**Big Pumpkin Media Agency**

New York | Los Angeles | Santiago | Berlin | London

**Verizon Wireless – 2019 Digital Media RFP**

**BRAND OVERVIEW**

Big Pumpkin Media Agency is working on the launch of new Verizon Wireless data plans in the United States. New pricing plans are currently available, and our agency needs to develop a plan to introduce and raise awareness nationally of Verizon’s new data plans.

Details of the new pricing plans can be found here: <http://www.verizonwireless.com/landingpages/cell-phone-plans/>

Verizon Wireless keeps you connected, takes your life mobile and delivers the level of convenience you depend on, all thanks to its powerful technology and the nation’s largest and most reliable 4G LTE network.

**Powerful technology.** Verizon’s record speaks for itself: The nation’s largest and most reliable 4G LTE network and America’s first nationwide 3G wireless broadband network; Verizon Wireless consistently delivers the most advanced wireless technology available.

**Technology innovators.** Verizon’s innovative solutions are changing the mobile landscape, revolutionizing the way people interact with it and raising everyone’s expectations of what can be done. What seemed impossible yesterday is the way Verizon customers live today. Imagine what Verizon will do tomorrow.

**Change agents.** Verizon’s investment in people and commitment to technology drive positive change in the communities it serves. Through Verizon’s core initiatives, it works to improve the lives of domestic violence victims, prioritize accessibility and take steps to ensure a sustainable future.

**Award winners.** The network. Technology. Innovation. Leadership. Corporate citizenship. Diversity. Customer care. Verizon is proud to be recognized for those efforts as well as the privilege of improving the lives of the people and communities it serves.

**CAMPAIGN OVERVIEW AND OBJECTIVES**

Big Pumpkin is looking to develop a six-month plan to drive awareness, consideration and ultimately drive new Verizon subscribers on the strength of Verizon’s efficient new data plans and the matchless coverage of its nationwide network.

Our digital campaign will launch in January to coincide with our launch of a TV campaign.

There will be three main components to the plan:

1. **Video.** We will be looking to extend our TV campaign with digital video for incremental reach and frequency, as well as social sharing. We will have :30 and :15 units.
2. **Standard banners.** We will be looking to implement a targeted banner campaign to further reinforce Verizon’s new pricing. Our target audience profile can be found below.
3. **Mobile sponsorship.** Verizon’s target audience indexes high for sports content. We are open to sports-related sponsorships during the six-month campaign window to include mobile section take-overs that incorporate video. Delete “mobile.”

**TARGET AUDIENCE**

Buying target: Adults18-49, with a skew towards Men 18-34 and Hispanics.

Additional considerations: Own a smartphone, enjoy streaming video from a mobile device, currently subscriber of Sprint/T-Mobile/AT&T.

**TIMING**

The campaign will be broken into two flights:

Flight 1: January 4 – March 31

Flight 2: April 1 – June 30

**BUDGET**

Flight 1: $250,000 budget for video, $250,000 budget for display/mobile/sponsorship (total $500,000)

Flight 2: $500,000 budget for video, $500,000 budget for display/mobile/sponsorship (total $1,000,000)

**PROPOSAL REQUIREMENTS**

Please include the following elements with your submission:

* Please include a Big Idea for launching this new data plan promotion.
* PowerPoint highlighting your Big Idea(s) with rationale or data (audience trending, habits, etc.) supporting why your property and ideas are the best solution for launching this effort. The PowerPoint must include screenshots of recommended placements.

**EVALUATION CRITERIA**

Your proposal will be evaluated on the following:

* The relevance and creativity of the Big Idea.
* The brand safety and relevant context of the website, app or platform.

**TERMS AND CONDITIONS**

Big Pumpkin accepts standard IAB Terms and Conditions.

Thanks,

**Big Pumpkin**