

# T-Mobile: PAYG Weekender

**Audience:** National Campaign

**Location:** UK Wide

**Project:** Experiential





## Background & Objectives

To provide a four day nationwide event with a strong customer focused incentive across all stores. The events would increase footfall, product awareness and sales; motivate and engage store staff; create excitement and buzz and measure ROI. The experiential activity was supported by a national media campaign.

## The Experience

For four days all stores were given a new identity, designed by MotivAction. In-store graphics were changed and all media reflected the new design, ensuring a strong impact locally. Stores received event collateral with each element branded in line with the overall creative.

Event collateral reinforced how the event should look and ensured consistency:

- Instructions – to remind store staff what to do and how to run their store event
- Everything needed to bring the store to life including uniforms; balloons; floor graphics; props; leaflets and competition items
- Items to engage the customer including goody bags; giveaways and prizes

Ten top stores were given an enhanced activity with two days of support from our Brand Ambassadors, an interactive activity and an element of theatre.

## Results & Outcomes

*"Really great event... the sing spot mechanic and singers created hype in the shopping centre, and definitely brought customers into the store. Great results across the 4 days." "Sing spot worked really well. The store staff got out of the store and assisted the ambassadors."*

