



## GOALS

- ▶ Collect consumer feedback through marketing surveys
- ▶ Promote two new Huawei brand devices and increase sales by at least 5% or more over previous year's sales
- ▶ Build brand awareness among urban and Latin American consumers

## HIGHLIGHTS

- ▶ 90-day, multi-market concert and special events promotional tour with branded tour bus
- ▶ iSquad team performing marketing surveys in the field
- ▶ Point-of-purchase and cell phone donation locations
- ▶ PhotoMarketing with social media integration

## RESULTS

- ▶ 2,596 marketing surveys conducted
- ▶ 244% lift in sales over previous year
- ▶ 2 million+ tour bus impressions
- ▶ 19,136+ direct consumer engagements
- ▶ 12+ print and broadcast media outlets shared the story

## iSquad Team Conducts Marketing Research

With all the various exciting marketing tour elements that were executed during The Freedom Rings Tour, such as a branded tour bus, full concert settings, a charitable tie-in, PhotoMarketing, social media integration and gaming stations, it was the iSquad team that really connected on a personal level with consumers by performing in-the-field marketing research and collecting valuable data to report back to the client.

Learn more at [doitoutdoors.com/work/metropcs/](http://doitoutdoors.com/work/metropcs/)

## ABOUT THE CLIENT

MetroPCS, a wireless provider riding on the T-Mobile network, offers no contract service and targets urban users. With their marketing partnership with Cell Phones for Soldiers, they appeal to Americans far and wide.



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