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T-Mobile: TKO Challenge – Case Study

Objective: T-Mobile sought to “Challenge” consumers to reveal which mobile provider offered the most affordable, logical service plan based on their personal needs.

Event: WSJON provided T-Mobile access to lobbies of top office properties in Chicago and Philadelphia where they were able to capture the busy lunchtime traffic. WSJON also provided a pre-promotional email blast to tenants, as well as a message on the WSJON screens in participating buildings.

Results: T-Mobile saw nearly **double the volume of demos in virtually half the time** providing an overall ROI far greater than alternate venues such as movie theaters and shopping malls:

WSJON Venues (Chicago) – Avg. 18 demos/hour: **Other Venues – Avg. 11.5 Demos/hour:**

Events ran for **4 hours:** 11am to 3pm:

- 300 S. Riverside Plaza
 - 87 Demos
- 222 S. Riverside Plaza
 - 66 Demos
- 200 N. LaSalle Street
 - 60 Demos

- Movie Theater: **9 Hours**
 - 100 Demos
- Shopping Mall: **7 Hours**
 - 87 Demos

