



## The “Un-Promo”

T-Mobile hangs its hat on not being like other wireless companies with their *traditional* carrier limits and penalties. Our culture is mobile-centric and we want a wireless carrier who really understands that a cell phone is the center of our social world.

People crave to be mobile and T-Mobile – *you even have the word in your company name... genius!* – understands that better than any other carrier. By being un-like other carriers, by being un-satisfied with the status quo and un-afraid to innovate – this T-Mobile campaign is the perfect platform to accentuate T-Mobile’s brand reputation of being the “un-carrier.” With that said...

The T-Mobile Un-Promo.

In a series of custom spots, we will create faux promos for various shows on our networks. The spots will have the look and feel of all NBC promos, but they will be the tone of a completely different genre than the show it’s promoting. For example, comedies will be given the serial cop show treatment. And CIA dramas will be turned into slapstick comedies.

Imagine tuning in to NBC and seeing a promo for NBC fanboy favorite, GRIMM. Suddenly you realize this isn’t your typical, run-of-the-mill promo for the show. This :30-second spot presents GRIMM as a slapstick romantic comedy, not a promo for the fantasy, cop procedural drama fans have grown to “expect” to see. Using the devices of music (i.e. violins), sound effects (i.e. laugh tracks), stylistic graphics and appropriately selected transitions from scene to scene, viewers will experience a completely different take on GRIMM that will keep them talking, sharing and laughing long after the un-promo airs.

At the end of the promo an announcer will tie-in T-Mobile’s key brand messaging. Perhaps the notion of expecting the unexpected with T-Mobile – No long-term contracts. No limits. No penalties. Or, in the case of our example, perhaps this portion of the spot could tap into the grizzly nature that is integral to an episode of GRIMM and accentuate T-Mobile’s ability to KILL THE CONTRACT, paying off contract penalties, etc. Because, after all, “It’s awfully GRIMM to be in a contract.”

This campaign can easily reach across the NBCU portfolio. For example:

### Bravo

T-Mobile’s Un-Promo tactic could easily transform a reality promo for upcoming Jersey Belle into a cinematic masterpiece. Jersey Belle is a classic fish-out-of-water docu-series centered around an outspoken New Jersey native who is transplanted into an upscale southern Alabama suburb. But imagine seeing this reality series promoted as a film noir dramatic piece with big emotional musical swells and soundbites positioned as poignant moments in the Bravoleb’s life.





*(Bravo - Continued)*

T-Mobile messaging could punch the kitchiness of the piece with something like, “Unring your bell – switch to T-Mobile. We can’t get you out of the South, but we can get you out of your contract.”

**E!**

The Royals is a one-hour drama featuring a fictional British royal family in modern day London. This promo could be recut as a horror film through the use of black & white footage, slow motion playback leading up to a sudden pivotal moment set against creepy music.

T-Mobile messaging could tie in such as, “There’s nothing Royal about paying contract penalty fees. Switch to T-Mobile. The Un-Carrier.”

