

☪☪☪ JACK MORTON

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**CAMPAIGN: BINGE ON**

**CLIENT: T-MOBILE**

**AGENCY: JACK MORTON WORLDWIDE**

**The challenge**

T-Mobile is making major waves in the wireless industry with its customer-centric plans and “Un-carrier” moves. But they needed to make more noise than competitors who tend to outspend T-Mobile.

They knew they had to go big or go home. At Jack Morton, we saw this challenge as an opportunity to do something extraordinary.

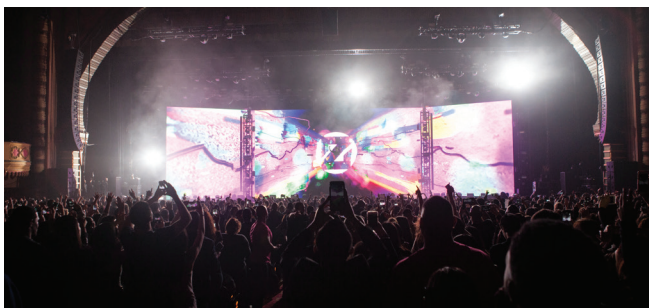
T-Mobile was about to announce a feature that would solve a major pain point for customers. People want to be able to stream their favorite TV shows and movies on their mobile devices without getting charged overage fees for their data consumption.

T-Mobile released their solution—Binge On. Binge On supports free video streaming for subscribers of HBO NOW, Hulu, Netflix, and more without using up customers’ high-speed data. Because of the nature of the announcement, T-Mobile needed its biggest press experience yet.

**The idea**

Thanks to Netflix and other services, customers can indulge in an entire season of their favorite TV shows in one go. That’s why T-Mobile created Binge On, which lets users binge-watch the shows they crave without watching their data.

The brand experience took place in Los Angeles and was organized like a massive movie premiere to reinforce the relationship between entertainment and mobile - and to show that the company is at the forefront of both industries. The multiple screens at the event emphasized customers’ newfound freedom to watch as much as they want without worrying about data charges.



**The experience**

A hall of iPads streaming Binge On content formed an entrance so that attendees were immediately immersed in the experience. The many screens and the entertainment content displayed on them at the event reminded attendees of the streaming capabilities that T-Mobile’s new feature offers its customers.

The event convened celebrities, press, influencers, and the public to celebrate how T-Mobile is connecting its consumers with the movies and TV shows that they can’t live without.

T-Mobile’s executives held a press event in the morning to announce Binge On. To poke fun at the fact that Binge On had been leaked online earlier that month, Aaron Paul (Breaking Bad) took part in a stunt that appeared as though he had called and accidentally interrupted the presentation. The unexpected move was a nod to the magic that takes place during Hollywood awards shows.

For the experience that followed the press conference, celebrities, major social influencers, and media were invited to the iconic Shrine Theater, the former venue for the Academy Awards ceremony. In place of red carpets were T-Mobile magenta carpets. The brand experience included a free concert and party featuring some of the biggest names in entertainment.

**The results**

T-Mobile’s Binge On launch, event, concert and program earned the brand tons of positive coverage. It garnered 30.59M broadcast impressions. The stunt also earned a huge brand lift on social media at 1.13B social impressions. Articles about Binge On were shared and commented on over 72,000 times.

The positive impact of the campaign is the stuff of Hollywood legend.