CLIENT
AT&T

PROJECT
AT&T 5G AR UX ANALYSIS

DATE
OCT 6, 2021

ROUND
ONE

PAGE
3

What's Included?

Feedback and suggestions based on an internal process audit of the AT&T Sponsorship account that included Brand, Production, Experience & Creative

CLIENT
AT&T

PROJECT
AT&T 5G AR UX ANALYSIS

DATE
OCT 6, 2021

ROUND
ONE

PAGE
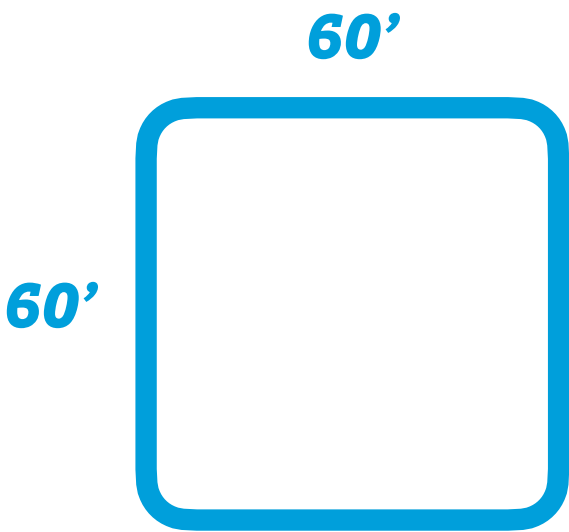4

AT&T Sponsorship Process Analysis
Why We Need A New Process

A lot of new people have been added to the team in the last year, making this a good time to evaluate process given that important steps are being skipped with the old one.
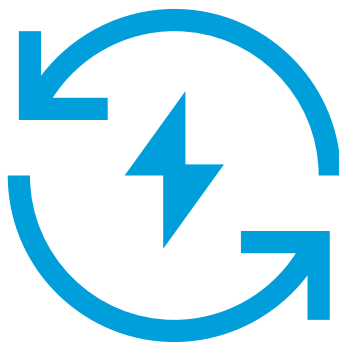
The

*We have a minimum **60'x60' footprint** at Fan Central for all of CFP weekend.*

60'

60'

*The total number of **mobile AR users in the United States** is set to reach **85 Million by 2023***

*We will also work to build out the promotional plan with **talent onsite** and **digital amplification** as budget allocation comes into focus.*

*Per the Brief, you'll see **thematically consistent elements** tying AT&T's regular season campaign to our CFP activation to build a consistent presence for AT&T within college football.*