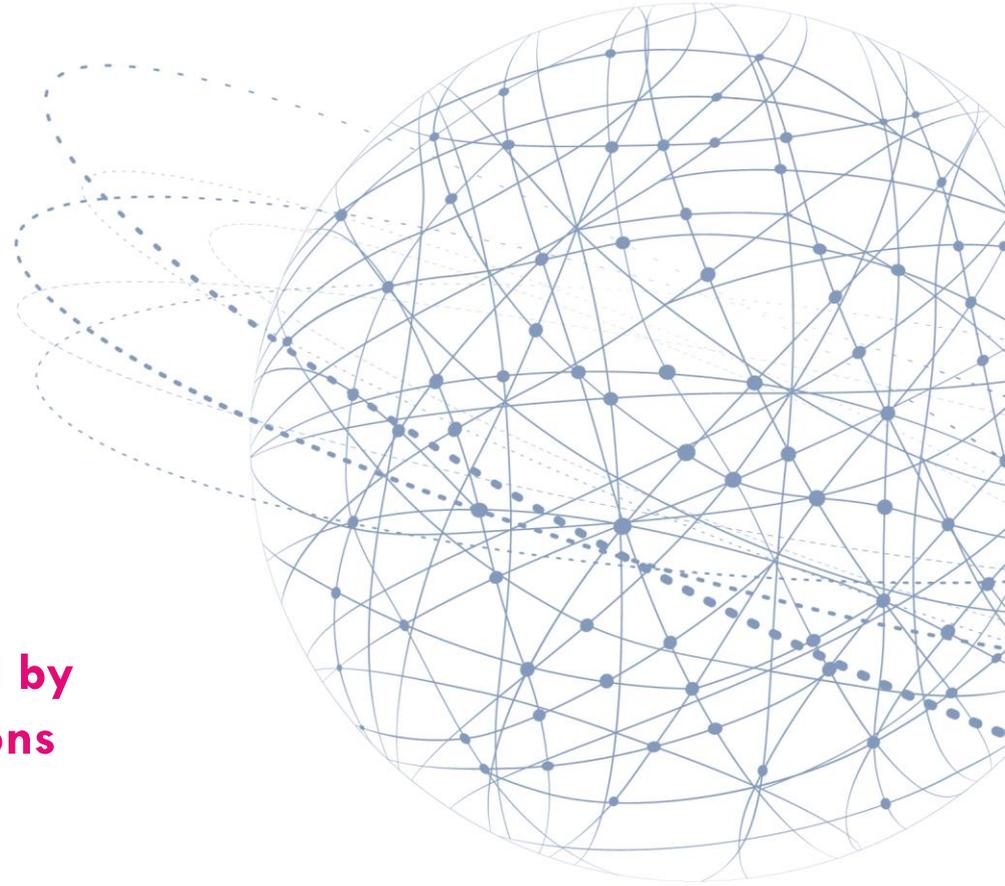




T-Mobile's Magenta Status, Inspired by Revolutionary Qual + Quant Sessions

March 2024



**Learning needs don't
divide themselves cleanly
into Qual vs. Quant ...**

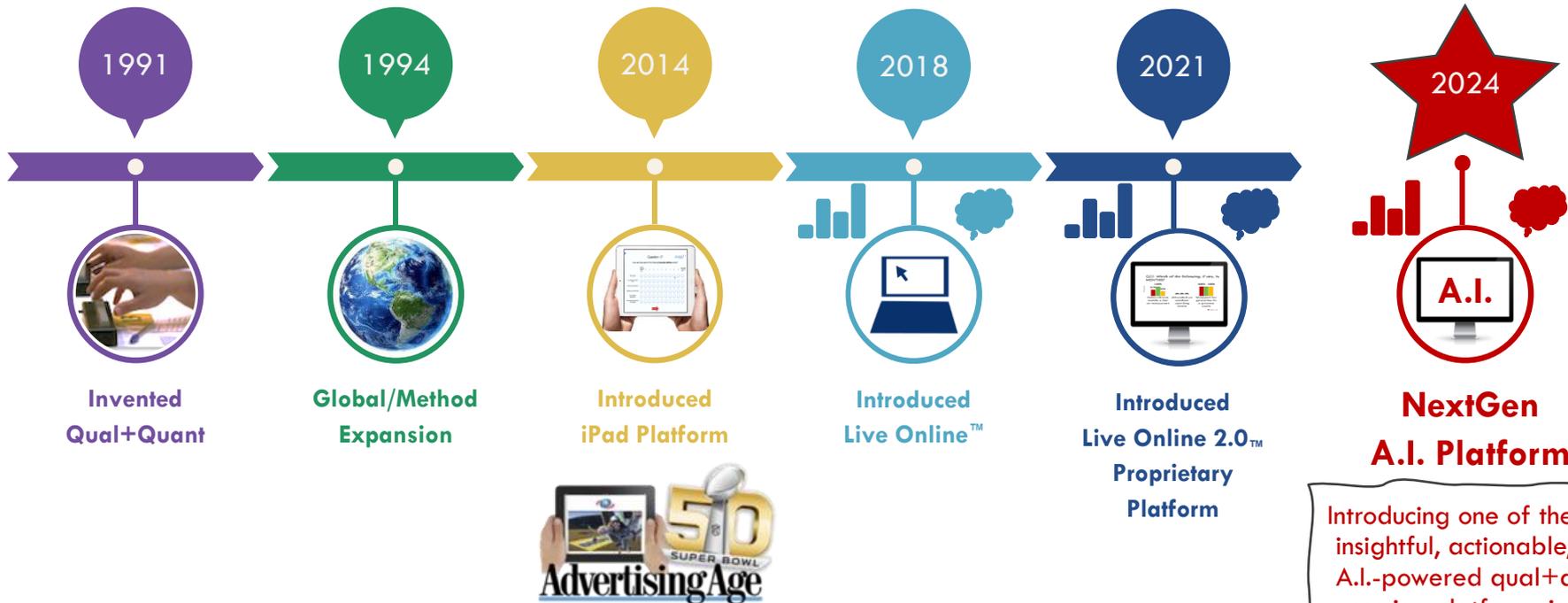
**So why does
your research plan?**



30+ Years of Experience and Advances in Qual+Quant Technology



More insightful, agile, and actionable research, without the trade-offs of other qual+quant platforms





- T-Mobile Magenta Status Case Study**
- The Power of Qual+Quant Sessions**
- Live Demo of A.I.-Enabled Tech with Real Respondents**
- Q&A**



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Research



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ACUPOLL Precision
Research

Before you saw T-Mobile launch Magenta Status during the Super Bowl, T-Mobile had to define the program itself



This presentation tells the story of that work...

T-MOBILE MAGENTA STATUS

Premium benefits. Brands you love. Get your VIP vibes.

Introducing Magenta Status: added benefits and VIP experiences without all the hassles. No hoops to jump through. Just status on day one.



Travel with that first-class feeling.

15% off across Hilton's 22 leading hotel brands worldwide and an upgrade to Hilton Honors Silver. Rental return without the hassle at Dollar Car Rental and Hertz.

[Get full terms](#)



Cut the velvet rope with Magenta Status.

Unlock 25% off tickets to more than 8000 shows at over 120 venues nationwide. Plus, skip the line with special customer entrances.

[Get full terms](#)



Access to the best streaming entertainment in wireless.

Catch up on more of your favorite content with exclusive access to streaming services with Go5G Next.

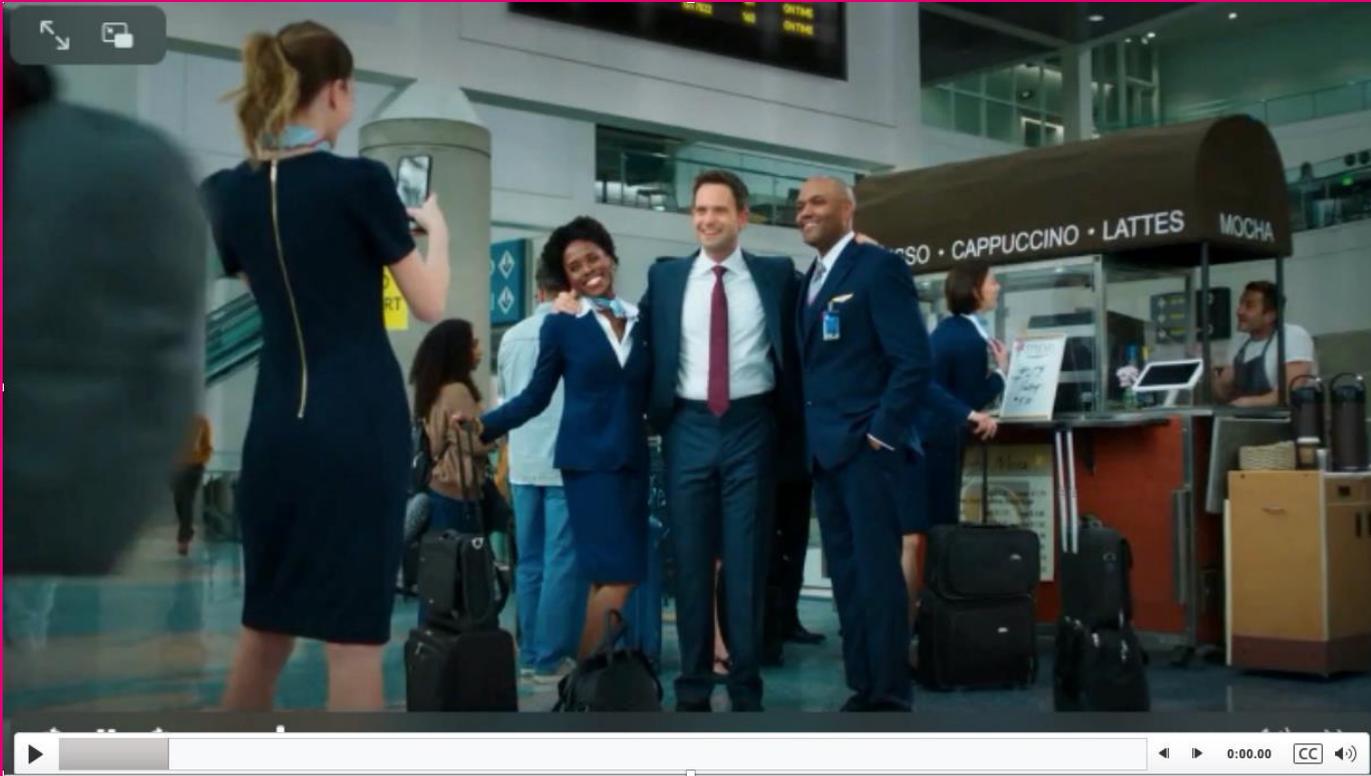
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Even more thankings every Tuesday.

Grab a \$5 ticket to new major motion pictures for everyone on your account every month. And get more discounts and freebies every week from brands like Little Caesars and Fuel Rewards® at Shell.

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Smile (:30) <https://www.ispot.tv/ad/6tvJ/t-mobile-magenta-status>

The Business Challenge:

How can we deepen our un-carrier commitment to customers with a meaningful loyalty program?

Key Foundational: What Does Loyalty Mean...

- Expectations of Prospects? Our base?
- How Can We Differentiate?
- What Does Loyalty Mean Short-Term? Long-Term?



...in Wireless and High Speed Internet?



OBJECTIVE

- Build and optimize a consumer-centric, motivating loyalty program that is unlike any other program in our categories



METHODOLOGY

- ACUPOLL Live Online™ Qual+Quant Sessions



SESSIONS

- ~50 T-Mobile Customers
- ~50 T-Mobile Non-Customers



Modality Considerations

- Ability to get the “what” and the “why” quickly
- Ability to iterate/build new ideas in real time
- Engagement of internal stakeholders
- Quality of sample



- 1) T-Mobile customers *already* believed that their loyalty is rewarded better than what other mobile providers offer.



“YOUR CUSTOMER SERVICE IS THE BEST I HAVE EVER EXPERIENCED.”

– SHANNON
T-MOBILE CUSTOMER

2) This new loyalty program generated excitement among both customers and non-customers. *Rewards starting Day 1 is highly differentiating.*

What do you LIKE about this program, or what makes you INTERESTED in it?

“ A program only for existing customers that acknowledges how long I've been with them is exactly what I've been looking for from them. Recognition of my loyalty and years I've been with them.

T-Mobile is the only provider I have ever had and for the last 5 years I have been happy with them. I am interested in the Magenta Status if it applies to current customers that would be nice.”

T-Mobile Customers

“ Discounts, perks and special benefits sounds exclusive and appreciative of prospective customers. Makes me feel like I would have something that I haven't had before in a phone service.

I like that it's pledging something new – and especially that they reward customers day 1, and even more when you stay with T-Mobile. That feels like it makes it smart and savvy to stay as long as you can since you are getting nice tangible personal benefits out of the consumer relationship.”

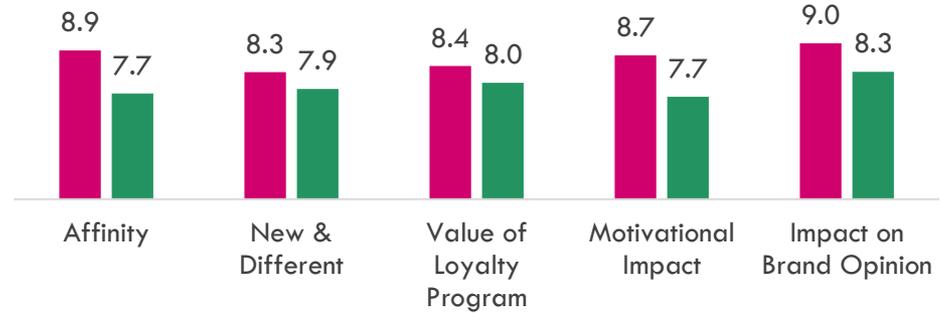
T-Mobile Non-Customers



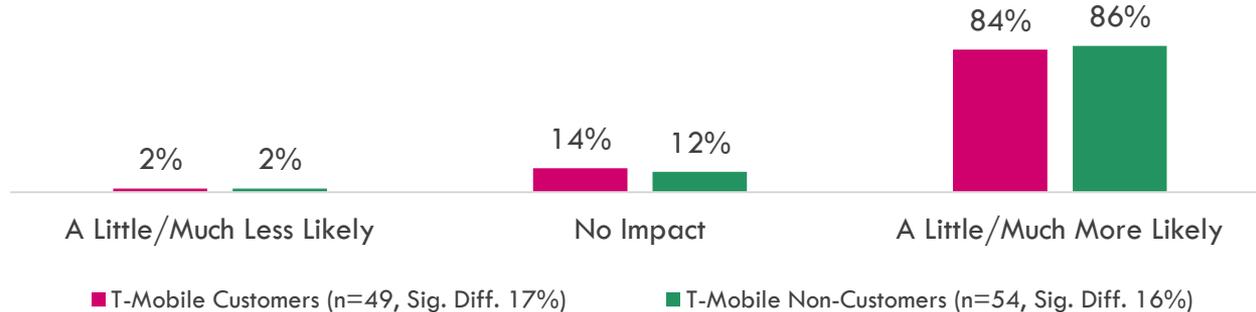
Magenta Status Concept

For decades, T-Mobile has done things differently – shaking up the old way of doing things in wireless and putting customers first.

Introducing Magenta Status from T-Mobile – a program that...



Are you LESS or MORE LIKELY to STAY WITH/CONSIDER T-MOBILE as your mobile carrier in the future based on this program?



3) The vast majority of respondents indicated they should be auto-enrolled, and not have to qualify (i.e. no “audition”)

Do you think THIS PROGRAM should be...?



4) Streaming services was identified as the most desirable program offering, and valuable learning was gained on other options as well

Program Options	T-Mobile Customers								T-Mobile Non-Customers							
	Relevant	Rank	Value	Rank	Encourage Switching	Rank	Unique to T-M	Rank	Relevant	Rank	Value	Rank	Encourage Switching	Rank	Unique to T-M	Rank
Option 1	7.5	9	7.8	7	67%	1	49%	1	6.9	16	7.6	2	80%	1	72%	1
Option 2	7.3	13	7.9	4	55%	3	31%	3	5.5	22	7.4	5	70%	2	58%	2
Option 3	7.6	6	8.9	1	45%	7	20%	8	7.7	2	7.4	5	40%	7	16%	18
Option 4	8.0	1	8.3	3	41%	9	24%	4	6.9	16	7.8	1	28%	11	24%	15
Option 5	7.3	12	7.6	15	41%	9	20%	8	8.0	1	7.5	4	48%	5	38%	7
Option 6	7.8	2	7.4	19	45%	7	37%	2	7.4	6	6.6	22	48%	5	58%	2
Option 7	7.0	18	7.1	22	59%	2	20%	8	7.4	6	7.5	3	66%	3	40%	5
Option 8	7.8	4	7.5	17	51%	4	20%	8	6.9	14	7.4	7	54%	4	30%	12
Option 9	7.5	7	7.9	5	41%	9	20%	8	6.9	14	7.2	16	40%	7	38%	7
Option 10	7.2	15	7.7	12	47%	5	22%	6	7.3	9	7.4	9	38%	10	24%	15



LIVE ONLINE™

A.I.-powered Qual+Quant

DEMO with REAL RESPONDENTS



Introducing Omega-4 Breath Analyzer™

The New Tool for Managing Your Energy, Weight, Exercise ... and even your Breath!

Your breath provides a window to see “in” your body and how it’s working. It reveals your oxygen intake, CO2 outtake, ketones, and more. So how can it help you better understand your metabolism and other biological processes?



Introducing Omega-4 Breath Analyzer, the new breakthrough in metabolism and health management for better outcomes: more stable energy levels, better weight management, more efficient exercise, and improved overall health!

Just breathe into the device for 15 seconds a few times a day – and this AI-powered Technology can track your results and make recommendations for improved results:

- Real-time blood sugar trends
- Diet recommendations and in-app nutritionist support
- Fasting and meal timing tips
- Exercise recommendations

Join the Omega-4 revolution, and master your metabolism and health today!

Two Primary Use Cases to Help Build Your Business



In-Depth Discovery Sessions



Category/Brand Deep Understanding

Explore Key Issues or Programs

Customer Journey

Innovation

**T-Mobile
Magenta
Status**



Rapid Stimuli Development Sessions

Ideas/Concepts/
Positionings

Packaging

Campaigns/Ads

Product/App Reactions

**T-Mobile
Magenta
Status**

Why Be Forced to Choose?



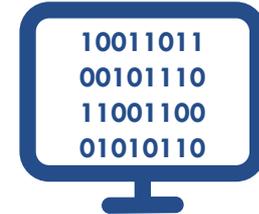
VERSUS QUAL

- Subjective
- Bias Risk
- Outliers

- *More confident* decision-making: *controlled* exposure, ratings, and Predictive Qualitative™
- More learning, *faster*, without wasting time collecting basic information
- Easy to see results *by segment*
- Requires *less* client participation time
- Provides the team with *greater clarity/alignment*



VERSUS QUANT



- *Much greater depth* on open-ended responses
- Better uncovers *the why's* with open-ends and probing “on the fly”
- *More flexibility* to iterate and optimize

Final Thoughts + Q&A

Thank You!

Visit us at Booth 606!



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Merci

Gracias

Obrigado

Спасибо

תודה רבה

شكرا جزيل

谢谢

どうもありがとう





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Passcode

LOGIN

