

T Mobile

Holiday Ad Campaign

A Survey-Based Analysis for T-Mobile's Holiday Campaign

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RESEARCH QUESTION

**Which ad works best
at driving clicks?**

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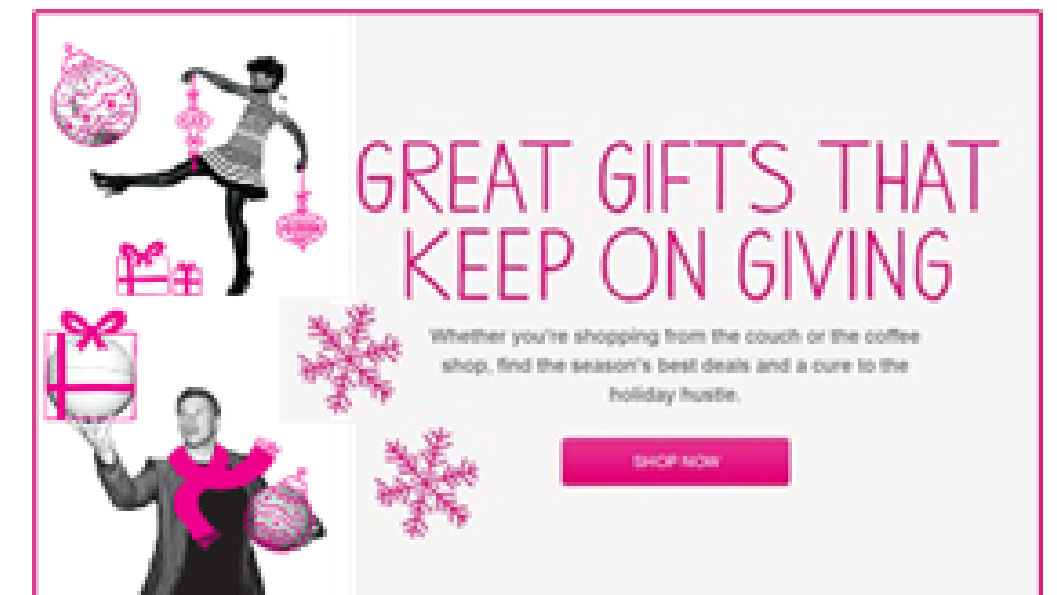
V1: GIFTS



V2: FREAKIN'

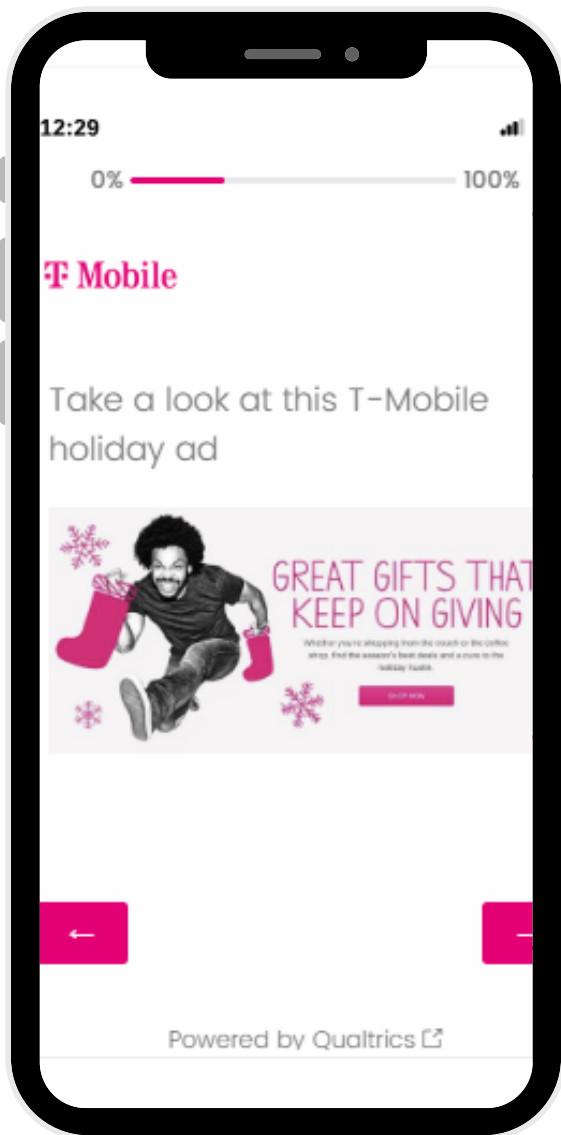


V3: DECORATIONS



METHODOLOGY

How was the study conducted



Online survey

13 qualitative and quantitative questions

3 sections: context, ad stimuli and demographics

50 respondents



DEMOGRAPHICS

Respondent profiles



74%
women



26%
men

Age Range: 22 to 53
Avg. Age: 29

Avg. Annual income:
\$45,000

52% T-Mobile Users

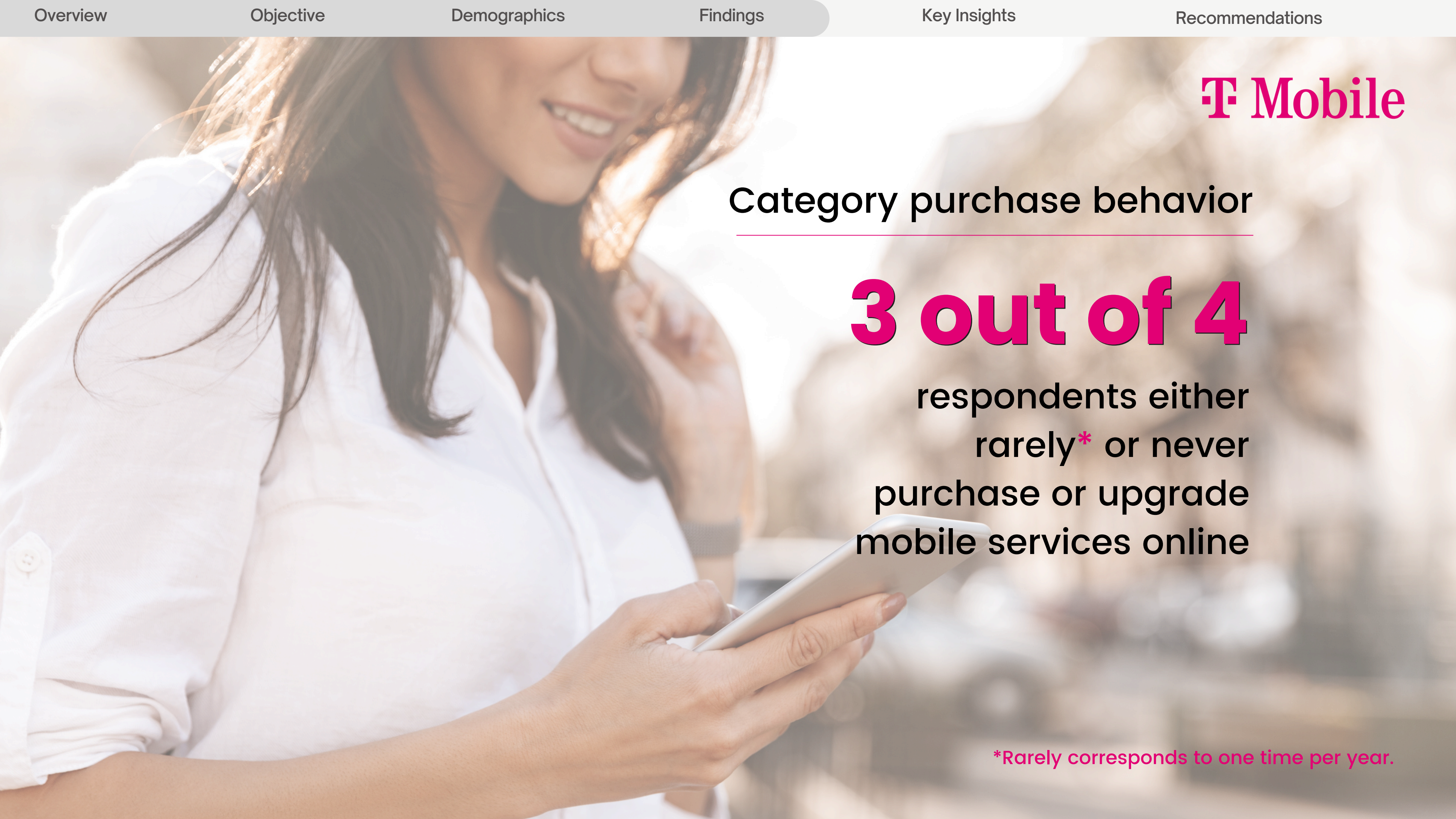
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The background of the slide is a vibrant pink color. It features a collage of several hands holding smartphones, each displaying the T-Mobile logo on its screen. The hands and phones are rendered in a halftone, dotted style, giving the background a textured, artistic feel.

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Market Research Findings

Background information



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Category purchase behavior

3 out of 4

respondents either
rarely* or never
purchase or upgrade
mobile services online

*Rarely corresponds to one time per year.

The T-Mobile logo is displayed in a magenta color.

Low purchase behavior for

Holiday Offers

A stylized black smartphone is shown with a hand holding it from the right. The screen displays the following text:

90%
of respondents
rarely* or never
purchase holiday
offers from
mobile vendors**

*Rarely corresponds to one time per year

**Mobile vendors: AT&T, Xfinity, T-Mobile, etc.

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High brand awareness

9 out of 10

respondents are very familiar
or somewhat familiar with
T-Mobile's brand



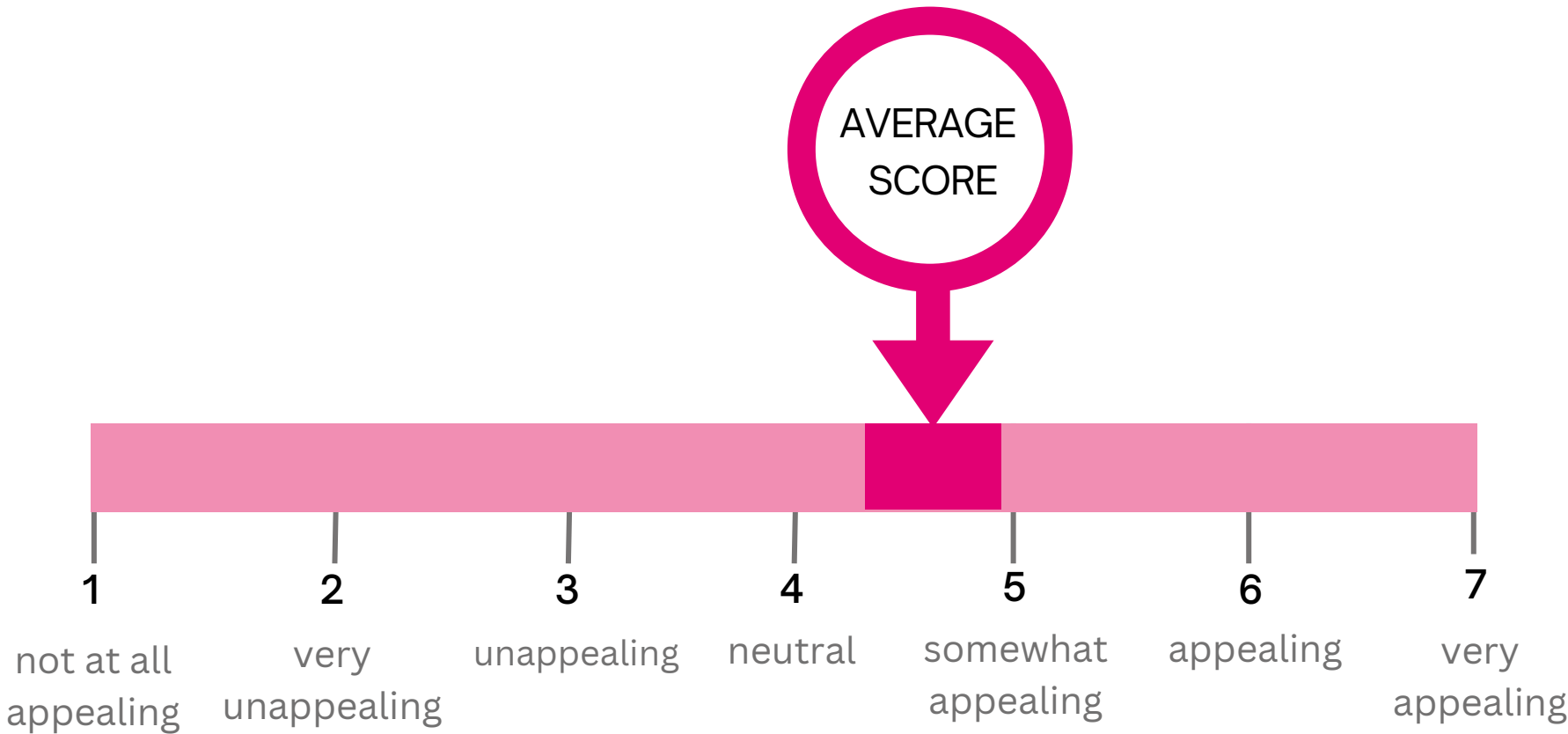


Market Research Key Insights

Main Client Analysis

Ad appeal was moderate

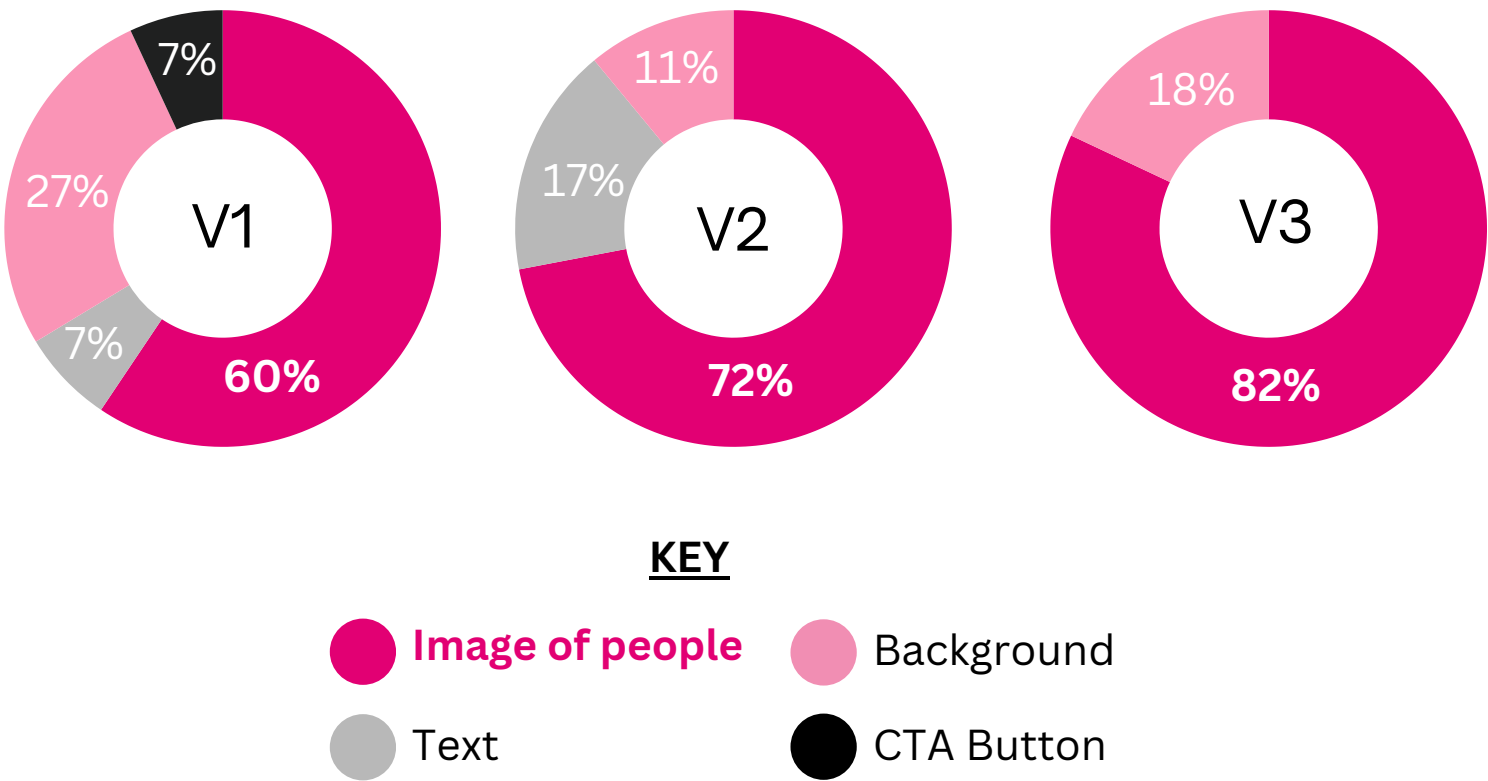
On average, respondents rated all ad versions as **‘somewhat appealing’**, with consistent average scores across all ads*.



People images stood out most

The ads with **images of people** consistently captured the most attention across all three versions.

Answers to question: Which part of the ad caught your attention first?



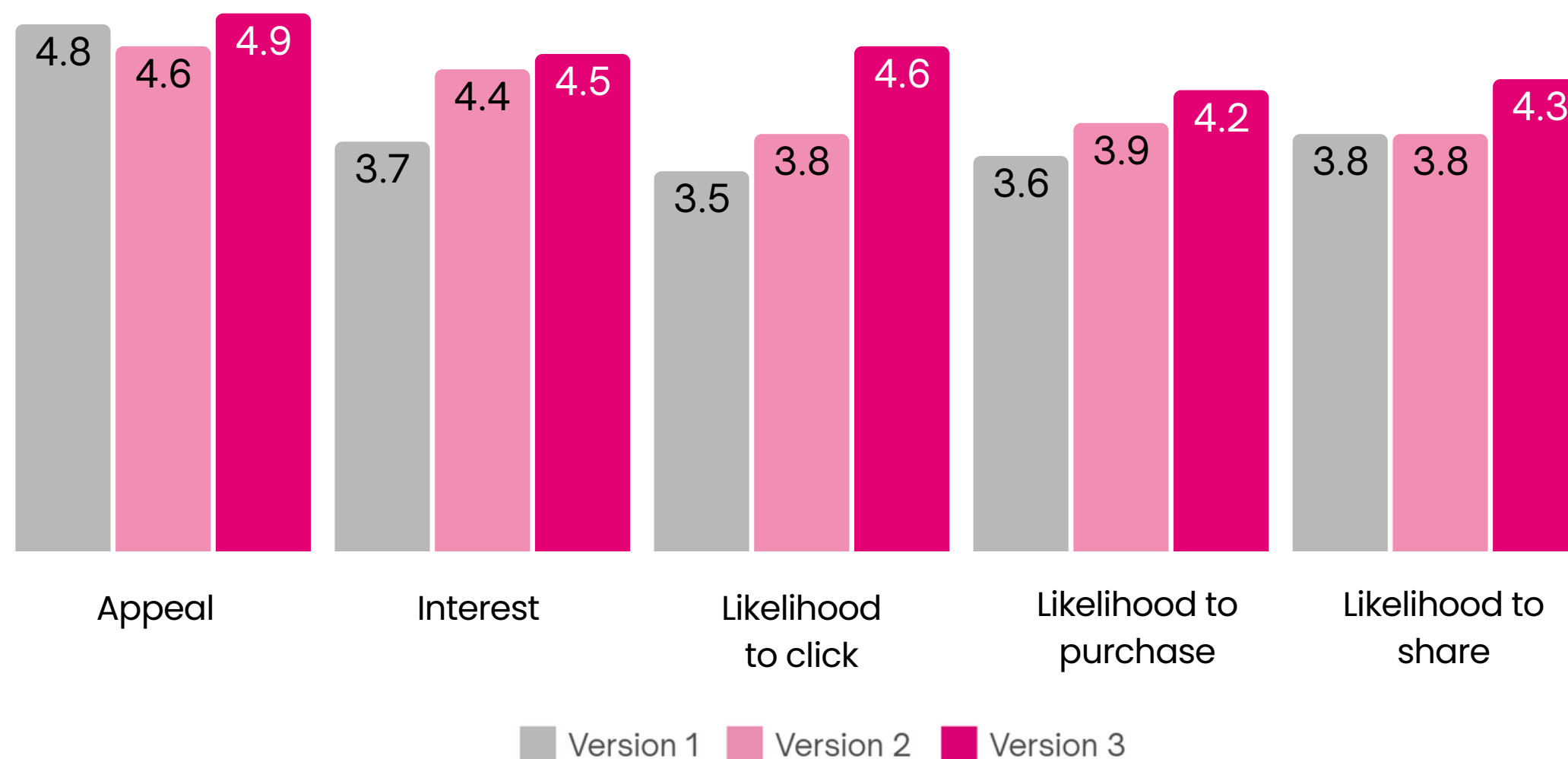
*Central tendency for the three ads ranged between 4.6 and 4.9 on a 7-point scale.

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Version 3 is the overall winner

Version 3 was the **most effective** ad, slightly outperforming others in driving appeal, interest, "Shop Now" clicks, likelihood to purchase, and likelihood to share the promotion.

Central tendency for each ad version, measured on a 7-point scale

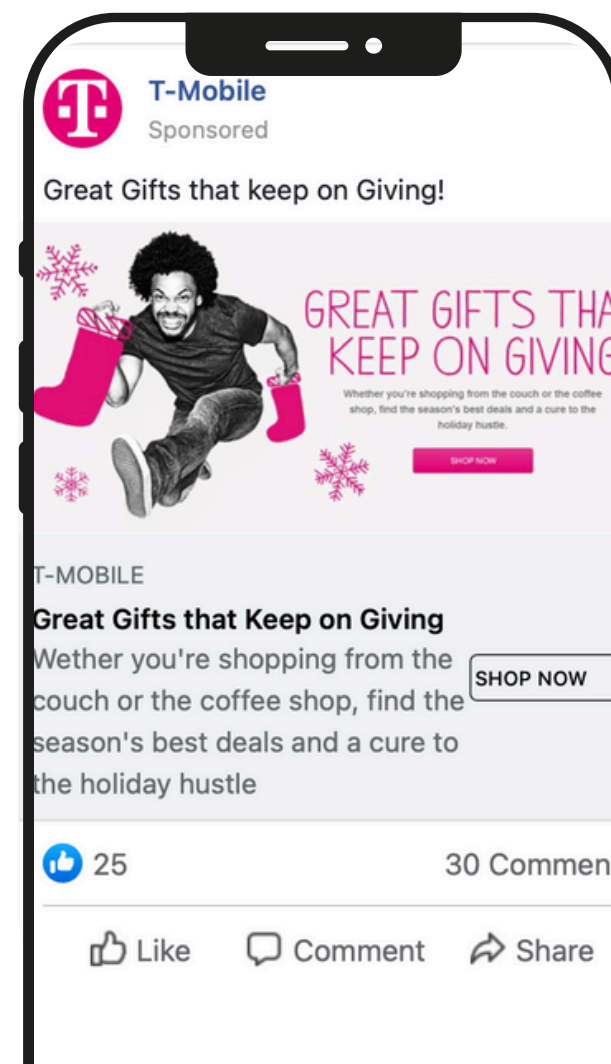


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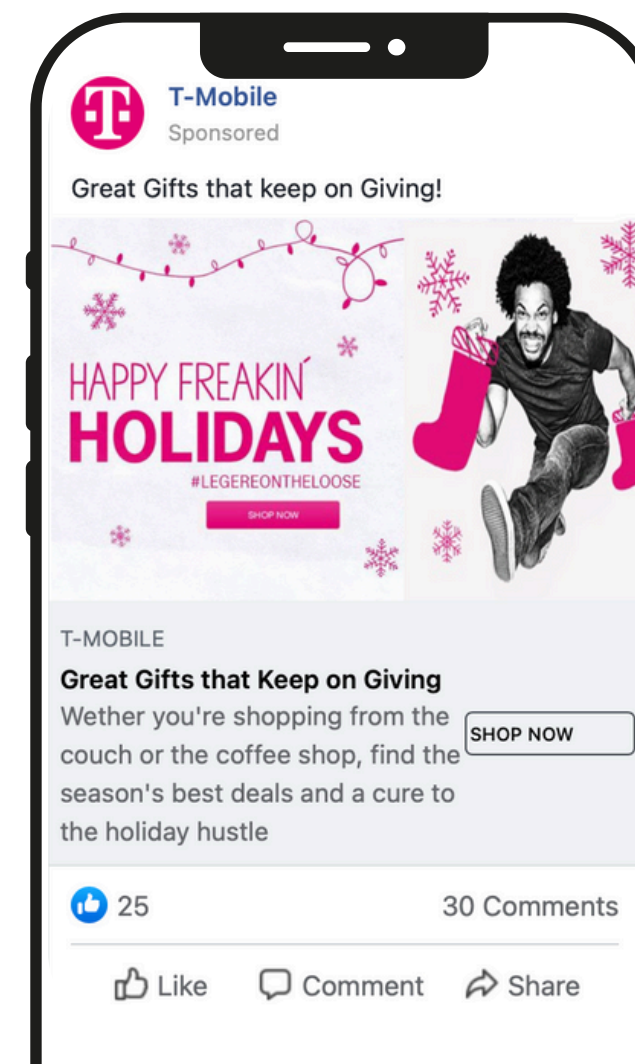
Likelihood to drive clicks (scale 1 to 7): Is there a statistical difference between versions?

While V3 shows a higher likelihood to generate clicks (4.65 out of 7) than V1 or V2, ANOVA test results revealed that **all ads perform the same in terms of generating clicks.**

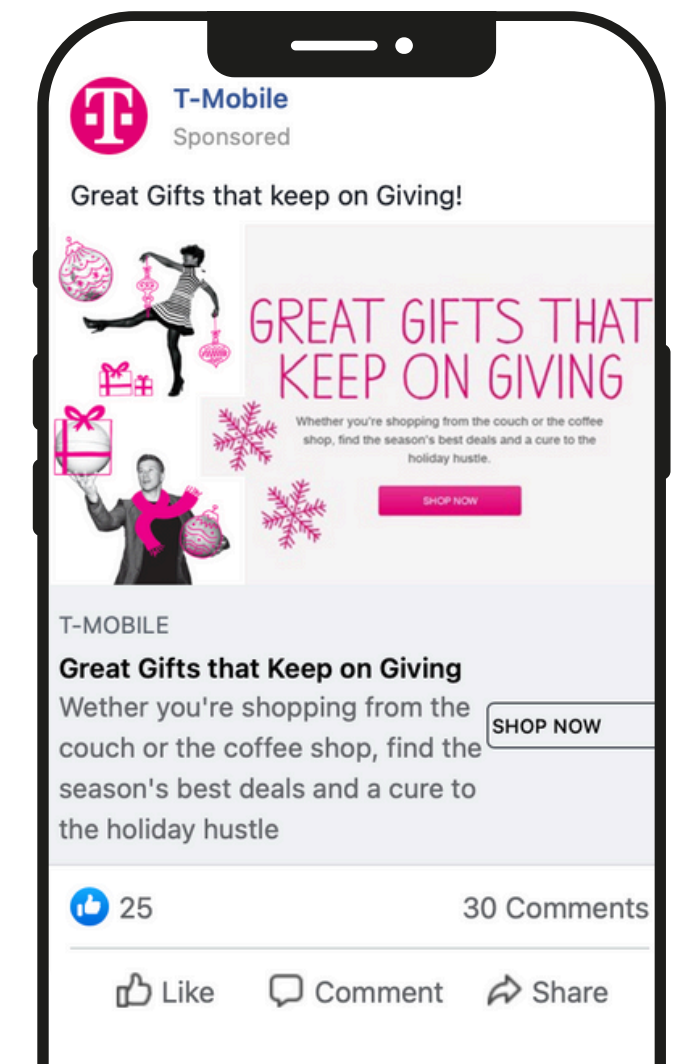
Version 1
3.47

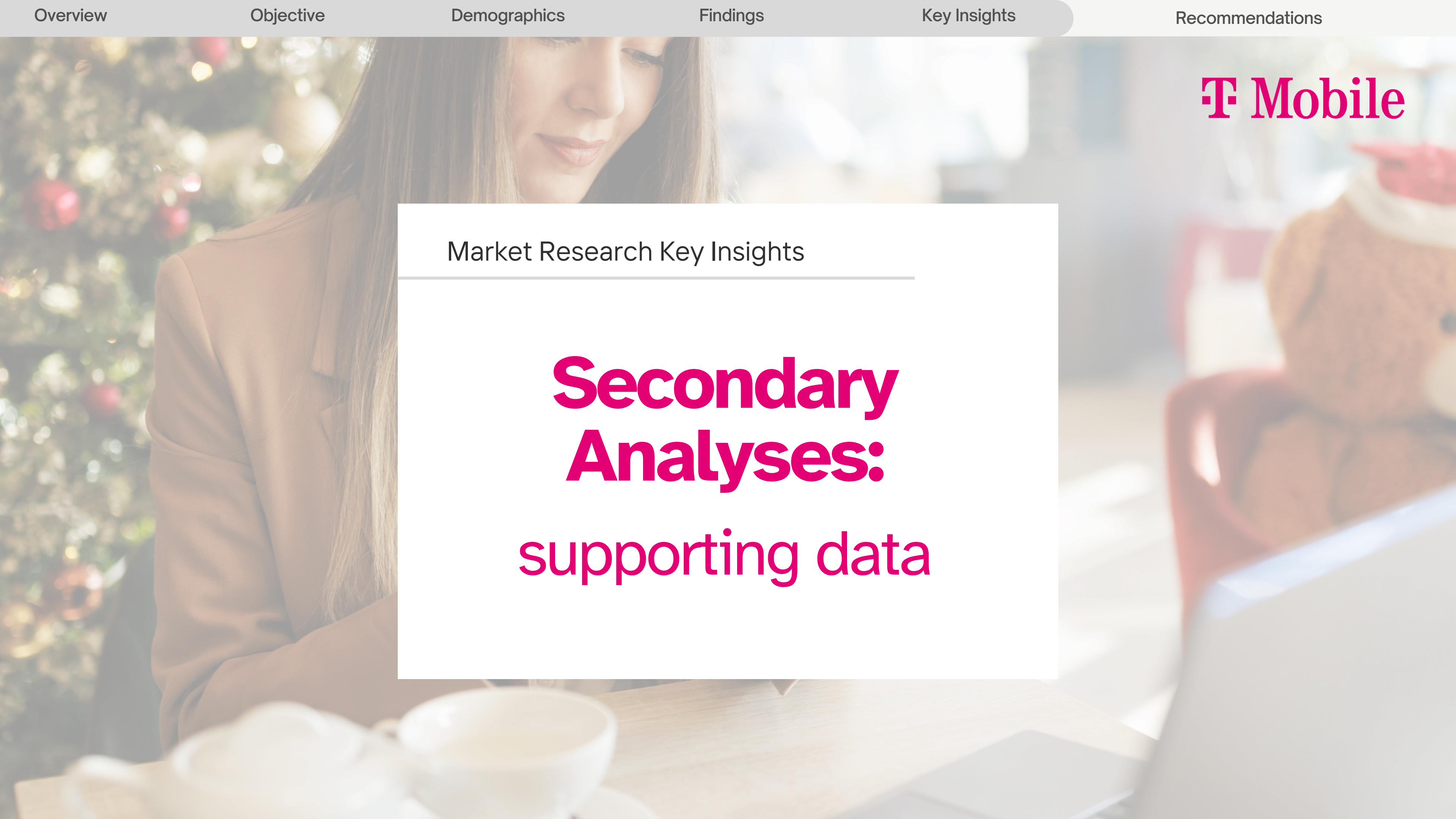


Version 2
3.83



Version 3
4.65



A woman with long brown hair is looking down at a laptop. In the background, there is a Christmas tree with lights and a teddy bear wearing a Santa hat.

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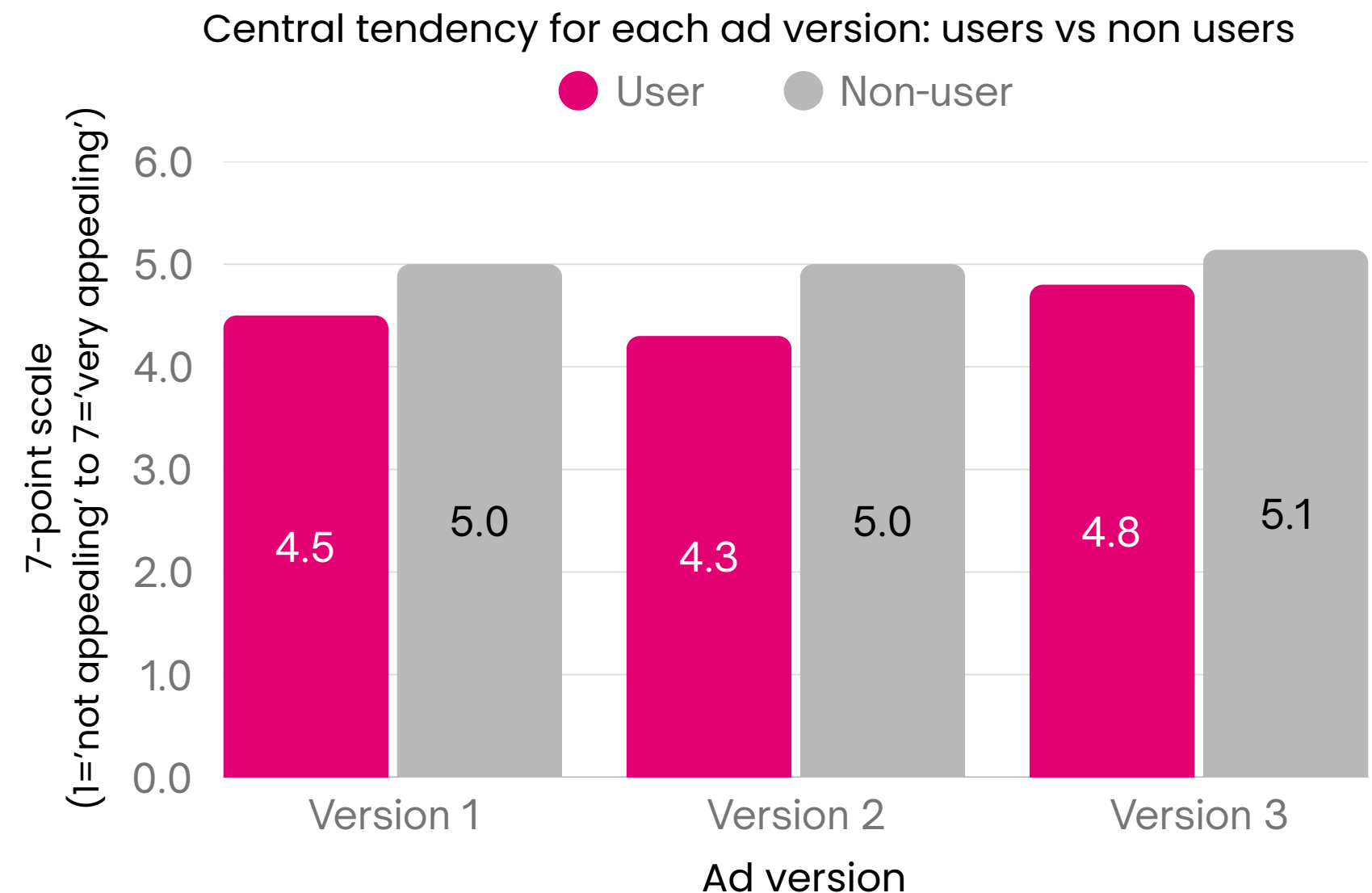
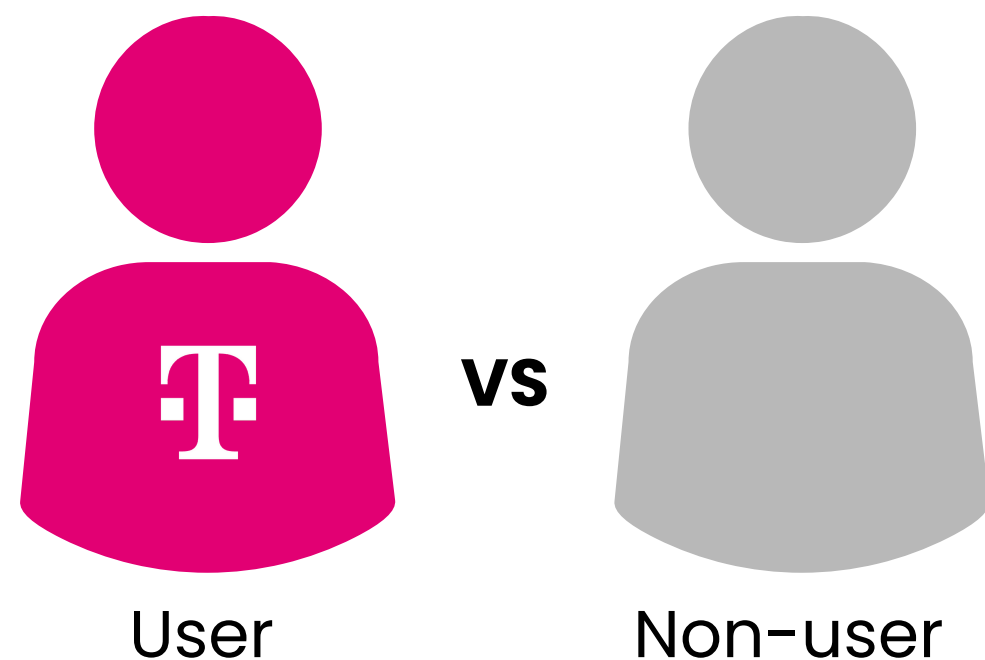
Market Research Key Insights

Secondary Analyses: supporting data



Are there differences in how T-Mobile users and non-users perceive the appeal of each ad version?

T-Test results* indicate **all three** ads were considered '**somewhat appealing**' (≈ 5 out of 7) to both users and non-users.

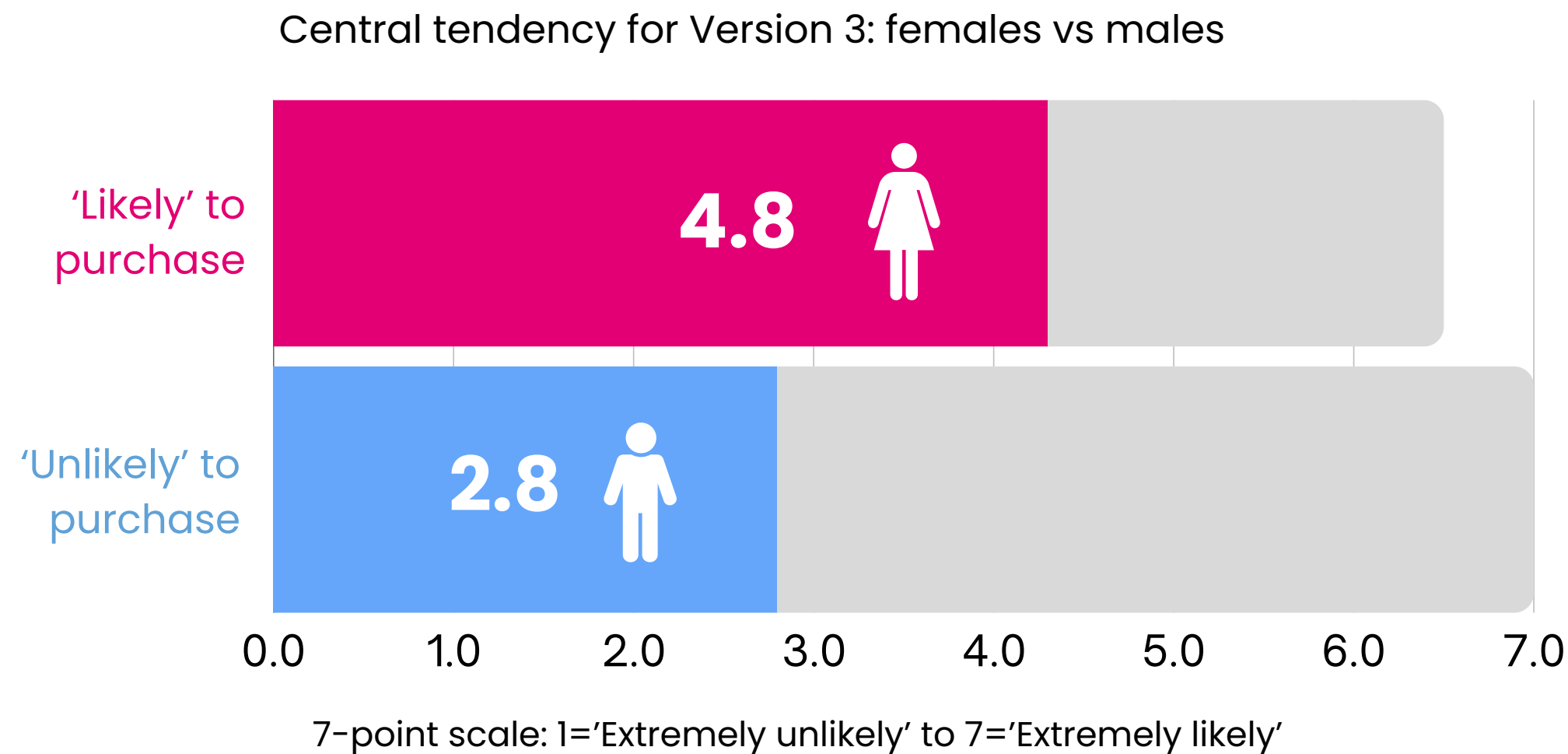


*The Independent Samples T-Test revealed that there was no significant difference in the level of appeal perceived by T-Mobile users and non-users for each version of the ad.



Are there significant differences between men and women in their likelihood to purchase a holiday offer from T-Mobile?

T-Test results* indicate that the intention to purchase a holiday offer for **Ad Version 3** is significantly **higher for females** than males.



*The Independent Samples T-Test revealed that the intention to purchase a holiday offer from T-Mobile's website for Ad Version 3 was significantly higher for female than male individuals.

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Market Research

Summary and Recommendations

Key Findings

Ad V3 had higher central tendencies in level of appeal, interest, likelihood to click the ad, likelihood to purchase, and intent to share the promotion.

There was no statistical evidence to conclude that either ad was more effective at driving clicks.

General appeal and effectiveness of the ads were low, with central tendencies averaging a moderate to neutral feel about the ads.

In terms of design, the ads with images of people stood out the most, and across all ads the CTA button was the least noticed design element.



Action Points

1

The CTA button needs to better capture attention

Enhance the visibility of the 'Shop Now' button, as it was the least eye-catching element across all ads.

2

Use more impactful copy

Revise existing ad copy to create greater interest and purchase intent among consumers.

3

Use Version 3 and target women for ad engagement

Leverage findings from the secondary analysis (which showed women were statistically more likely to purchase than men) by tailoring the ad's design and messaging to reach this demographic.



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