



**CLIENT:** Metro PCS  
**MARKET:** St. Louis, MO

### **Situation (Increasing Consumer Interest in Metro PCS After Its Merger with T-Mobile)**

Metro PCS's merger with T-Mobile's Nationwide Network increased its consumer scale and reach nationwide. Targeting consumers unaware of the expanded advantages of having Metro PCS as their phone carrier was priority, so Metro PCS joined forces with Ayden Activation Group in the St. Louis market, the only marketing group they truly trusted to guarantee increased Metro PCS sales and branding in an interactive and entertaining manner.

### **Challenges (Why Choose Metro PCS Over Other Cell Phone Carrier Providers?)**

With the digital age allowing everyone access to superior phones, deals and prices, how is Metro PCS to prove their edge over the competition? Who better to call on to further the image of Metro PCS, than Ayden Activation Group, which stands above the rest based on years of marketing and brand activation experience. Ayden Activation rose to the challenge and provided a solution.



## **Solution (Increase Consumer Interest, Improve Brand Image and Augment Sales Through Direct Customer Interactions)**

With years of marketing experience, Ayden Activation truly understands the importance personal consumer interactions play on cementing business relationships and client retention. The most critical aspect of guerrilla marketing is providing consumers with positive and memorable experiences. Ayden Activation provided Metro PCS with clear logistics, routing, event staff, street teams, and production necessary to increase Metro PCS's brand image and sales. Ayden Activation came up with 30 customized marketing street team campaigns during the 5-month marketing blitz, which allowed Metro PCS to market its Wireless for All and \$5 Hot Spot features along with its merged T-Mobile's Nationwide Network Coverage. The 5-month campaign increased new Metro PCS carrier plans and cemented its image as one of the most superior phone carriers in the nation.

## **Components (Street Team Activations, Door Hangers, Restaurant Placemats, Event Staff and Crush the Bug Campaign)**

Street Teams focused their branding campaigns at

- Transit Stations
- Churches
- Hot Spot Areas
- Cardinal and Rams Games
- St. Louis Zoo
- Greater Hispanic Festival of St. Louis
- Mexican Independence Celebration
- Sista Strut 5K Run

Brand Ambassadors engaged consumers by talking about the increased benefits of signing up with Metro PCS while distributing scratch-off game cards, promotion fliers, branded chap sticks, soda mug sleeves, Metro PCS carrying bags and Metro PCS ponchos at cardinal games during inclement weather. To further increase Metro PCS's marketing scale, BA's participated in 25 Metro PCS grand opening store ceremonies. The events included "live remotes" with Hot 104.1, Alternative 105.7 and Majic 100.3 radio stations at different locations each week. BA's set up promotional tables and distributed complimentary Metro PCS gifts and information fliers while consistently educating consumers on the perks of having Metro PCS as their phone carrier. To increase Metro PCS marketing reach, BA's also targeted pedestrians in busy shopping plazas and businesses within a 1-mile radius from each Metro PCS store.

Ayden Activation provided Metro PCS with Street Teams that distributed 10,000 door hangers between four main locations in St Louis within a 1-3 mile radius from each Metro PC location.

Another aspect of the 5-month launch was Ayden Activation's custom Restaurant Placemat Campaign. Ayden Activation Group selected and partnered with 15 restaurants in the St. Louis market and distributed 25,000 branded Metro PCS placemats in restaurants ranging from BBQ joints to Chinese and Soul Food restaurants. The placemats were a huge hit and increased consumer interest and sales of Metro PCS carrier plans. Each location provided placemats on their tables for 30 days while supplies lasted.

Another innovative guerrilla campaign Ayden conceived was the Crush the Bug activation. Ayden, along with Metro PCS marketing teams selected 5 popular Cricket Wireless locations in the St. Louis market. BA's actively sought out consumers and encouraged them to come inside and test their current connection speeds to those of Metro PCS while witnessing for themselves the superior functionalities and benefits of signing up with Metro PCS. In an effort to engage consumers in a fun and inspired manner, customers also got a chance to video record their gripes about Cricket while testing their carrier's connection speeds. When consumers were finished with their recording, they would put on oversized Metro PCS boots and crush paintball "bugs" in an effort to release their excitement and energy over the Cricket games. Additional Metro PCS premiums were awarded to consumers who displayed great flair and fervor.

### **Results (Increased Sales and Improved Metro PCS Brand Image)**

Ayden Activation's cutting-edge Metro PCS campaigns solidified the Metro PCS image as a creative and engaging phone provider with excellent benefits and positive consumer interactions. This was a national 5-month campaign but the St. Louis area, mobilized by Ayden Activation, reported the highest sales and outreach performance out of any other national locations activated by other marketing agencies.



## **Market**

St. Louis, MO

## **Campaign Length**

5 Months

## **Staff**

1 Market Manager  
4 Team Leads  
20 Brand Ambassadors

## **Media**

50,000 Fliers & Scratch-Off Cards

*At Ayden Activation Group, we are big on using Brand Ambassadors as a powerful tool for getting messages directly in front of customers and influencing their buying decisions, but this is just one of many effective marketing tools at our disposal. If you have a marketing challenge that requires an extraordinary solution, we welcome the opportunity to share our thoughts and serve your needs. Please contact us at 314.219.5712 or email at [shaun@aydengroup.com](mailto:shaun@aydengroup.com) for more information!*