



CAMPAIGN: T-MOBILE WINNERS CIRCLE
CLIENT: T-MOBILE
AGENCY: PROSCENIUM

T-Mobile's annual Winners Circle program celebrates and rewards the company's best and brightest employees who have directly impacted success of the frontline. This year, 1,500 T-Mobile employees and family members traveled to Puerto Rico for the event, and over the course of four days, our goal was to give them the recognition that they deserve for their hard work. Winner's Circle is one of the key events T-Mobile offers to inspire employees to feel that their work has meaning, and this year, we wanted to raise the bar. T-Mobile has a strong brand presence in Puerto Rico, and was pivotal in the immediate rebuilding efforts of the communication infrastructure post-Hurricane Maria. Needless to say, there were some logistical challenges in the planning process, as many hotels and venues were delayed in their recovery timelines. However, the decision to go to Puerto Rico proved to be an important and impactful decision, and we are continuing to hear superlative feedback.

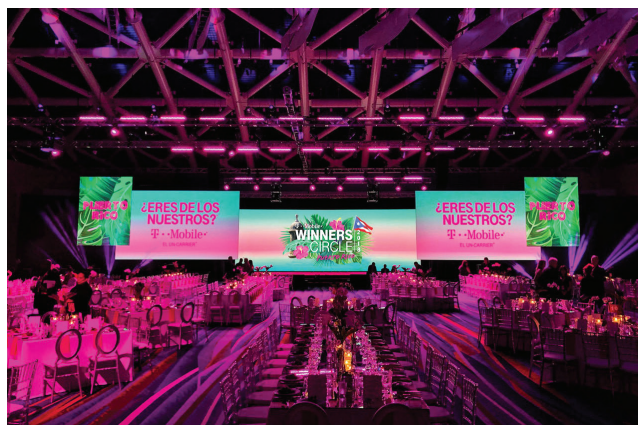
From the moment winners received notification of their wins, we curated and branded all the creative touch-points and production along the way. Our overall creative design was inspired from a classic 50's travel poster look, infused with T-Mobile's iconic magenta energy. This vibe also dovetailed nicely with the event venues, including the retro yet modern La Concha and El San Juan resorts.

We ensured that every attendee had a fully-branded check-in and arrival experience at their respective hotels, including a photo opportunity with a larger-than-life travel postcard. Winners enjoyed an intimate and informative town hall with their executive leadership, which included a surprise appearance from MLB All Star and Puerto Rico native Carlos Beltran. In support of T-Mobile's recent sponsorship of Little League Baseball, they were proud to present to their Latin America Director, Carlos Pagan, a large check to support the on-island initiative to rebuild their baseball fields destroyed by the hurricane.

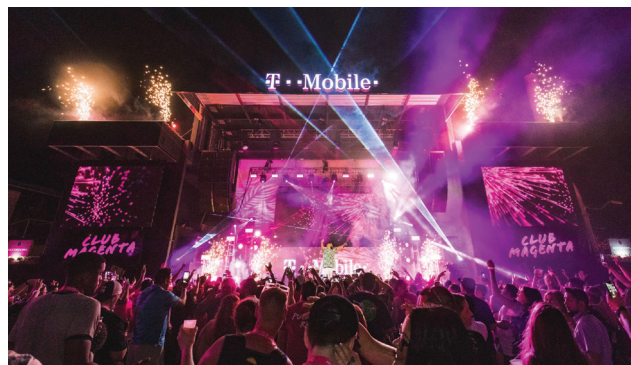
The evenings sparkled magenta during the special awards galas at the Puerto Rico Convention Center. Each winner had a chance to shine on stage as they were personally recognized by the leadership team. All of this was framed by an expansive 120' wide scenic design and gorgeous motion graphics projected on 5 large overlapping screens. Table décor and seating complemented the stage design and reflected the beauty of Puerto Rico – literally – because almost everything was a mirrored surface.

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To cap off an incredible trip on a high note, we completely revamped the existing VIVO Beach Club into the hottest party on the island – Club Magenta. We brought in a large amount of staging to transform the environment – including a 360-degree LED DJ booth, custom T-Mobile scenic buildouts, and of course, TONS of magenta lighting all over the place. Oh yeah, and DJ Khaled dominated the stage and treated the audience to the nonstop performance that only he can do, complete with onstage fireworks!



Our goal for every production is to create a talked-about, inspired, and memorable event. From a post-event survey of the 655 winners in attendance, we were very happy to learn the following results:

- » 98% overall satisfaction rating
- » 98% felt valued as an employee
- » 98% felt energized and inspired about working at T-Mobile
- » 98% are committed to working hard to earn the reward again