	Google Pixel 7 Pro, on us (w/ T/I)	\$900	Get Google Pixel Buds-A-Series FREE when you buy P7 or P7 Pro/ Or save up to \$800 on P7 Pro	\$800
	P6 Pro	\$26.12/ mo	\$350	Save \$300. Online only.	\$0	Unavailable	-
	i14 Pro max	🟡 Up to \$1000 off w/ Trade	\$1000	🟡 Trade-in and save, plus gift on us.	\$1000	🟡 Get up to \$800 off with trade when you add a new line	\$800
	i14 Pro	🟡 i14 Pro on us	\$1000	🟡 Get the gift of i14 Pro. Plus, get \$200 off. On us.	\$1000	🟡 Get up to \$800 off with trade when you add a new line	\$800
	i13 Pro Max	🟡 \$25/mo - No trade-in required	\$350	🟡 Now \$10/ mo. Online only.	\$0	🟡 Get up to \$730 off with trade and new line	\$730
	i13 Pro	🟡 \$25/mo - No trade-in required	\$350	🟡 Now \$5/ mo. Online only.	\$0	🟡 Get up to \$730 off with trade and new line	\$730
	Z Fold4	🟡 Up to \$800 off w/ Trade	\$1000	🟡 Trade-in and save, plus gift on us.	\$1000	🟡 Up to \$800 off with new line on Magenta MAX	\$800
	S22 Ultra	🟡 Up to \$800 off w/ Trade	\$1000	🟡 Trade-in and save, plus gift on us.	\$1000	🟡 Get up to \$800 off with new line on Magenta MAX	\$800
	S22+	🟡 Up to \$800 off w/ Trade	\$1000	🟡 Trade-in and save, plus gift on us.	\$1000	🟡 Up to \$800 off with trade on Magenta MAX	\$800
	Z Flip 4	🟡 Up to \$800 off w/ Trade	\$1000	🟡 Get Samsung Z Flip 4 for free.	\$1000	🟡 Gift one for Free	\$800
\$500- \$800	P7	Get this FREE w/ Trade	\$1000	Trade-in and save, plus gift on us.	\$700	Get the new Google Pixel 7 FREE	\$600
	P6	\$20.56/ mo	\$350	Save \$300. Online only.	\$0	Starting at \$25.00/mo. for 24 mos. with \$0 down	\$0
	i14 Plus	🟡 (Limited Time Only) 14 Plus for \$5/ mo	\$350	🟡 As low as \$10/ mo	\$0	🟡 Get up to \$800 off with trade in when you add a new line	\$800
	i14	🟡 i14 on us	\$1000	🟡 Trade-in and save, plus gift on us.	\$800	🟡 Perfect pair. Get iPhone 14 and AirPods ON US.	\$800
	i13	🟡 \$5/mo - No trade-in required	\$350	Now \$5/mo	\$0	🟡 Get up to \$730 off with trade and new line	\$730
	i13 mini	🟡 \$17.50/mo	\$350	Get it free.	\$0	🟡 BOGO \$700 off	\$730
	S22	🟡 Samsung Galaxy S22 FREE!	\$1000	🟡 Buy Samsung Galaxy S22, gift another on us.	\$800	🟡 Free Galaxy S22 plus Free Buds2	\$800
	S21 FE	🟡 \$5/mo - No trade-in required	\$350	🟡 Trade-in and save, plus gift on us.	\$700	🟡 Up to \$800 off with new line on Magenta MAX	\$800
\$300 - \$500	P6a	\$1/ mo - No trade-in required	\$350	Get it free.	\$0	Get one ON US with new line	\$300
	iSe3	🟡 \$5/ mo - No trade-in required	\$350	Get it free	\$0	🟡 Get up to 50% off with trade	\$400
	A53	🟡 \$12.50/ mo	\$350	🟡 Now \$10/ mo	\$0	🟡 Only \$99	\$0

<sup>1</sup>The colour (refer legend) indicates Pixel's own promo message strength as compared to respective competitor being studied. Pixel model by segment: P7 Pro in \$800+, P7 in \$500 to \$800 and P6a in \$300 to \$500 |

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	i14 Pro	■ i14 Pro. pro. Beyond. Save up to \$1000 with qualified activation and trade-in of iPhone 12 or newer	Pro. Beyond. From \$999 or \$41.62/mo. for 24 mo. before trade-in	
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	Z Fold4	■ Save up to \$1000 on Samsung Galaxy S22 Series with select trade-in of your old or damaged phone and qualified activation for Verizon. Save up to \$800 on Samsung Galaxy S22 Series with qualified activation on a Magenta Max Plan for T-Mobile and trade-in of an eligible phone		Unfold a new beginning Get \$150 instant Samsung credit with Galaxy Z Fold 4 or get \$50 with Galaxy Z Flip 4 to complete your new Galaxy family
	S22 Ultra	■ Save up to \$1000 on Samsung Galaxy S22 Series with select trade-in of your old or damaged phone and qualified activation for Verizon. Save up to \$1000 on Samsung Galaxy S22 Series with select trade-in of your old or damaged phone and qualified activation for AT&T. Save up to \$800 on Samsung Galaxy S22 Series with qualified activation on a Magenta Max Plan for T-Mobile and trade-in of an eligible phone		Get up to \$280 instant trade-in credit
	S22+	■ Save up to \$1000 on Samsung Galaxy S22 Series with select trade-in of your old or damaged phone and qualified activation for Verizon. Save up to \$1000 on Samsung Galaxy S22 Series with select trade-in of your old or damaged phone and qualified activation for AT&T. Save up to \$800 on Samsung Galaxy S22 Series with qualified activation on a Magenta Max Plan for T-Mobile and trade-in of an eligible phone		Galaxy S22+ 128 GB Unlocked Save \$470 from \$529 with trade-in
	Z Flip 4	■ Save up to \$1000 on Samsung Galaxy S22 Series with select trade-in of your old or damaged phone and qualified activation for Verizon. Save up to \$800 on Samsung Galaxy S22 Series with qualified activation on a Magenta Max Plan for T-Mobile and trade-in of an eligible phone		Unfold a new beginning Get \$150 instant Samsung credit with Galaxy Z Fold 4 or get \$50 with Galaxy Z Flip 4 to complete your new Galaxy family
(\$500- \$800	P7	Save upto \$800 on Pixel 7 & Pixel 7 Pro (T-Mobile)		
	P6	\$629.99 with activation today. Save \$69.01. (Unlocked)		
	i14 Plus	■ i14 and i14 Plus. Big and Bigger. Save up to \$800 with qualified activation and trade-in	From \$899 or \$37.45/mo.per month for 24 mo.months before trade-in	
	i14	■ i14 and i14 Plus. Big and Bigger. Save up to \$800 with qualified activation and trade-in	IPHONE 14 Big and bigger. From \$799.00 or \$33.29/mo. for 24 mo before trade-in*	
	i13	■ Select iPhone 13 Save up to \$600 with trade-in of your own or damaged phone and qualified activation for Verizon. iPhone 13/ iPhone 14 Series Buy 1, save up to \$700 on 2nd with qualified activation and monthly payment plan (T-Mobile).	From \$699or \$29.12/mo.per month for 24 mo.months before trade-in	
	i13 mini	■ iPhone 13/ iPhone 14 Series Buy 1, save up to \$700 on 2nd with qualified activation and monthly payment plan (T-Mobile).	From \$599 or \$24.95/mo.per month for 24 mo.months before trade-in	
	S22	■ Save up to \$1000 on Samsung Galaxy S22 Series with select trade-in of your old or damaged phone and qualified activation for Verizon. Save up to \$1000 on Samsung Galaxy S22 Series with select trade-in of your old or damaged phone and qualified activation for AT&T. Save up to \$800 on Samsung Galaxy S22 Series with qualified activation on a Magenta Max Plan for T-Mobile and trade-in of an eligible phone		Galaxy S22 256 GB (Unlocked) Save \$470. From \$379.99 with trade-in
	S21 FE	■ Save up to \$200 on Galaxy S21 FE 5G with qualified activation		Galaxy S21 FE 256 GB Unlocked Save \$205 from \$564.99 with trade-in
\$300 - \$500	P6a	\$449.00 with activation today (Unlocked)		
	iSe3	■ \$11.95/mo for 36 months; 0% APR (T-Mobile)	From \$429or \$17.87/mo.per month for 24 mo.months before trade-in	
	A53	■ \$349 with activation today. Save \$100. Was \$449		Galaxy A53 128 GB Unlocked Save \$85 from \$364.99 with trade-in

¹The colour (refer legend) indicates Pixel's own promo message strength as compared to respective competitor being studied. Pixel model by segment: P7 Pro in \$800+, P7 in \$500 to \$800 and P6a in \$300 to \$500 |

All marketing messages in grey text indicate RP of devices where no specific marketing messages were available on key landing pages

## Highlights

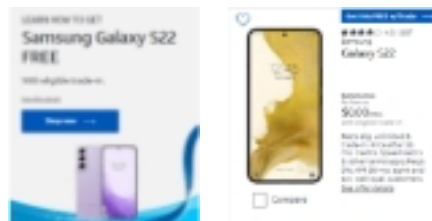
- AT&T and Verizon share a mutual focus on **i14 Pro** while **i14** still continues to be the Hero Device for T-Mobile.
- The marketing messaging strength of Pixel is weakest in the mid-segment of T-Mobile, and strongest in the ultra-premium and premium segment of AT&T.
- Although the max T/I value on AT&T for Samsung - Z Fold4, S22 Ultra, S22+ and Z Flip4 - is \$1000, the marketing messaging is for 'Up to \$800 off with Trade'.



- **Hero device: i14 Pro** present with top placement across all landing pages with strong promo messaging (ON US/ Up to \$1000 off with eligible trade-in/ \$0 with trade).



- Samsung seems to have a greater focus on **Galaxy S22** on the carrier instead of its Premium **Z Series** or **S22 Ultra**. Strong promo messaging - 'Free with eligible trade-in'

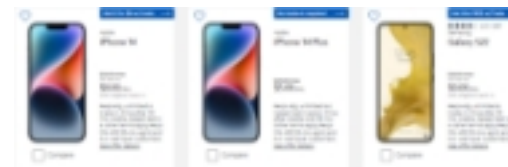


- Since the onset of the new promotion on 16.12.22 - **i14 Plus** for \$5/mo (Limited time offer) - the max T/I value for this model has gone down to \$350.

- As of Jan 4, Apple has been using the FOMO strategy to promote its i14 Plus model with a countdown displayed in the second-fold of the landing page.

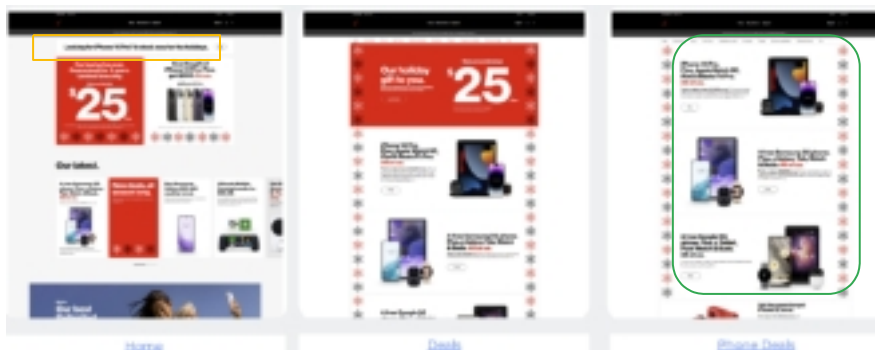


- Apple is prominently promoting its **i14 series** on the landing page, Deals page and Phones page followed by Samsung **Galaxy S22**.



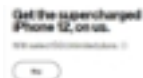
## Opportunities for Pixel

- Google Pixel can adopt a similar strategy 'Limited time offer' strategy as i14 Plus, with an eventual decrease in the max T/I value



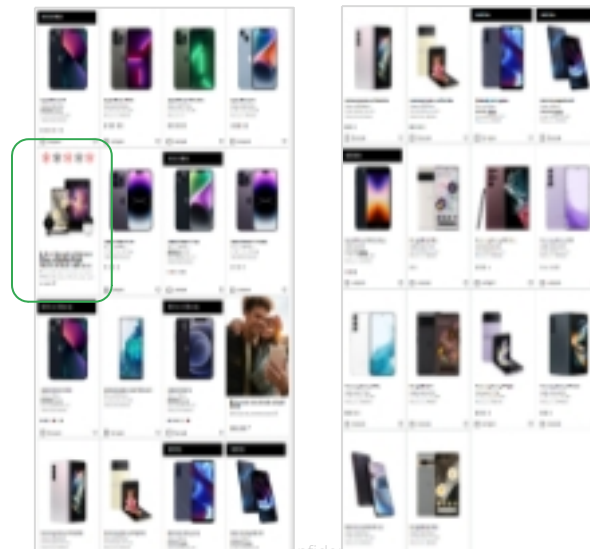
- Apple's **i14 Pro** and Samsung's **\$22** are being marketed with a compelling message 'On Us' with top placement on their Homepage.
- A unique banner calls out the improved availability of i14 Pro right on the homepage - **'Looking for the i14 Pro? In stock now for the holidays'**
- Verizon is advertising their ongoing **Holiday Bundle** on all landing pages in the following order **Apple> Samsung> Pixel**. However unlike BF when Apple had the highest bundle value, **\$5 this time topped bundle value (advertised as \$2100) followed by Apple (\$1900)**. No value listed under Pixel bundle.

- Followed by the bundle offers on the Deals page, the carrier has also been promoting **i12** - 'Get the supercharged i12 on us'



- Most of the models in the premium and ultra-premium segment and mid-segment have a max T/I value greater than Pixel, with a difference of \$100.

- i13 and i13 Pro feature on top of the listings page, followed by i14 series, then i13 Pro Max and SS Z series. Apple phones seem to be strategically positioned basis either sales or availability
- P7 and P7 Pro feature are the bottom of the 1F listings page
- While i14 Plus intermittently had a separate banner on VZN's Deals & Phone Deals pages from Dec 19 onwards, the carrier began pushing its **VZN Welcome Unlimited (\$25/mo)** for 4 lines from the holiday week (Dec 26 onward), possibly for deal hungry consumers





## T-Mobile

- **Hero Device: i14** continues have multiple top placements on all landing pages with compelling marketing messages.
  - Dec 19 onwards, the banner started pushing a **bundle** offer of **AirPods** with a similar 'On us' tagline in the homepage 1F
- The carrier continues to promote i14 on its MM Family plans (4 new lines) with \$1000 Switcher promo
- T-Mobile is still providing Price Lock, more 5G coverage, 20% more savings than AT&T and Verizon, and other plan features (Netflix, Apple TV etc).
- 19 Dec onwards, S22 began garnering more prominent deals page placement. However, Jan 2 onwards, S22 Ultra banner was replaced by Z Flip/Fold4
- Z Flip/Fold4 are now being promoted with two different offers on new line and Magenta MAX on the Deals page.

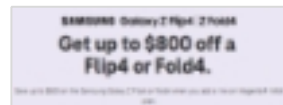
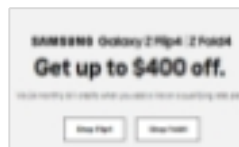
Get 4 iPhone 14 ON US and 4 lines for \$25/line.

The perfect pair. Get iPhone 14 & AirPods ON US.

FREE Samsung Galaxy S22 plus FREE Buds2

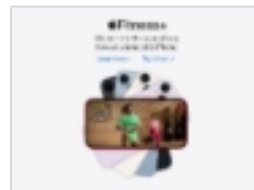
While supplies last. Limited time offer. Ends 1/2/24. See store for details.

Get it all now

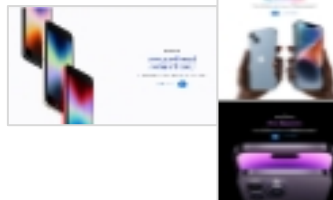


Apple.com (1P)

- Apple launched an Apple Fitness+ advertisement this week on their Homepage, which offers variety of workouts that can be linked to other Apple devices, drawing more attention to their whole line of products.



- Apple can be seen promoting their 14 series and SE3 more than their n-1 series, possibly to attract customers who can afford to pay lump sum towards their newly launched devices and vice versa for SE3.



## SAMSUNG

Samsung.cm (1P)

- **Hero Device: Galaxy Z Fold4 and Galaxy Z Flip4** are twice highlighted on the landing page, with a top placement and under 'Smartphones & Wearables' category with instant discounts and trade-in credits.



- These hero devices are also being promoted using a 'Limited time offer' that ends on Jan. 8.



- Unlike carrier websites, the Z series has a greater prominence on SS.com v/s S22 series

## Highlights

- The five phone models that do not pose a competitive threat to Pixel on BestBuy include - i13, i13 mini, iSE3, S21 FE and A53. These models are not highlighted on Apple or Samsung either.

## Opportunities for Pixel

- Even though Pixel phones are available under all carriers, it can be seen being marketed only as Unlocked phones, while the iPhones (14 and 13 series), S22, and Z series are running promotions with multiple banners on the Phone deals page that showcase all eligible carriers and their corresponding deals.

- Hero Device: i14 Pro** dominates BestBuy's Phone Deals pages, followed by multiple promotions and strong marketing messaging of the i14 series



iPhone 14 and iPhone 14 Plus. Big and bigger. See up to \$500 off unlocked activation available on iPhone 14 or later.

- BestBuy Phone deals page has been consistent with their promotions and placement. iPhones on top, pushing both their new and n-1 series under all carriers, followed by S22 series, and then Pixel



- Z series** section on the Phones Deals page has been removed, with only S22 series now being advertised



- BBY Unlocked banner of \$350 on S22 Galaxy series replaced by P7 banner b/w Dec 12 and 19. Has remained on top until this week (Jan 2)



- BBY VZN Phones banner of \$1000 on i14 replaced by i14 Pro and Pro Max banner b/w Dec 12 and 19. Went back to i14 on Dec 27