



~~FOMO~~

Executive Summary

AT&T is an almost 15-decade-old company and was established by the inventor of the telephone himself (**The Editors of Encyclopaedia Britannica, 2021**). However, 47% of Gen Z survey respondents have never used, or even heard of, AT&T. As they are entering the workforce and making big moves, Gen Z is becoming an increasingly vital market for all companies, especially tech companies.

At Agency 661, we were tasked with building brand love for AT&T among Gen Z consumers. Gen Z is the first generation to not know a world without smartphones. This has played a vital role in the formation of their perceptions of the world. The continuous stream of information ensures that when something happens in LA, people in New York hear about it in seconds. Knowing this, Gen Z has developed a fear of being uninformed, known colloquially as FOMO, or the fear of missing out.

This campaign targets four Gen Z groups known as “The Social Connectors”: The Screenager values trends and social media, experiencing FOMO from impulse buys and pressure to stay “cool.” The Unfiltered values authentic, humorous content, facing FOMO from fake social media. The Budget Baller values saving money, experiencing FOMO from missing trends and events. The Eco-Realist values sustainability and transparency, feeling FOMO from missing sustainable trends or finding inauthentic brands. Although these groups may differ from each other, they are all unified by the desire to connect.

The No More FOMO campaign focuses on how AT&T can connect The Social Connectors to information and experiences they could otherwise miss out on, because connecting changes everything. The three phases of this campaign aim to change The Social Connectors’ outdated perception of AT&T, increase unaided consideration of AT&T’s brand, and build The Social Connectors’ brand love for AT&T. From January to December 2026, AT&T will accomplish these goals utilizing social media, experiential, traditional, and partnership marketing strategies.

Campaign Objectives

- Change Perception – Position AT&T as an essential part of Gen Z’s social and digital lives by highlighting its role in eliminating FOMO, shifting the brand’s image from just a service provider to a cultural connector.
- Increase Unaided Consideration – Drive awareness and preference for AT&T by making it top-of-mind through highly shareable, Gen Z-focused content, influencer partnerships, and real-time cultural activations.
- Build Brand Love – Strengthen emotional connections with AT&T by fostering interactive, community-driven experiences that reinforce its role in keeping users connected to their friends, trends, and the moments that matter most.

Contents

Executive Summary	2
Research	3
Brand Analysis	4
Target Audience	5
Strategy	6
Manifesto	7
Creative Strategy	8
Phases	9-11
Media Flowchart & Budget	12
Evaluation	13



Research

Agency 661 was tasked with building brand love and increasing the relevancy of AT&T among Gen Z. Survey results revealed consumers' current perception of AT&T.

IMPORTANT INSIGHTS

- Gen Z believes that **Humor, Charity, and Diversity** are the three most important qualities for a brand, followed by a brand's social media presence
- **37%** of Gen Z respondents say their parents chose their cell phone plan provider.
- Only about 7% of Gen Z could definitely recall seeing a AT&T advertisement in the past 30 days.
- When asked "What do you think when you hear 'disconnected?'" Gen Z respondents discussed themes of **loneliness, isolation, and ignorance.**

EXTERNAL INSIGHTS

- **19.6%** of US Gen Z shoppers research brands or products on social media before buying, compared to **7.4%** of non-Gen Zers.
- Gen Z has a complex relationship with brands, being cautious with spending and **seeking authenticity in brands that align with their values.**
- Video is the most effective way to reach Gen Z.
- Social media drives FOMO (Fear of Missing Out), with Gen Z constantly checking it to avoid feeling left out due to increased experiential consumption.
- FOMO is a defining characteristic of the Gen Z, influencing, marketing, and lifestyle.

Gen Z shoppers are significantly more likely than older generations to research brands or products on social media before making a purchase, with 19.6% doing so compared to just 7.4% of non-Gen Z consumers (9). Their relationship with brands is complex, as they are both cautious with spending and seek authenticity, gravitating toward companies that align with their values on important issues.

Video content is the most effective way to engage this audience, especially as social media plays a central role in their lives. The rise of experiential consumption and constant social media exposure has amplified feelings of FOMO (fear of missing out), making it a defining trait of Gen Z. This heightened desire to stay connected and up to date influences their purchasing decisions and is frequently leveraged in marketing, lifestyle trends, and industry strategies targeting this generation.

600+
survey responses

10
hrs of social listening

100+
secondary sources

20
interviews

Brand Analysis

Strengths

Strong Infrastructure & Brand: Large telecom network ensures high-speed connectivity.

Market Dominance: 120M+ wireless, 16M broadband users.

Effective Marketing: Tailored to demographics for broad reach.

Loyal Consumer Base: Popular among urban, educated Millennials.

5G & Fiber Expansion: Competitive edge in high-speed internet.

Weaknesses

Lagging Digital Marketing: Behind competitors in social media & video ads.

High Debt: Limits tech investments.

Workforce Issues: High turnover, burnout affecting service.

Bureaucracy: Slower adaptation to industry changes.

Opportunities

Gen Z Appeal: Focus on affordability, rewards, ethics.

Global Expansion: Brand recognition outside the U.S.

Innovation & Smart Tech: Investment in 5G, smart home tech.

Pricing Restructure: Competitive plans, flexible payments, streaming bundles.

Influencer & Partnerships: Digital engagement via collaborations.

Threats

Intense Competition: Verizon, T-Mobile, Comcast challenge market share.

Price Wars & Saturation: Profit margins under pressure.

Regulatory Risks: Data privacy, global expansion hurdles.

Cybersecurity Issues: Data breaches harm reputation.

Shifting Consumer Trends: Alternative apps, budget providers threaten share.

Target Audience

One key insight defines our target audience: most 12-27 year olds have experienced FOMO, or fear of missing out, at some point in their lives. But FOMO is more than just the fear itself, it also encapsulates the feelings of sadness, envy, and anxiety that arise when missing out.

FOMO: noun; fear of missing out : fear of not being included in something (such as an interesting or enjoyable activity) that others are experiencing

The Screenager

Values:
latest trends and experiences



FOMO drives them by:
impulse purchases,
pressure to be “cool” and
“trendy”

What they want:
access to latest trends, Tik-tok
content,
influencers, limited-time offers

“I get FOMO all the time, especially when I’m missing out on trends.” - Alex, 17

The Unfiltered

Values:
authentic, real, humorous
content and brands



FOMO drives them by:
overstimulated by “fakeness”
on social media but afraid of
not being a part of the viral
jokes

What they want:
funny, natural, raw social and
OOH content that don’t feel
like they are selling something

“I just want to see real content on my feed, not any of those fake ads selling stuff I don’t need.” - Shay, 22

The BudgetBaller

Values:
saving up money while still
trying to enjoy life

FOMO drives them by:
afraid of overspending but still
does it sometimes

What they want:
budget-friendly initiatives,
incentives/discounts



“I don’t want to overpay for something that is a necessity.” - Emerson, 24

The Eco-Realist

Values:
sustainability, real action,
transparency

FOMO drives them by:
seeing others being
sustainable but can’t find
brands and actions that
resonate with them

What they want:
brands that take
sustainable actions and are
transparent



“I need a brand that’s committed to real change, not just talking about it.” - Jamie, 25

*Look out for the icons next to each persona. We will use these icons throughout our ads to show how each persona is specifically targeted in our campaign.

Strategy

In simpler terms, FoMO arises from the fear of missing out on experiences or opportunities because the consumer perceives some sort of barrier that prevents them from fully engaging with those opportunities. Generation Z consumers are susceptible to and aware of FOMO. This means that they will be particularly receptive to communications and strategies that tap into FOMO.

FOMO marketing appeals should highlight the levels of satisfaction and personal gain that the Generation Z consumer may expect when they make a purchase.

Build Brand Love

month? - month?

Strengthen emotional connections by showing how AT&T enhances real-life experiences.

Through interactive engagement, user-generated content, and exclusive access to major cultural moments, we'll turn customers into advocates, proving that with AT&T, you won't miss out.

Increase Unaided Consideration

month? - month?

Drive top-of-mind awareness by making AT&T synonymous with staying connected when it matters most.

Through influencer partnerships, experiential activations, and digital-first content, we'll reinforce AT&T as the brand that keeps Gen Z plugged in and in the moment.

Changing Perceptions

month? - month?

Shift the way Gen Z sees AT&T by positioning it as more than just a phone carrier:

it's the key to staying connected to culture, community, and real-time experiences. Through culturally relevant storytelling and bold messaging, we'll establish AT&T as the ultimate solution to FOMO.

For Gen Z, who fear missing out on cultural moments, conversations, and experiences, AT&T is the connectivity brand that keeps them plugged into what matters most. Unlike other carriers that focus solely on speed and coverage, AT&T ensures you're always part of the action—never left behind, never catching up.

Manifesto

The world moves fast, but so do we. Moments happen in real time—inside jokes are born, trends go viral, and memories are made. Blink, and you might miss them.

Despite constant connection, FOMO still creeps in. A group chat buzzing about plans you didn't catch. A perfect sunset you didn't capture, but wish you did. A game-winning moment—caught in replay.

Not anymore.

We believe that connection is more than just internet and technology - It's the difference between being in the conversation or catching up after. Between celebrating in real time or scrolling through recaps. Between experiencing it firsthand or just watching from the sidelines.

We want to help you kick FOMO to the curb. We keep you connected—so you don't just see what's happening. You're a part of it.

Because with AT&T, you won't miss out...

Connecting changes everything.



Creative Strategy

Symbol

Our campaign logo visually reinforces the core message of “You Won’t Miss Out” by striking out the “Fear of” in FOMO. By placing a circle with a diagonal line over “FO,” we symbolically eliminate fear, leaving only “MO”—representing “Missing Out” no longer being a concern. This simple yet bold design reflects AT&T’s promise to keep Gen Z connected at all times, ensuring they never have to worry about missing a moment, a memory, or a meaningful interaction. It’s a clear, eye-catching way to show that with AT&T, FOMO is no longer a problem.



Tagline

You won’t miss out. Connecting changes everything.

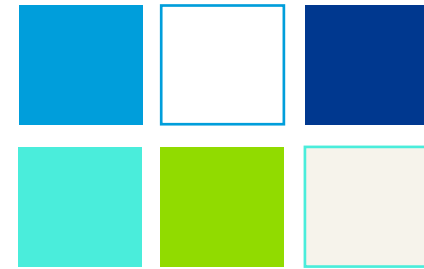
Our tagline taps into the deep-seated fear of missing out (FOMO) that drives Gen Z’s need for constant connection. In a world where moments are fleeting and digital interactions shape experiences, AT&T ensures that users stay seamlessly connected. This tagline reassures our audience that with AT&T’s reliable network, they’ll always be part of the conversation, the experience, and the moment.

**YOU WON’T
MISS OUT**

WITH  AT&T

Colors

The five colors used throughout our campaign create a vibrant, dynamic visual identity that resonates with Gen Z while maintaining consistency across all campaign elements. Each color plays a role in evoking energy, reliability, and connectivity, reinforcing AT&T’s commitment to keeping users engaged without fear of missing out.



Animation

Our animation brings the FOMO logo to life with a bold stamp on “FO” (Fear Of), symbolizing AT&T’s role in eliminating FOMO. The dynamic effect reflects seamless connectivity, ensuring users never miss important moments, while adding energy and impact to the message.



Phase 1 *Changing perceptions*

AT&T will leverage social media to connect with The Social Connectors by encouraging them to share moments of FOMO using the hashtag #NOMOREFOMO, along with running promotional advertisements with strong CTAs.

Social media



Broadcast



Out-of-home



Video execution

Our AT&T **FOMO commercial** highlights the frustration of missing out through three fast-paced, relatable moments: losing the last slice of pizza, hesitating on a perfect parking spot, and missing out on concert tickets with your friends. Using **whip pans, quick dialogue, and a playful voiceover**, the ad captures the urgency of fleeting opportunities. By tapping into real-life FOMO beyond social media, we connect with Gen Z's desire to stay in the moment, reinforcing that **with AT&T, you won't miss out.**

Phase 2

Increase unaided consideration

Influencers & PR boxes

To boost brand awareness, we selected a mix of macro and micro influencers for broad reach and authentic engagement. Macro influencers like Alex Cooper, Brittany Broski, Tori Dunlap, and Shane Gillis bring cultural influence and diverse appeal, from humor and relatability to financial mindfulness and nostalgia.

Micro influencers like Eli Rallo, Sammy K, Tess Ryfa, and Leah Thomas connect with niche, engaged communities, making their endorsements feel personal. This mix taps into consumer interests like nostalgia, digital detoxing, and sustainability.

Each PR box includes a flip phone, Apple AirPods Max, a curated playlist with a QR code, a mini ring light, and a phone case.



Airbnb spring break giveway

AT&T will encourage The Social Connectors to post a video about a time they felt FOMO and how they got over it, using the hashtag #NOMOREFOMO. A randomly selected winner and 3 friends will be sent to the spring break destination of their choice, sponsored by AT&T.



Crumble Cookie text

AT&T and Crumbl Cookie, a Social Connectors favorite late-night snack, will post on social media accounts and send out texts to The Social Connectors, encouraging them to text "NOMOREFOMO" to receive a code for 25% off a 6-pack of Crumbl Cookies.

Spotify wrapped [bundle]

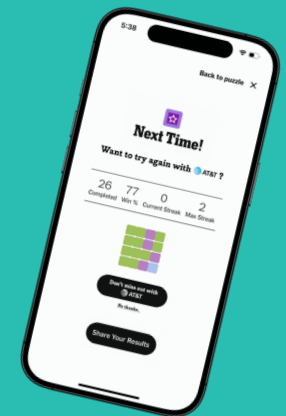
The first 5000 new customers who sign up for an AT&T phone plan and enter the promo code NOMOREFOMO will receive 3 months of Spotify Premium for free. This offer will be promoted using the tagline "Don't miss out on Spotify Wrapped this year"

Hulu x AT&T [bundle]

"I got an AT&T text " during Love Island USA Tuesday night episodes for the duration of the summer. AT&T would also sponsor the date mentioned in the on-screen product placement.

NYT Connections

AT&T partnered with The New York Times Mini Games to engage The Social Connectors FOMO, offering a fun way to stay on top of trends. This sponsorship positions AT&T as a brand that taps into their love for instant enjoyment and excitement.



Phase 3

Build brand love

Media Flowchart & Budget

BUDGET BLURB HERE. Ere, que aspisci litibus qui ommodit officius asimusdam, ut volore corro tem et rerferumendi sitinus, quam quos ex evenihil maxim sin comniaspid moloreium nihil ium volores et aut perchil modit endandis externam delit quossi unt et es doluptam que adigniatur accabor molore pa volumenis exerovitem am quo maionse

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC	Allocated Budget
Social Media													
Instagram													\$420,000
Snapchat													\$420,000
Pinterest													\$420,000
TikTok													\$420,000
Spotify													\$420,000
Digital Media													
Youtube Pre-Roll Ad													\$520,000
Netflix Ad Break/Pre-Roll Ad													\$520,000
Hulu Ad Break/Pre-Roll Ad													\$500,000
Amazon Prime Video Ad													\$500,000
Disney+ Ad Break/Pre-Roll Ad													\$500,000
Experimental													
Station Takeover													\$13,050,000
Wish You Were Here Booth													\$14,000,000
Partnerships/Promotions													
Airbnb x AT&T Sweepstakes													\$75,000
Crumb! Cookie Text													\$30,000
New York Times Games													\$100,000
Micro/Macro Influencer Campaign													\$1,200,000
Influencer PR Packages													\$4,000,000
Concert Venues/Stadiums													\$7,000,000
Performing Artists													\$7,000,000
Love Island x AT&T													\$1,000,000
OOH													
Billboards/Digital Billboards													\$400,000
National Parks Showcasing													\$300,000
CSR													
Disaster Relief With Airbnb													\$500,000
Contingency													\$4,000,000
Non-Working/Creative Production													\$7,500,000
Total Budget													\$64,795,000

Designated Market Areas (DMAs)

Northeast

Boston, MA
Syracuse, NY
Worcester, MA
Providence, RI
Philadelphia, PA

South

Tampa, FL
Charlotte, NC
Savannah, GA
Columbia, SC
Atlanta, GA
Nashville, TN
Norfolk, VA

Midwest

Madison, WI
Pittsburgh, PA

West

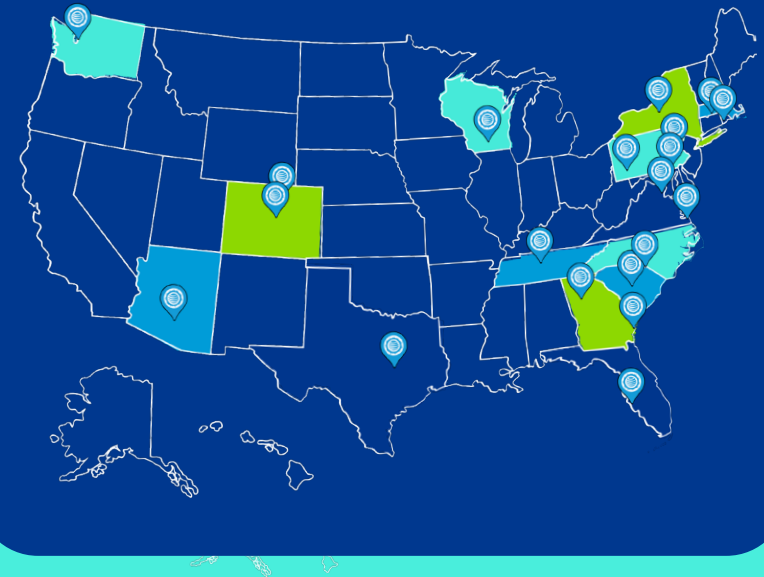
Seattle, WA
Boulder, CO

Southwest

Austin, TX

Capital Region

Washington, D.C.



Evaluation



EXPERIENTIAL
ACTIVATIONS



INCREASED
BRAND LOVE AND
RELEVANCY



Change Perceptions - Evaluation Methods and KPIs

Phase 1

Phase 1 Objective: Increase brand consideration and favorability of AT&T in Gen Z consumers by changing their perception of AT&T using out-of-home, social media, and traditional marketing strategies.

Phase 1 KPIs:

- Using dynamic QR codes attached to most OOH promotions (excluding promotions where scanning risks safety) to track brand consideration.
- Using brand sentiment analysis to measure positive, neutral, and negative mentions across social media and online reviews.

Increase Consideration - Evaluation Methods and KPIs

Phase 2

Phase 2 Objective: Increase brand consideration and favorability of AT&T in The Social Connectors consumers by encouraging unaided consideration of AT&T using influencer collaborations and content marketing.

Phase 2 KPIs:

- Using brand sentiment analysis, especially on influencer collaborative content, to measure brand favorability across social media and online reviews.
- Utilizing a dedicated collaboration-specific URL to track and analyze website traffic generated from influencer collaborations.

Build Brand Love - Evaluation Methods and KPIs

Phase 3

Phase 3 Objective: Increase brand consideration and favorability of AT&T in The Social Connectors consumers by building brand love using partnership and experiential marketing strategies.

Phase 3 KPIs:

Tracking lead generation through event registration and monitoring brand engagement online post-event.
Utilizing newly generated leads by distributing perception surveys to measure and evaluate brand favorability.

Campaign Alignment & Rollout

Agency 661 will use Key Performance Indicators to measure the success of the No More FOMO/You Won't Miss Out campaign, with a contingency budget in place for necessary adjustments. To comprehensively evaluate the "No More FOMO/You Won't Miss Out" campaign, Agency 661 recommends implementing the following KPIs and measurement tactics:

