


A young person with a surprised expression is shown in a dimly lit room, holding a video game controller. The background is dark and out of focus, suggesting a living room or gaming area. The overall mood is one of intense focus and surprise.

verizon

Retake the Network

진부한 설명 대신 경험으로 증명하는 Verizon의 캠페인



전 세계 **70%** 가 스마트폰을 가지고 있는 세상.
약 57억 명이 스마트폰을 사용합니다.



**금융, 행정, 여가생활 등
모든 것을 온라인으로 해결합니다.**

사람들에게 통신업계는
이제 없어서는 안될 분야가 되었고,

수많은 통신사 브랜드들은
서로 경쟁하며 고객들을 끌어모았습니다.

verizon

cricket
wireless

mintmobile

v's'ble
by Verizon



AT&T

T Mobile®

하지만 그들이 하는 이야기는 매번 똑같았습니다.

myPlan

Pick the plan you want.
Only pay for what you need.

For a limited time get 4 lines for
\$25/line on Unlimited Welcome. ^①

Price guarantee excludes taxes and fees.



V Best Value Guarantee

3-year
price lock guarantee ^①

45% off
top streaming services w/perks ^①

Families save big
When everyone picks their own plan

Our network covers 99% of
the population

That means we're pretty much everywhere you need us to be.
That's because we run on Verizon's award-winning network.

T-MOBILE TRIAL

Test drive T-Mobile.

Try the Best Mobile Network in the U.S. and some of our favorite benefits for 30 days-no commitment or credit card required. We won't even bill your carrier.

Get it in the T-Life app

Qualifying new T-Mobile network user & compatible, unlocked device required. 1 trial per user. See Mobile Network in the US according to Current Specifications. See 5G device coverage. & trial details at T-Mobile.com. Get it 5/20/23



5G Ultra 5G + 4G LTE No coverage

Get unlimited
storage for
just \$10/mo



New & existing customers

Get iPhone 17 Pro for \$0

Learn how to get this offer with iPhone trade-in. **Any condition.**

Req. trade-in of iPhone 15 Plus or higher (excludes iPhone 16e & 17e). Req. eligible plan. Terms and restrictions apply. Subject to change. See offer details



PREMIUM WIRELESS \$15/MO

Get Your New Customer Offer

Get Started Shop Plans

1-time payment of \$45 for 3-month 5GB plan (req. to \$15/mo) on customer offer for first 3 months only, then automatic plan upgrade and fees extra. See details.

AT&T Guarantee

AT&T is the first and only provider with a guarantee that includes both wireless and fiber networks.

New and existing AT&T Fiber[®], AT&T Internet Air[®], and postpaid wireless customers are covered by the AT&T Guarantee at no extra charge.



If you can see the sky, you're connected.

From remote hikes to coastal waters, you can now use T-Satellite data to power everyday apps, including WhatsApp, AllTrails, and X. With a full constellation of satellites overhead, only T-Mobile has a satellite-to-mobile network built to keep you connected in more places than ever before.

More about T-Satellite >



myPlan

Pick the plan you want. Only pay for what you need.

For a limited time get 4 lines for \$25/line on Unlimited Welcome.

Price guarantee includes taxes and fees.

Best Value Guarantee


- 3-year price lock guarantee
- 45% off top streaming services
- Families save big. When everyone picks their own plan.

New & existing customers

Get iPhone 17 Pro for \$0

Learn how to get this offer with iPhone trade-in. **Any condition.**

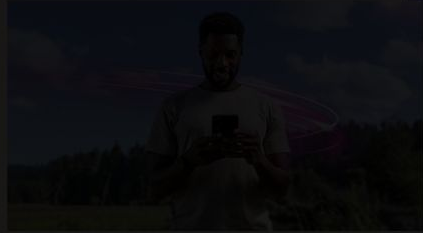
Req. trade-in of iPhone 15 Plus or higher (excludes iPhone 16 & 17). This mobile plan. Terms and restrictions apply. Subject to change. See offer details.



Our network covers 99% of the population

That means we're pretty much everywhere you need us to be. That's because we run on Verizon's award-winning network.

Unlimited storage for just \$10/mo

Test drive T-Mobile.

Try the Best Mobile Network in the U.S. and some of our special benefits for 30 days. No activation or credit card required. We won't even bill your other number.

[Get the Best Deal](#)

PREMIUM WIRELESS \$15/MO

Get Your New Customer Offer


[Get Offer](#) [Shop Plans](#)

Minimum purchase of \$40 on in-stock items per device. While supplies last. Offer ends 12/31/24. See restrictions and terms.

If you can see the sky, you're connected.

From remote hikes to coastal waters, you can now use T-Satellite data to power everyday apps, including WhatsApp, AllTrails, and X. With a full constellation of satellites overhead, only T-Mobile has a satellite-to-mobile network built to keep you connected in more places than ever before.


[More about T-Satellite >](#)



AT&T Guarantee

AT&T is the best and only provider with a guarantee that includes both wireless and landline services.

When you call 1-800-333-3333, we'll guarantee your service or we'll give you \$100. See restrictions and terms.

좋은 기술력

빠른 속도

저렴한 가격

myPlan

Pick the plan you want.
Only pay for what you need.

For a limited time get 4 lines for
\$25/line on Unlimited Welcome. 

Price guarantee includes taxes and fees.

 Best Value Guarantee

3-year
price lock guarantee 

45% off
top streaming services 

Families save big
when everyone picks their own plan

New & existing customers

Get iPhone 17 Pro for \$0

Learn how to get this offer with iPhone trade-in. Any condition.

Req. trade-in of iPhone 15 Plus or higher (excludes iPhone 16 & 17). This offer pays. Terms and restrictions apply. Subject to change. See offer details.



Our network covers 99% of
the population

Get unlimited
storage for

Unlimited Cloud
Storage



\$10
per month

물론 이는 통신사를 고르는 데에 중요한 요소이지만,
그들의 전문가적인 메시지들은 반복적이고 와닿지 않았습니다.

Test drive T-Mobile.

Try the Best Mobile Network in the U.S. and some of our
best benefits for 30 days. No activation or credit
card required. Or, you can test with your current carrier.

[Get the details](#)

PREMIUM WIRELESS \$15/MO

Get Your New Customer Offer

[Get Offer](#)

[Shop Plans](#)

AT&T Guarantee

AT&T Guarantee will only provide a 1-year guarantee that includes both
warranty and repair services.

View our AT&T Guarantee Terms for full program details.
Coverage not available in all states. See website for more details.



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than ever before.

[More about T-Satellite](#)

그래서 우리는 소비자들의 삶과 문화 속으로 들어가,
새로운 시선에서 브랜드 경험을 제공하고자 합니다.



verizon CALL OF DUTY

RETAKE THE NETWORK






Our Target: Gen Z

통신사는 한 번 선택하면 쉽게 바꾸지 않기에,
브랜드 인식이 형성되는 시기의 Z세대를 선점하는 것이 중요합니다.

우리는 Z세대의 문화가 바이럴이 만들어지는 공간인
게임 속에서 그들을 사로잡을 수 있는 전략으로
Verizon을 자연스럽게 경험하게 하고자 합니다.



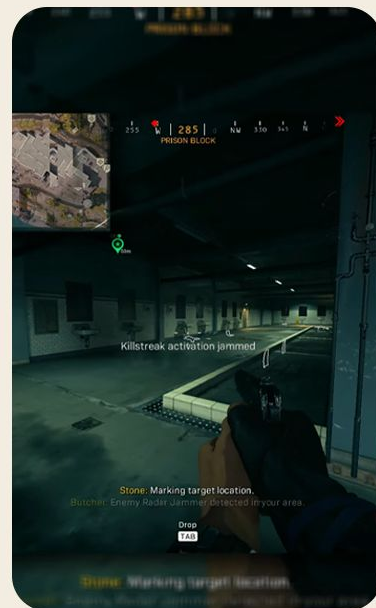
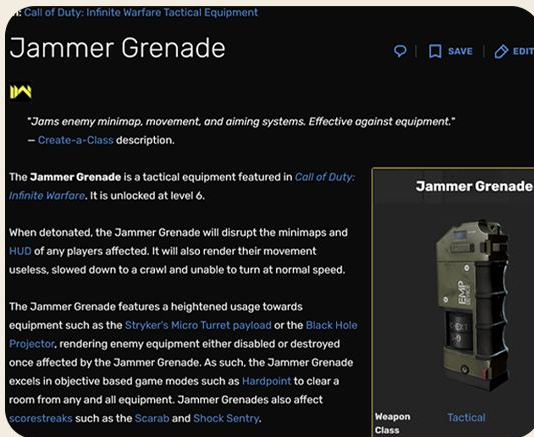
**우리는 한 게임 속에서
재미있는 순간을 발견했습니다.**

Jammer: Shutting Down Comms

미국에서 가장 인기 있는 게임 중 하나인 Call of Duty. 그 게임 속에는 Jammer 라는 아이템이 있습니다.

플레이어들은 Jammer를 사용하여 드론, 미니맵, 팀 커뮤니케이션을 모두 차단합니다.

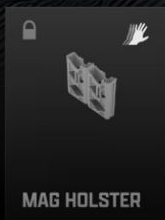
그렇게 Jammer의 영향을 받은 적의 통신은 마비됩니다.



✓ EQUIPPED

Verizon Router

Emits a signal to disable nearby enemy jammers and restore lost communication.



MAG HOLSTER



BLACKLIGHT
FLASHLIGHT



L/R DETECTOR



IDENTIFICATION
SYSTEM



COMPRESSION
PLATE



CAMO



STROBE



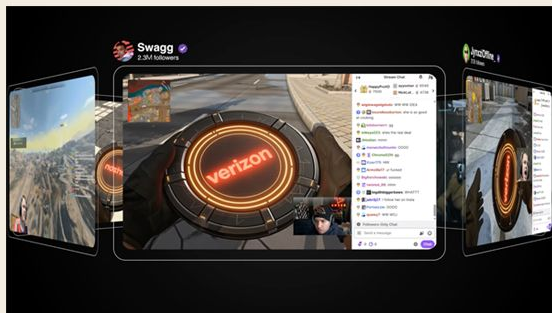
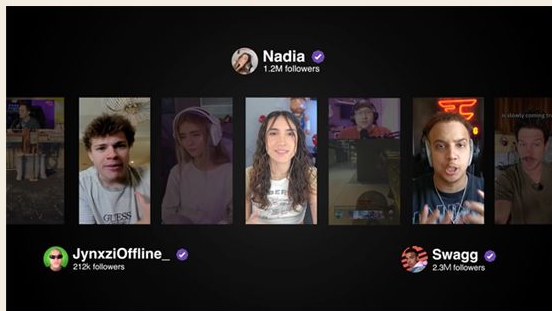
Verizon Router: Restoring the Connection

그래서 우리는 게임 내에서 사용할 수 있는 브랜드 아이템 **Verizon Router**를 제작했습니다.

이 아이템은 끊어진 네트워크를 즉시 복구하고 팀 전체를 다시 연결합니다.

플레이어가 재머의 영향을 받으면 Verizon Router를 활성화해 **네트워크를 되찾을 수 있습니다.**

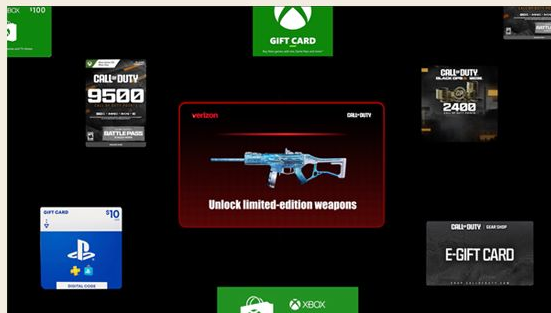
Collaborating with influencers



Engagement & Rewards

A screenshot of the 'CALL OF DUTY' Leaderboards interface. The title 'LEADERBOARDS' is at the top, with 'All / All Time' on the right. Below it, the 'CAREER' tab is selected. A table lists player statistics:

Position	Level	Name	Total Score	Verizon Router	Games Played	Time Played
1	39	Ghouline_77	2090800	112	912	24 18h 21m
2	47	Lionelroy	1810200	101	509	24 21h 50m
3	45	tsueiAVEN	1942220	104	505	24 14h 09m
4	31	loekum...	1922880	100	498	24 09h 45m
5	42	Neokarma	1870300	100	492	24 06h 02m
6	44	JedLabov	1944107	100	444	14 14h 03m
7	46	Miniflux	1781830	107	475	14 23h 55m
8	34	Blackbox	1729440	100	463	14 21h 17m
9	41	Cryphix	1662880	100	457	14 19h 44m
10	24	DefKing_One	1421490	100	400	14 16h 28m
11	28	ZedBlue	1373460	100	476	24 02h 33m
12	40	ArchReaper	1540180	100	426	14 07h 09m
13	27	rdBotanr	1500880	100	431	14 09h 25m
14	36	Vpoojms	1410215	100	429	14 13h 48m



Verizon Router Launching



더 나아가 게임 인플루언서들과 협업하여 **Verizon Router**를 사용하는 실제 플레이를 보여주고, Jammer를 얼마나 제거했는지를 기록하는 리더보드를 통해 경쟁과 참여를 유도하고, 보상을 제공합니다. 또한 한정판 실물 **Verizon Router**를 출시해 이 경험을 현실 세계로 확장합니다.

**소비자들에게 네트워크를 설명하는 대신,
우리는 그들의 문화 속 일부가 되어 브랜드를 직접 체험할 수 있는 새로운 방식을 제공합니다.**

A photograph of two Black men sitting on a couch in a dimly lit room, playing video games. The man on the right is wearing a green t-shirt and holding a black game controller, with a wide, enthusiastic smile. The man on the left is wearing a dark blue long-sleeved shirt over a grey t-shirt and also has a wide, excited expression. The background is dark and out of focus, suggesting an indoor setting like a living room.

그렇게 많은 사람들이 매일 **Verizon Router**를 통해 연결되면서,
우리의 **'최고의 네트워크'** 라는 타이틀은 자연스럽게 퍼져 나갑니다.