

MARKETING STRATEGY



PORTFOLIO INCLUDES

- Plan Development
- Marketing Mix
- Pricing & Offers
- Multi-Cultural

PLAN DEVELOPMENT

INTEGRATED CHANNEL MARKETING STRATEGY combining marketing, sales distribution and operational objectives for more cohesive and effective planning.

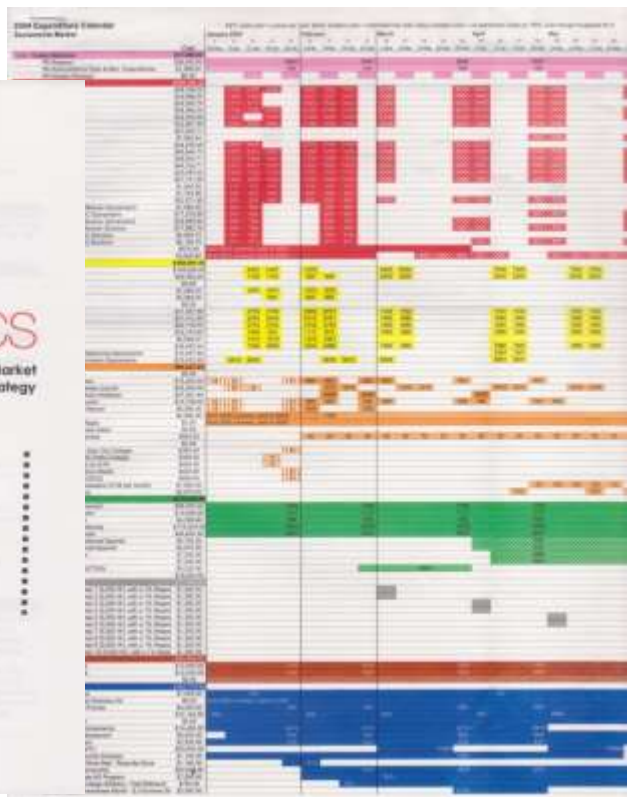
RESULTS: Through integration, focus and prioritization is simple, resulting in time-saving strategy creation and effective market and partner level results.

Guerrilla Marketing

Value	Device Style	Coverage
<ul style="list-style-type: none"> Drive aggressive activation for T-Mobile as the best value in wireless Drive retail activation in key markets Drive retail activation in key markets Drive retail activation in key markets 	<ul style="list-style-type: none"> Drive focused activity programs with leveraging key retail locations Drive retail activation in key markets Drive retail activation in key markets Drive retail activation in key markets 	<ul style="list-style-type: none"> Minimize activations & increase WCM by leveraging expense without investments in retail customers Minimize activations & increase WCM by leveraging expense without investments in retail customers Minimize activations & increase WCM by leveraging expense without investments in retail customers

ANNUAL LOCAL MARKETING PLAN integrating Corporate objectives tweaked for local execution.

RESULTS: Meet Corporate objectives and exceed local objectives based on targeting strategies: unique demographics, growing communities, and traffic habits within stores .



2009 Strategies

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metroPCS Sacramento Market 2004 Marketing Strategy

MARKETING MIX

REFERENCING ANALYSIS & MEDIA MIX to understand sweet spots in purchasing cycles and behavior to best target consumers not only where they live, but also when they are seeking service/product and on what media.

RESULTS: Efficient execution of marketing tactics with limited wasted impressions by medium, and timed within the correct purchase funnel frame.



2020 Strategies	VALUE	DEVICE STYLE	COVERAGE
	<ul style="list-style-type: none"> NCT level & be local by delivering locally relevant offers & messages, distributed through lifestyle mediums and events across all target segments, integrating value into to select key touchpoints and right fit content placement Drive consumer satisfaction & loyalty by building in benefits for specific programs, whenever possible Content driven by existing compelling content managers & offers for key Customer Marketing communications (lifestyle, relationship & e.g. Wellness, anniversary) 	<ul style="list-style-type: none"> Optimize for paid engaging, hands-on opportunities & consumer interactions with new smartphones & 3D capable hardware (i.e. O-series, Samsung, RIM) Leverage features as a platform that also delivers affordable, personal tips and expression Review: 3 devices as a major handset focus for launch Content: Merge with appropriate handset & device media & styles offering highlighting opportunities 	<ul style="list-style-type: none"> Targeted for paid engaging, hands-on opportunities & consumer interactions with new smartphones & 3D capable hardware (i.e. O-series, Samsung, RIM) Leverage features as a platform that also delivers affordable, personal tips and expression Review: 3 devices as a major handset focus for launch Content: Merge with appropriate handset & device media & styles offering highlighting opportunities
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WEBINAR CONSIDERATION MATRIX

Webinar Type	New Product Launch	CUSTOMER'S FOCUS				WEBINAR PURCHASE FUNNEL			
		Features	Benefits	Risks	Rewards	Awareness/Educate	Consideration/Create Desire	Sample/Trial	Decision Purchase
		Stress the features of the new product, especially those features most important to the webinar's targeted audience.	Review the top few features and how the new product will benefit the user: time savings, ease of use, streamlined process, etc.	Acknowledge any risks, especially by target audience. New product bugs and other unplanned issues are common - how was it mitigated with this new product?	Tie back to the benefits and expand, including specific metrics, such as: streamlined processes by 13%, saved \$25k in developer consulting fees, etc.	Most important with a new product launch - awareness. Intro-level webinar focusing on a product overview based on content obtained through Analysis	Beginner-use webinar targeted to specific audiences that are most affected by the product features & benefits (if known)	Webinar targeted to intermediate/advanced users with interactive screen sharing, 2-way surveys, etc. Time to play in this webinar	
	Enhanced Product Features	Deep dive into the enhanced product features for an	Tie benefits for the top five features	LOW RISK - Limited risk with an established product,	Stress innovation to an existing product and the applicative			STRONG opportunity to trail/sample the enhanced features	

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Key Initiatives & Leverageable Assets

Value

- Best Value in Wireless
- Best Targeted Reach (3.5x)

Device Style

- 5G & 4G LTE
- 5G & 4G LTE

Budget Breakout:

Category	Q1	Q2	Q3	Q4	Total
Media	1000	1000	1000	1000	4000
Production	500	500	500	500	2000
Other	200	200	200	200	800
Total	1700	1700	1700	1700	6800

DETAILED MATRIX CAPTURING MULTIPLE SCENARIOS for effective execution by product, message, medium, consumer target, timing and channel.

RESULTS: Exercise in detail matrix enables more thought on executional scenarios before they happen, empowers teams to react in today's responsive marketplace.

PRICING & OFFERS

Trial brief:

- Offer: Unlimited Talk, Text and Web for \$59.99 / month (SIMO)
- Focus of Test:
 - Traffic impact of \$59.99 SIMO price point
 - Traffic impact of localized & inexpensive tactics
 - Operational execution of SIMO in highly competitive environment (frontline)
- Timing:
 - Will go
- Budget: 7
- Markets:
 - Area:
 - West
 - South
 - East
 - Central
 - West

CUSTOMIZED OFFERS BY NEIGHBORHOOD that captures interest not only for a pricing or product offer, but also for a unique bundle or special event, available at several retailers nearby.

RESULTS: Offer customization and local purchase activation is driven by each neighborhood's DNA, navigating more consumers into consideration and choice, since the offer is more relevant to them.

\$50 GIFT CARD & POSTCARD – JANUARY 2010
SAN FRANCISCO & LOS ANGELES RAMP STORES ONLY
 Revised 1/18/10
GOAL: To actively promote a \$50 Gift Card with Even More+ service activation in order to drive sales at San Francisco and Los Angeles ramping T-Mobile Corporate stores.

Messages
 SIDE 1 – Android Smartphones

SIDE 2: Plans & \$50 Offer

MY TOUCH LAUNCH – \$100 OFFER

RETENTION STRATEGIES targeting both current and former customer base to enhance the customer experience, reduce churn and win-back patrons.
RESULTS: In addition to reduced churn and engaged customers, sales increase through word-of-mouth endorsements – especially in today's social media environment.

reactivate your account today
 just \$10*
 No limits. No contracts. No catches.
 Low cost domestic long distance Great international rates.
 You know you love to talk. So reactivate your metroPCS account. Save \$5 off the regular rate.
 *limited time offer. See metroPCS.com for details.



Retail Only metroGOLD Program

MULTI-CULTURAL

BEYOND LANGUAGE, CAPTURING LIFESTYLE MOMENTS to build awareness and engagement of prospective targets and customer base.

RESULTS: Consumers are impressed by a company's understanding of their culture, an approach that may not convert to immediate sales or upgrades, but builds awareness and consideration for the future.

LANGUAGE BARRIER NO MORE with in-store translation tools, other support materials and bilingual staff to address needs of minority cultures.

RESULTS: Having tools and staff to help overcome barriers gain loyalty, trust and increased word-of-mouth in communities.