

Sprint:

Paving the Way to Effective Communication

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## **Introduction**

The purpose of this plan is to reposition Sprint. Sprint is currently the third ranked mobile phone provider behind Verizon and AT&T. Below is a brief history of Sprint as well as a description of products and services.

The story of Sprint starts in 1899 with its founder, Cleyson Brown. At the time Brown Telephone Company went up against the Bell Monopoly. Due to this the company grew to the nation's largest independent local telephone provider and took the name Sprint in the mid-1970s. In the 1980s Sprint became the first nationwide network as a innovator in data communications. In the 1990s Sprint began focusing on both consumers and businesses with great voice and data services. Then in 1993 Sprint and Centel merged to provide great local, wireless and long distance services. In 1995 Sprint and Nextel come together in a \$1.1 billion deal. Sprint then in 2002 became the first wireless carrier to complete a nationwide 3G network. Sprint and Nextel then became official in 2005.

Sprint offers a variety of phones and plans for all. Their phones range from very basic phones to the iPhone which became available on Sprint in fall of 2010. Their plans then have options for families, individuals, and business people. Their simply everything plan has everything unlimited including data and comes as an individual and family. Then there is the everything data plan. This plan gives you unlimited data but no unlimited minutes. These are their two most used plans based on their website.

## **Segmentation Strategy**

### **The Competition's Strategy**

#### **AT&T**

AT&T's current segmentation strategy is target towards families that have more than two phones. Their segment is demographic and psychographic based. This is based on AT&T's website along with commercials. The website shows all their family plans and all the deals that families can get through AT&T. AT&T's commercials show families having trouble with phone plans that don't have enough minutes for them to share.

- AT&T website: <http://www.att.com/shop/wireless/plans.html#fbid=7yNu2XzPiSY>
- AT&T FamilyTalk Sibling Rivalry commercial  
<http://www.youtube.com/watch?v=aKc8xCEfrto>
- AT&T iPhone super bowl ad [http://www.youtube.com/watch?v=jIzPTC\\_9Ftc](http://www.youtube.com/watch?v=jIzPTC_9Ftc)

#### **Verizon**

Verizon's current segmentation strategy is business and family oriented. They target based on socio-economic status as well as demographic. They want to target business men and women who need coverage all the time as well as families due to their coverage range. This is based on the Verizon website which shows a lot of benefits that Verizon has for their business customers. This can also be seen in commercials by Verizon that highlights their coverage and benefits for business men and women.

- Verizon Website <http://www.verizonwireless.com/b2c/index.html>
- Verizon's Mother's Day commercial  
[http://www.youtube.com/watch?v=DbIC\\_StxrYg](http://www.youtube.com/watch?v=DbIC_StxrYg)
- Verizon Wireless Commercial (Business Woman)  
<http://www.youtube.com/watch?v=cCHKGUUXpbE&feature=related>

## **Sprint's Segmentation Strategy**

### **The Current Segmentation Strategy**

Sprint's current segment strategy is aimed towards adults who frequently travel and/or have an occupation associated with business. Their segment is demographically based as well as socioeconomic (specific occupation). The segment was based on Sprint's website along with various commercials. The website emphasizes the importance of bringing the freedom of mobility to consumers, businesses and government users. Their commercials emphasize Sprint's unlimited data plan which is useful to businessmen and speak in business-related jargon.

- The Sprint Website - <http://www.sprint.com/about/?INTNAV=ATG:FT>About>
- Sprint Break-up Commercial - <http://www.youtube.com/watch?v=3vFhBqu50bM>
- Sprint Tree/Desiree Cooper Commercial - <http://www.youtube.com/watch?v=wjl6Xrss04s&feature=endscreen&NR=1>

### **The New Segmentation Strategy**

Sprint's new segmentation strategy will target teens and young adults. This was selected as our new target market because we want to grab them early and then keep them as they grow up. This target market hasn't really been hit by either AT&T or Verizon and so Sprint should go after this target market.

## **Positioning Strategy**

### **The Competition's Strategy**

#### **AT&T**

AT&T's current positioning strategy is by attributes and benefits. They emphasize all their benefits that they have on their plans with unlimited talking minutes as well as the phones they offer. They were the first phone company to have the iPhone which was used a positioning strategy for a long time.

#### **Verizon**

Verizon's current positioning strategy is by attributes and benefits. In most of their ad campaigns that emphasize their coverage all over the US as well their range of phones for anyone.

### **Sprint's Positioning Strategy**

Sprint's current positioning strategy is positioning by attributes and benefits. The reason for this position strategy is because of the fact that sprint emphasizes it's unlimited data and text plans in most of its recent commercials.

### **Sprint's New Positioning Strategy**

Sprint's new positioning strategy will be a combination of price/quality and attributes/benefits. We are doing this for our positioning because we want to show our target market that they can get the best bang for their buck. *Please refer to Appendix 1 on page 16.*

## Communication Objectives

Sprint will be using the communications effects pyramid. We chose this response hierarchy because it shows our benchmark with competitors and helps us determine what kind of advertising we want to accomplish.

### Pyramid

- *Awareness*: Most people know what Sprint is all over the country. Most of their current ads that are being run are based on awareness about their unlimited data plans. (90%)
- *Knowledge*: If you are a Sprint customer you are provided with the information that you need about the product/services, whereas if you are not a Sprint customer you don't necessarily know much about what they have to offer. (70%)
- *Liking*: Most people would say that they like AT&T or Verizon better than Sprint. This is due to knowing about the coverage and phone options. (40%)
- *Preference*: Most people would pick AT&T or Verizon over Sprint. This is because consumers know that Sprint's coverage isn't as good as the other providers. (25%)
- *Trial*: We want to get into the store to try our phone plans. (20%)
- *Repurchase*: If you are a Sprint customer you are likely to stay loyal to them. The offer a good plan for businesses, due to this people in the business world tends to stay with Sprint. (5%)

### Outcome

- *Awareness*: Same
- *Knowledge*: Same
- *Liking*: We want to move liking up to 60% because we want more people to like Sprint over other companies.
- *Preference*: We need to up preference up to 40% because we want more people to choose Sprint over AT&T and Verizon.
- *Trial*: Same
- *Repurchase*: Same

The message that we want to project with this plan is that Sprint's price plans for phones will get you the most bang for your buck. Sprint is affordable for teens and young adults will also providing unlimited data, texting, and minutes. Our target audience will be comprised of teens and young adults in the range of 16 to 30 years of age. This includes college students and people just entering the work force. Currently we are the best for business people why not grab them early and keep them within our company. The current goal is to accomplish this plan in one year's time period.



## **Creative Strategy**

### **Campaign Theme**

Our central Theme is that Sprint's has affordable plan's including unlimited data. By moving our positions strategy from benefit/attributes to price/quality fits perfectly with advertising our affordable plans. We want to target the younger audience so having affordable plans that offers' all the benefits is exactly what they want. The slogan for this campaign will be: *Sprint, Revolutionize your Wallet.*

### **Advertising Appeal**

We will be using a rational approach because this will communicate our information and the young adult audience tends to be high involvement. This will include using feature, favorite price appeals. We want to target the young adult/teen market and by showing how our price gets them the most. This plays to our theme, positioning, and objectives of offering an affordable plan with numerous benefits.

### **Advertising Execution**

Our advertising execution will be endorsement/testimonial and comparison. Our target markets listen the best when the product is endorsed by a celebrity, this will help bring in more customers. Testimonial's also works great within our target market because they are more likely to listen to their peers. Comparison also works for us because we are giving them the facts as to why we are better in the price/benefits area.

Our source attributes will focus on being credible and attractive to audience. We want to look credible when talking about our plans and attractive when looking at who will endorse our product. With our target market we will want to put our strongest messages at the beginning and the end of our advertising. Due to this target market being highly involved in most purchases our conclusion drawing will be mostly open-ended except for our message which we will be straight forward about. Our message will be mostly visual since this audience prefers visual presentations.

## Media Plan

Our media plans will be used to target teens and young adults (16 to 25). This will be done through the following:

- Magazines: Teens and Young Adults
- Television: Teens
- Radio: Teens
- Support Media: Teens and Young Adults

We will be concentrating our media plan to the Midwest because this area has high CDI as far as mobile phone companies but Sprint has a low BDI so we want to invest in advertising in that area. The types of advertising we will be using to accomplish this are as follows:

- Magazines: Seventeen, Teen Vogue, ESPN, Vogue
- Television: ABC Family, MTV, Primetime on Networks during certain shows
- Radio: Kiss FM, Top Country station in area, any other today's hits stations
- Outdoor: Mobile Billboards, In-store media (Radio Shack and Best Buy), College town bus service
- Promotion Products: Sprint pens and t-shirts are retail stores with purchases, as well as Malls
- Branded entertainment: Product placement in certain TV shows and upcoming movies, advertainment
- Movie Theatres: Before previews ads
  - Scheduling:
- Pulsing due to our demographic
  - Reach vs. Frequency:

At the start of this campaign reach is needed to garner more awareness about Sprint prices but after a few months of this we would switch frequency. The hope is that then the frequency of the ads would push preference and repurchase

## **Print Media**

### **Newspaper**

We will not be using newspaper as a medium because our target market of teens and young adults doesn't read the newspaper.

### **Magazine**

With magazine ads we want to generate awareness to our teen audience on our low prices tied with unlimited plans. The end results are that we get people to try our products and plans due to the low prices. This works because teens subscribe to a variety of magazine's including Teen Vogue, Sport Illustrated, and Cosmo. We want to advertise in the magazines to make this target audience aware of our product and plans. We are able to be selective in what magazine's we advertise in so we can reach a specific target audience, teens. *Please refer to Appendix 2 on page 16.*

## **Broadcast Media**

### **Television**

For television broadcasting, we plan on placing ads on channels that appeal to teens and young adults including:

- MTV
- Comedy Central
- Nickelodeon
- ESPN

Television is appropriate, because of the obvious reason that teens and most young adults use television more frequently than other age groups. We expect to obtain more teens in this piece of media, because teens have more time to watch television as opposed to young adults. *Please refer to Appendix 3 on page 17.*

## **Radio**

For radio broadcasting, we want to place an ad in various radio stations in the mid-west area. These stations may include:

- 101.1
- 103.7
- 104.1

## **Support Media**

### Objectives

- Captivate our audience through unique outdoor, movie theatre, brand entertainment, and promotional products mediums.
- Outdoor
  - Gain awareness about our low prices tied with unlimited plans
- Movie Theatre's
  - Get our audience to like our product more by having them see our product a lot in short amount of time.
- Brand entertainment
  - Have our audience see our product's benefit's and attribute's while still promoting the low cost

These support media's work with our target market of teens and young adults because they are more likely to look at billboards, go the movies, and watch movies and shows that use brand entertainment. *Please refer to Appendix 4 on page 18.*

## **Direct Marketing**

The main objective is to raise awareness of Sprint's new targeting towards teens and young adults as opposed to business people.

We plan on purchasing mailing list from magazines like Teen Vogue and ESPN in order to send consumers direct mail pieces.

We will be running a two-step approach for our marketing campaign. This will be done by first advertising the product through the piece of direct mail, and then urging the customer to mail their information, call an 800 number, or visit the Sprint website for additional information and plan/payment options.

Direct mail will be used, because teens and young adults may favor that medium over something like telemarketing or print. With a direct mail piece, one can construct a very creative mail piece attract attention while promoting multiple types external informational sources like Sprint's website and cell phone catalog.

The campaign will be evaluated based on how many mailed consumers make a switch to a Sprint plan or choose sprint as their provider on the Sprint website. (response rate)

## **Internet and Interactive Media**

### **Communications Objectives**

*Create Awareness* – Sprint’s website will help create awareness to teens and young adults because that age bracket is particularly in-tune with the internet and its various interactive aspects.

*Generate Interest* – To generate interest, Sprint’s website will feature music videos, various pieces of Sprint merchandise, and ads that feature teens and young adults. These ads will feature both groups using Sprint phones while emphasizing its important features like unlimited data and text messaging.

*Disseminate Information* – The Sprint website will also offer information on various plans and phones available for purchase.

*Create an Image* – In order to create their image, Sprint will be emphasizing their unlimited data and text in ways that appeal to teens and young adults. This may occur through the use of various celebrities and music videos.

*Create a Strong Brand* – This brand will then develop over time as more consumers view the site.

*Stimulate Trial* – Sprint’s website will offer deals to new customers on the site. The site will offer a certain percentage off their new phone, and offer a month of their unlimited data and texting plans free to consumers who change providers to Sprint as well.

*Create Buzz* – Sprint will also create buzz by putting new advertisements on social media websites like YouTube, and Facebook. This way, they are likely to reach more teens and young adults because most use some form of social media in today’s society.

*Gain Consideration* – Sprint will have a discussion board on its website specifically so that consumers can post positive and negative comments to help improve on their various products and plans available.

The internet and interactive marketing strategy will be to create new ads that show teens and young adults in a music video or other attractive setting for that target market. These ads will show the people emphasizing the use of their unlimited data and text Sprint plans.

These new ads will be placed in various social media websites like YouTube, Facebook, and Twitter (where teens and young adults tend to look on the web). The ads will also be placed on the Sprint website in banner ads.

In addition, Sprint will offer deals to new customers who use the unlimited data and text plans and people who switch to Sprint.

Sprint's internet marketing will be evaluated by how many people click through the site via its advertisements. It will also evaluate its website by the number of visits per unique visitor to the site. This is due to the fact that Sprint is appealing towards a new market of consumers.

## **Sales Promotions**

### **Consumer-Oriented**

#### **Objectives**

- We will attempt to accomplish reaching a younger audience of Sprint plan users.
- We will be targeting teens and young adults.

Our sales promotion strategy will be to offer one month of Sprint's unlimited data and texting plan to new customers and customers who move from another provider to Sprint. In addition, anyone who signs up for this plan will receive 50% off of any phone purchased under that plan.

This is appropriate, because teens and young adults want a plan that is affordable and want a good bargain. This also complies with the communications and creative objectives, because we will be mentioning the promotions in the social media banner ads that Sprint will be putting up.

We will be using text messages and direct mail to help support our website and social media campaigns as well.

### **Trade-Oriented**

#### **Objectives**

- We want our logo and product displayed at a variety of retailers.
- .We want to have a large stock of smartphones i.e. iPhone and Samsung Galaxy III

Our sales promotion strategy will be to offer spiffs to our employees. We want to sell a lot of smartphones to our younger in thence and by offering these to our employees we will hopefully sell more. We will also be using planograms to have our smartphones and cheaper plans out in the market for our younger audience to see.

This works with our target audience because young adult and teens are likely to be impulsive buyers and will buy things that are out in the open in plain view. Also having our employee's push our products the young adult audience will be more likely to buy our products.



## **Public Relations**

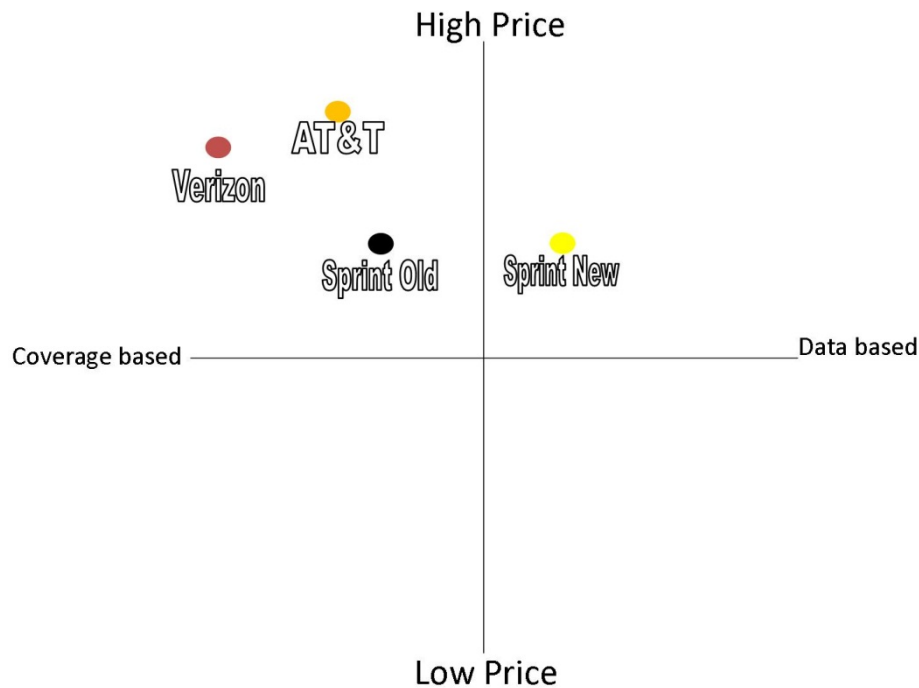
### **Objectives**

- Build our image: We want to build our image as the teen and young adult phone company
- Provide Information: Information needs to be provided for our market so they know what they are getting
- Create Awareness: Create awareness about our plans

### **Strategies**

- Social Networks: Teens and young adults use social networks all the time which means that we need use them
- Videos: By utilizing video's we will be able to reach our audience in a different way and not have to pay for it. This will help us put our message in a different way but still reach our audience.
- Press Releases: This is a free way for us to get the word out about our new strategies and positioning.

## Appendix 1 – Sprint’s New Positioning Strategy



## Appendix 2 - Television Advertisement

The actual commercial will include teens taking advantage of Sprint’s unlimited data and text.

Teen 1: Hey, look at that guy sprinting in those ridiculous track clothes!

Teen 2: Where?

Teen 1: On your phone silly!

Teen 2: I ran out of data for this month...

Teen 1: That’s too bad. With Sprint’s unlimited data and text plan, I can watch all the ridiculous things I want on the web and then text my friends about it! By the way, did you get my text?

Teen 2: I ran out of texts for the month too...

Teen 1: (points at his screen) hahaha look at that guy sprint! Rediculous! Haha

Teen 2: Sigh...

Voice Over: Watch all the free videos you want and text about them with Sprint’s unlimited data and text plan. Sprint, Revolutionize your Wallet.

**Trouble Downloading?**



**Unlimited Data  
with Sprint  
for only \$69 a month**

**Sprint<sup>®</sup>**



**Revolutionize Your Wallet**

Appendix 4 - Billboard AD

