



**Client:** Sprint

**Campaign:** *Save With Sprint*

### ***The Idea***

In order to differentiate themselves among their competitors in the wireless network market, Sprint Network knew they had to shake things up. Sprint was looking for a partner with robust experience in street-style marketing in order to hit the ground running with their Switch and Save promotion, which allowed customers to save 50% on most Verizon, AT&T or T-Mobile rates. They wanted a team that was able to create awareness, drive in store in sales and educate consumers of Sprint's plans and other phone offerings. AAG was chosen based on our full-service, personalized approach to guerilla marketing.

### ***The Manpower***

AAG formed an elite team of brand ambassadors specifically for Sprint, educating them in Sprint's offered services, general wireless network market knowledge and specific details of the Switch and Save promotion. The team was then spread out around town, wearing Sprint t-shirts and strategically placed near each Sprint store to drive store traffic and in-store purchases. While on the street, each brand ambassador distributed flyers and engaged with potential Sprint customers, ensuring they were informed before they reached a Sprint location. Combined with the national advertising campaign, the brand ambassador team helped reinforce the Switch and Save promotion throughout the city.

### ***The Results***

AAG's brand ambassador team was able to measure activation in real time, through a reporting application. During the times the team was on the street, promoting the Switch and Save brand, in-store traffic increased along with in-store purchases and overall customer engagement with the Sprint brand. Customers walked away with knowledge of Sprint's data plans and were able to save 50% when they decided to make the switch, creating a win-win situation for both them and Sprint Network.