

# 5G Track





# BACKSTORY

In November 2023, Formula 1 made its long-awaited return to Las Vegas. The 3<sup>rd</sup> and newest F1 event in the US - the inaugural Las Vegas Grand Prix was **one of the biggest sports and entertainment events in the world** that year.

**T-Mobile was chosen** to build the network that will power it all.

T-Mobile used the Las Vegas Grand Prix to demonstrate our 5G Leadership and prove to LVGP fans and business decision makers that...**IT'S BETTER OVER HERE.**



# Fact Sheet: 5G Track

## Experience

- In-booth experience features multiple (5) VR headsets to experience the track at MWC
- Virtual track designed as replica of LVGP track with a T-Mobile twist
- Mobile experience will be the same as headset experience
- Accessible via QR code to extend reach and unique delivery of our message
- Available 24/7, before, during and after MWC and Gartner
- Themed to match the MWC's emphasis on "acceleration" while nodding to the leadership of our 5G network

## Content

- Designed to address the unique challenges of a variety of verticals through story-driven immersive experience
- Features five "pit stops" that briefly hit on "Why T-Mobile for Business" (with the topics)
- Customer experience lasts approximately 2 minutes

## Channel Approach

- XR Digital Campaign
- Paid Media Amplification
- Infobook
- Event XR Experience
- Direct Mail
- Sales Enablement

## Follow-Up

- Finishers receive a follow-up email to drive collectible car toy redemptions and appointments
- Also an invite to a "Register to Win" a pair of tickets to the LVGP



# T-Mobile 5G Track "Accelerate Business" Campaign

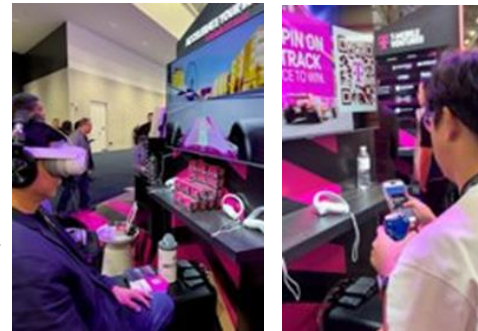
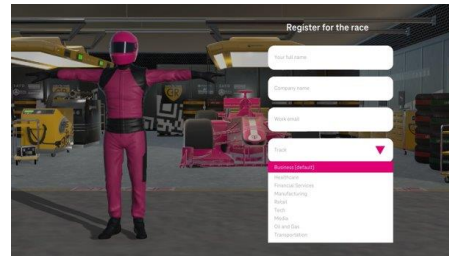
**Purpose:** Awareness campaign to drive customer engagement promoting T-Mobile's 5G capabilities. Incentive will be to win tickets to Las Vegas Grand Prix

- Key Message:** "In Business and in Racing, Speed, Power, and Teamwork Win" Experience the T-Mobile 5G Track to see how superfast 5G can power your business.
- Tactics:**
  - 5 Solution Pitstops:** CX, Digital Transformation, Real-time Monitoring, Connected Workforce, Visual Intelligence
  - Event:** In-booth XR, Digital Signage, Email
  - Infobook:** Five "Pit stop" solutions (Content Syndication, Email, Digital Paid Media)
  - Videos:** **4 videos** in partnership with BrightTalk. 30-minute fireside chat with Parvin Mahajan/ Will Townsend, and 3 customer interviews (Boston Children's, Infosys, and City of Bellevue).
  - Emails:** Push/Response, Nurture and Outreach
  - Giveaway:** Collectible "Magenta Lightning" Hot Wheels Toy Car

## Campaign at Mobile World Congress:

9/26 - 9/28

### Video Experience



### Web - Blade



### LinkedIn



### Giveaway



### Infobook

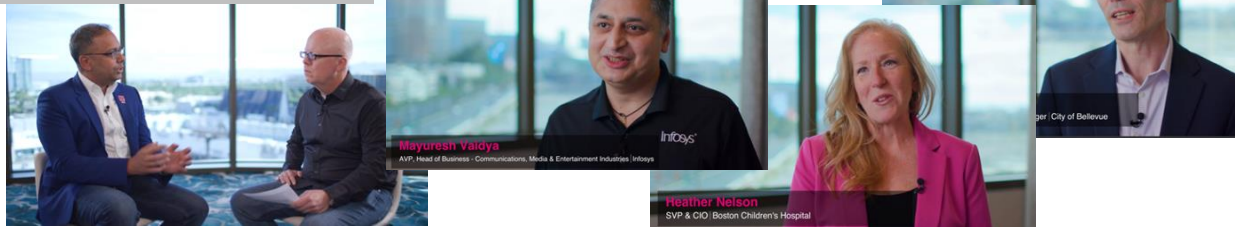


### Postcard

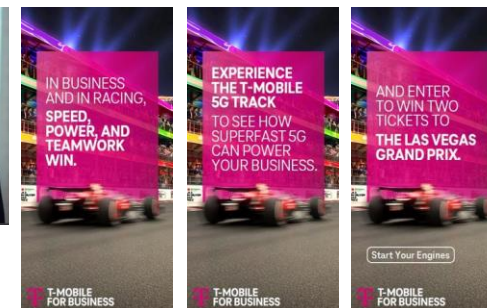


### Videos: Customer Testimonials

### Videos: Fireside Chat



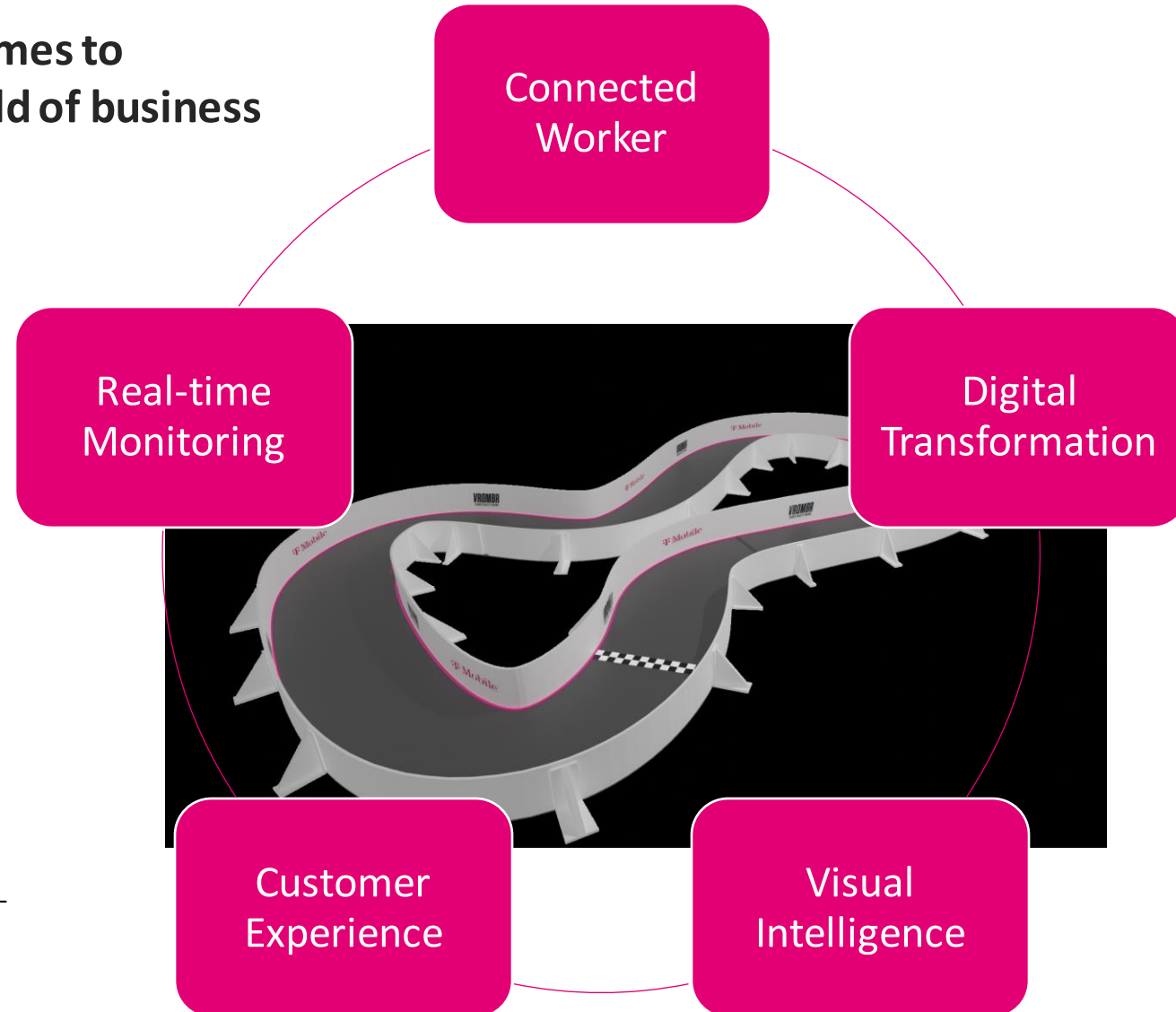
### Banner Ads



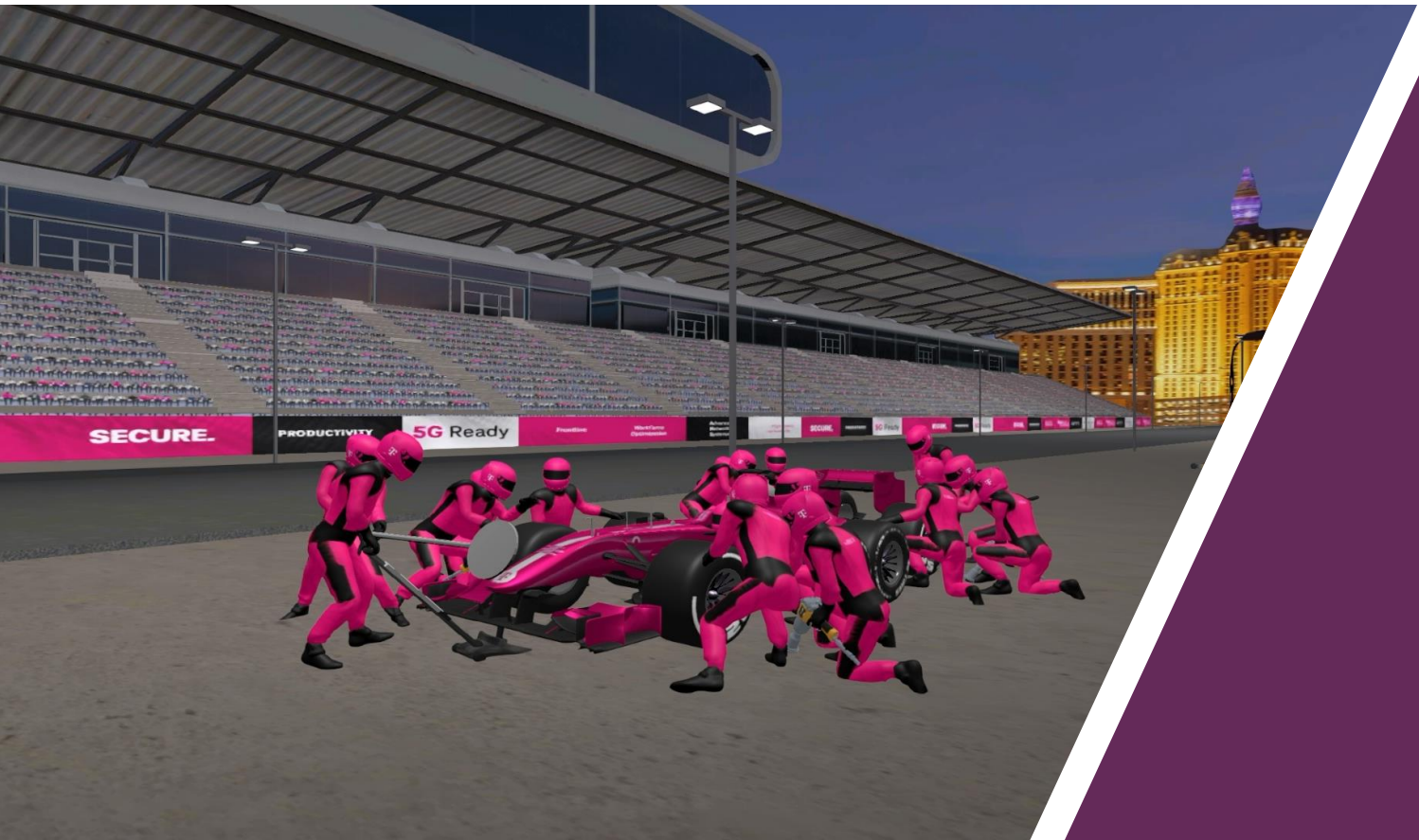
# T-Mobile 5G Track – Accelerate your Business

Create an immersive experience with racetrack themes to incorporate the essence of Formula One in the world of business industries.

- **Connected Worker:**  
Like a well-tuned race car, provide your team with real-time connectivity to improve worker safety, enhances communication, and increase workforce productivity.
- **Digital Transformation:**  
Unleash the power of T-Mobile's 5G ubiquitous mobile coverage to swiftly adapt to connectivity challenges and maintain peak performance.
- **Visual Intelligence:**  
Similar to a race car's pursuit of perfection, businesses need line of sight to gain valuable customer insights, enhance security, forecast outcomes, and optimize operations.
- **Customer Experience:**  
Rev up real-time communications and fuel both engagement and loyalty with faster, more responsive information access to enhance the customer experience.
- **Real-Time Monitoring:**  
Stay ahead of the curve with 5G to enhance data collection and analysis to make split-second, timely, and accurate decisions

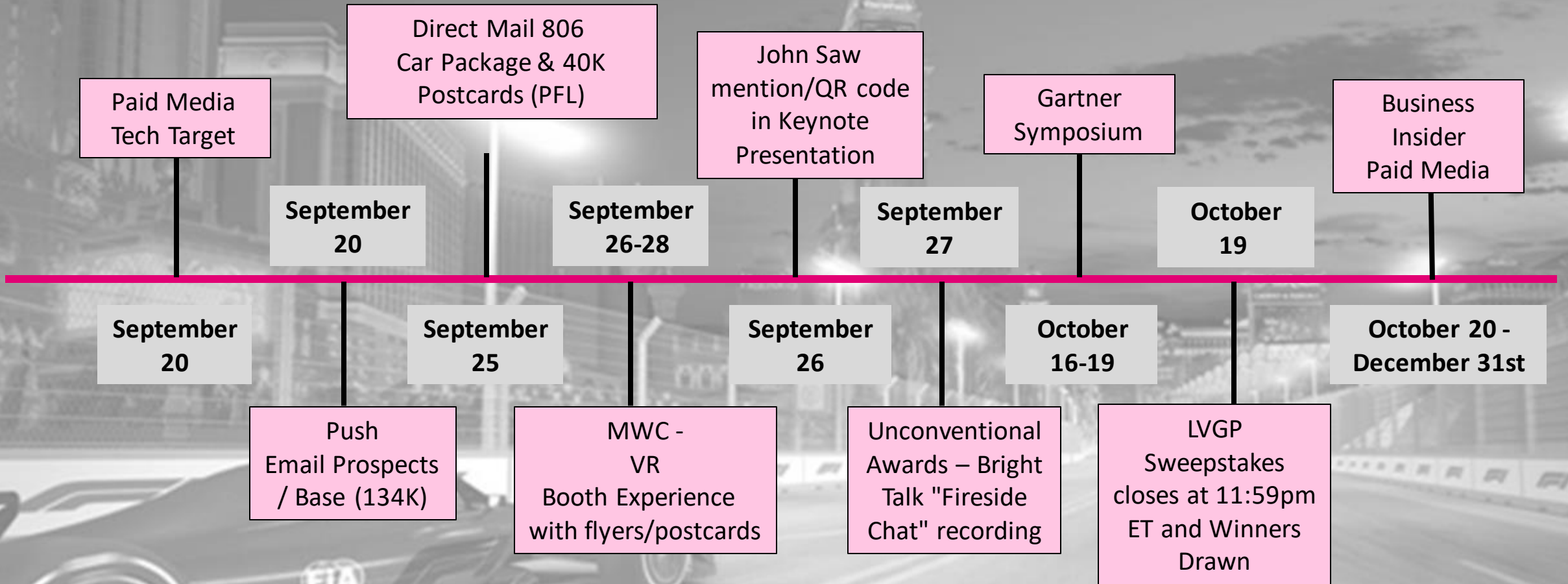






Immersive VR  
Experience  
Creative

# T-Mobile 5G Track Timeline





# Collectible Toy Car





# Redemption Postcard Design

Note: This postcard was included in the kits that were sent to those who redeemed the car after completing the experience.



# Infobook

## 5G Track Infobook - Round 2 Overview



### ACCELERATE YOUR BUSINESS

Move your business forward with 5G. Split second, actionable insights.

### SET THE PACE WITH ENTERPRISE-GRADE SOLUTIONS

5G is the fastest, most reliable mobile network. It's the only network that can handle the massive amount of data generated by 5G-enabled devices. It's the only network that can support the high bandwidth, low latency applications that are required for 5G-enabled devices. It's the only network that can support the high bandwidth, low latency applications that are required for 5G-enabled devices.

### A MORE CONNECTED WORKER

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### ACHIEVING DIGITAL TRANSFORMATION

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### INCREASING VISUAL INTELLIGENCE

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### ENHANCING THE CUSTOMER EXPERIENCE

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### THE POWER OF REAL-TIME MONITORING

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### EMPOWERING INNOVATION

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### UNLOCKING YOUR NEXT BIG ADVANTAGE

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# Campaign Content Asset Links

- **5G Track Infobook**

[https://go.business.t-mobile.com/l/27512/2023-10-20/rb1q61/27512/1697829162btTdohHz/Accelerate Your Business 5G Track Infobook.pdf](https://go.business.t-mobile.com/l/27512/2023-10-20/rb1q61/27512/1697829162btTdohHz/Accelerate%20Your%20Business%205G%20Track%20Infobook.pdf)

- **Video Campaign Collection**

- **Boston Childrens Hospital**

<https://www.t-mobile.com/business/enterprise/boston-childrens-hospital>

- **City of Bellevue**

<https://www.t-mobile.com/business/enterprise/city-of-bellevue>

- **Infosys**

<https://www.t-mobile.com/business/enterprise/infosys>

- **Fireside Chat**

<https://www.t-mobile.com/business/enterprise/5G-fireside-chat>



# 5G Track Results

## Demand Generation Highlights:

- Featured in-booth experience at MWC
- Postcard targeting 40K prospects
- Email blasts targeting 134K prospects

### 5G Track Results

**8,401**

Engaged Users

**1,066**

Leads

**53**

MQLs

**783**

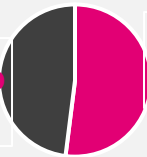
Giveaway  
Redemptions

700 at MWC, 83 online

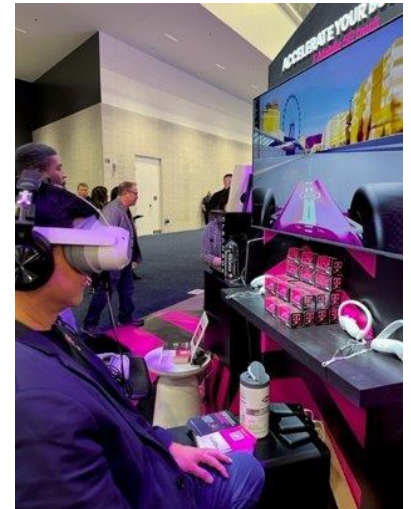
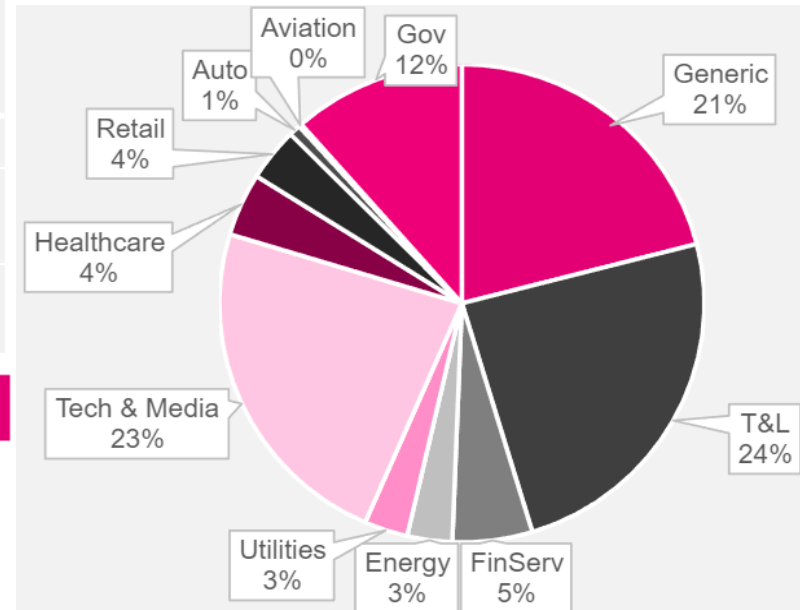
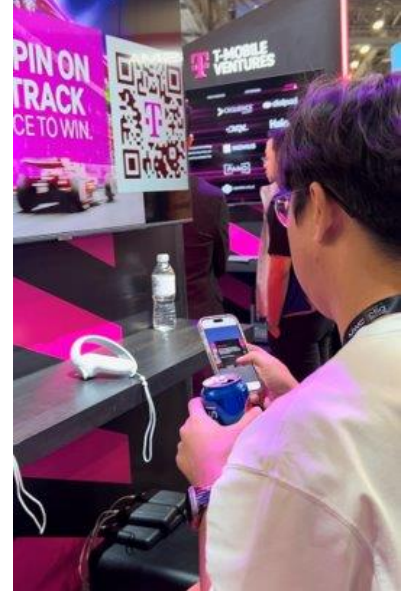
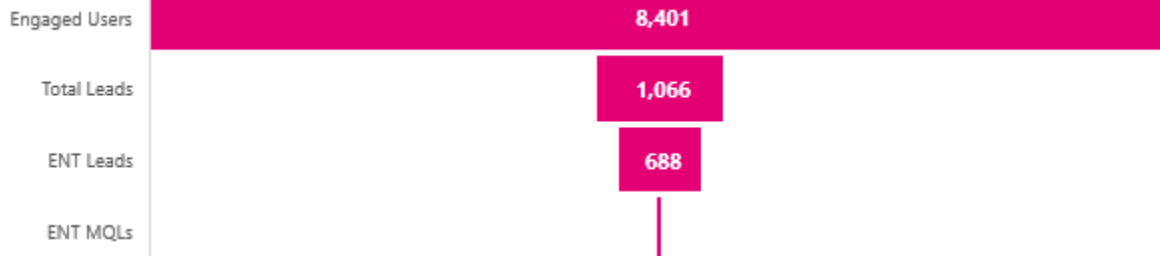
**1 Min**

Time Spent in 5G  
Track

Desktop  
48%



Mobile  
52%



# 5G Track

Final Creative Deck



# MASTER CAMPAIGN HEADLINE



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IN BUSINESS  
AND IN RACING,  
**SPEED, INNOVATION,  
AND TEAMWORK WIN.**

**T** T-MOBILE  
FOR BUSINESS

The image shows a Formula 1 race track at night. In the foreground, several race cars are blurred, indicating high speed. In the background, there are grandstands filled with spectators and brightly lit buildings. A large, semi-transparent pink rectangular box is overlaid on the center of the image, containing the main text. The T-Mobile logo and 'T-MOBILE FOR BUSINESS' are positioned in the bottom right corner of the image.

# DISPLAY BANNERS

(5G TRACK + MWC BOOKINGS)



IN BUSINESS  
AND IN RACING.  
**SPEED,  
INNOVATION,  
AND TEAMWORK  
WIN.**

**T T-MOBILE  
FOR BUSINESS**

**EXPERIENCE  
THE T-MOBILE  
5G TRACK**  
SEPT. 26-28  
AT MWC  
IN VEGAS.

**T T-MOBILE  
FOR BUSINESS**

BOOK A  
ONE-ON-ONE AND  
**ACCELERATE  
INNOVATION.**

[Reserve now](#)

**T T-MOBILE  
FOR BUSINESS**



# DISPLAY BANNERS

(5G TRACK + SWEEPS + ~~NOD TO MWC~~)

IN BUSINESS  
AND IN RACING.  
**SPEED,  
INNOVATION,  
AND TEAMWORK  
WIN.**

**T T-MOBILE  
FOR BUSINESS**

**EXPERIENCE  
THE T-MOBILE  
5G TRACK**  
TO SEE HOW  
SUPERFAST 5G  
CAN POWER  
YOUR BUSINESS.

**T T-MOBILE  
FOR BUSINESS**

ENTER TO WIN  
TWO TICKETS TO  
**THE LAS VEGAS  
GRAND PRIX.**

**Start Your Engines**

**T T-MOBILE  
FOR BUSINESS**

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# DISPLAY BANNERS

(5G TRACK + ~~SWEEPS~~ + ~~NOD TO MWC~~)



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IN BUSINESS  
AND IN RACING,  
**SPEED,**  
INNOVATION,  
AND TEAMWORK  
WIN.

**T** T-MOBILE  
FOR BUSINESS

HAVING THE  
RIGHT CREW  
**CAN MAKE ALL  
THE DIFFERENCE.**

**T** T-MOBILE  
FOR BUSINESS

TO SEE HOW 5G CAN  
PUT YOUR BUSINESS  
IN HIGH GEAR  
**EXPERIENCE  
THE T-MOBILE  
5G TRACK**

Start Your Engines

**T** T-MOBILE  
FOR BUSINESS

# FLYER

(8.5 x 11")



# ENTER FOR A CHANCE TO WIN TWO TICKETS TO THE LAS VEGAS GRAND PRIX.

Tap into the full potential of your business, with industry-specific capabilities unlocked and powered by T-Mobile 5G. Take the wheel and discover new possibilities with our T-Mobile 5G Track virtual experience.

## [QR CODE]

Scan to take this car on a virtual lap  
And be entered for a chance to win two tickets to the Las Vegas Grand Prix

NO PURCHASE NECESSARY. 9/10/23-10/19/23. US/DC/PR only; 21+. Full rules: T-Mobile.com/Business5GTrackRules. Void where prohibited. © 2023 T-Mobile. All rights reserved.

ENTER FOR A CHANCE TO WIN TWO TICKETS TO THE LAS VEGAS GRAND PRIX.

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**T-MOBILE FOR BUSINESS**

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# POSTCARDS

# POSTCARD | 6x11" VERSION

IN BUSINESS AND IN RACING, SPEED, INNOVATION, AND TEAMWORK WIN.

Enter for a chance to win two tickets to the Las Vegas Grand Prix.

Tap into the full potential of your business with industry-specific capabilities made possible with T-Mobile 5G. Discover some of the many advantages you can leverage with our T-Mobile 5G Track virtual experience.

## [QR CODE]

SCAN TO TAKE A VIRTUAL LAP  
And be entered for a chance to win two tickets to the Las Vegas Grand Prix.

NO PURCHASE NECESSARY. 9/10/23-10/19/23.  
US/DC/PR only; 21+. Full rules: [T-Mobile.com/Business5GTrackRules](https://www.t-mobile.com/Business5GTrackRules). Void where prohibited. Sponsor: T-Mobile.





# POSTCARD | 8.5x6.5" VERSION – V1 (with sweepstakes messaging)

IN BUSINESS AND IN RACING, SPEED, INNOVATION, AND TEAMWORK WIN.

Enter for a chance to win two tickets to the Las Vegas Grand Prix.

Tap into the full potential of your business with industry-specific capabilities made possible with T-Mobile 5G. Discover some of the many advantages you can leverage with our T-Mobile 5G Track virtual experience.

[QR CODE]

SCAN TO TAKE A VIRTUAL LAP

And be entered for a chance to win two tickets to the Las Vegas Grand Prix.


NO PURCHASE NECESSARY. 9/10/23-10/19/23. US/DC/PR only; 21+. Full rules: T-Mobile.com/Business5GTrackRules. Void where prohibited. Sponsor: T-Mobile.



ENTER FOR A CHANCE TO WIN TWO TICKETS TO **THE LAS VEGAS GRAND PRIX.**

Tap into the full potential of your business with industry-specific capabilities made possible with T-Mobile 5G. Discover some of the many advantages you can leverage with our T-Mobile 5G Track virtual experience.

SCAN TO TAKE A VIRTUAL LAP  
And be entered for a chance to win two tickets to the Las Vegas Grand Prix.



**T-MOBILE FOR BUSINESS**

NO PURCHASE NECESSARY. 9/10/23-10/19/23. US/DC/PR only; 21+. Full rules: T-Mobile.com/Business5GTrackRules. Void where prohibited. Sponsor: T-Mobile.



# POSTCARD | 8.5x6.5" VERSION – V2 (without sweepstakes messaging)

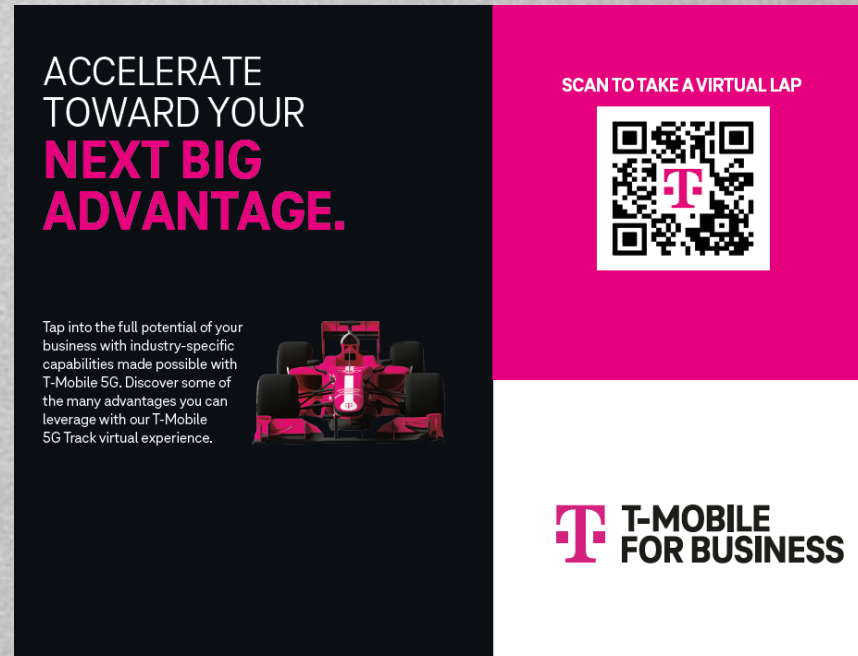
IN BUSINESS AND IN RACING, SPEED, INNOVATION,  
AND TEAMWORK WIN.

Accelerate toward your next big advantage.

Tap into the full potential of your business with industry-specific capabilities made possible with T-Mobile 5G. Discover some of the many advantages you can leverage with our T-Mobile 5G Track virtual experience.

[QR CODE]

SCAN TO TAKE A VIRTUAL LAP



# NURTURE EMAILS



# EMAIL 1 | Auto Response

**PH:** Claim your "Magenta Lightning" collectible car.

**Subject Line:** You finished the T-Mobile 5G Track! Now claim your gift

**HL:** You crossed the finish line!

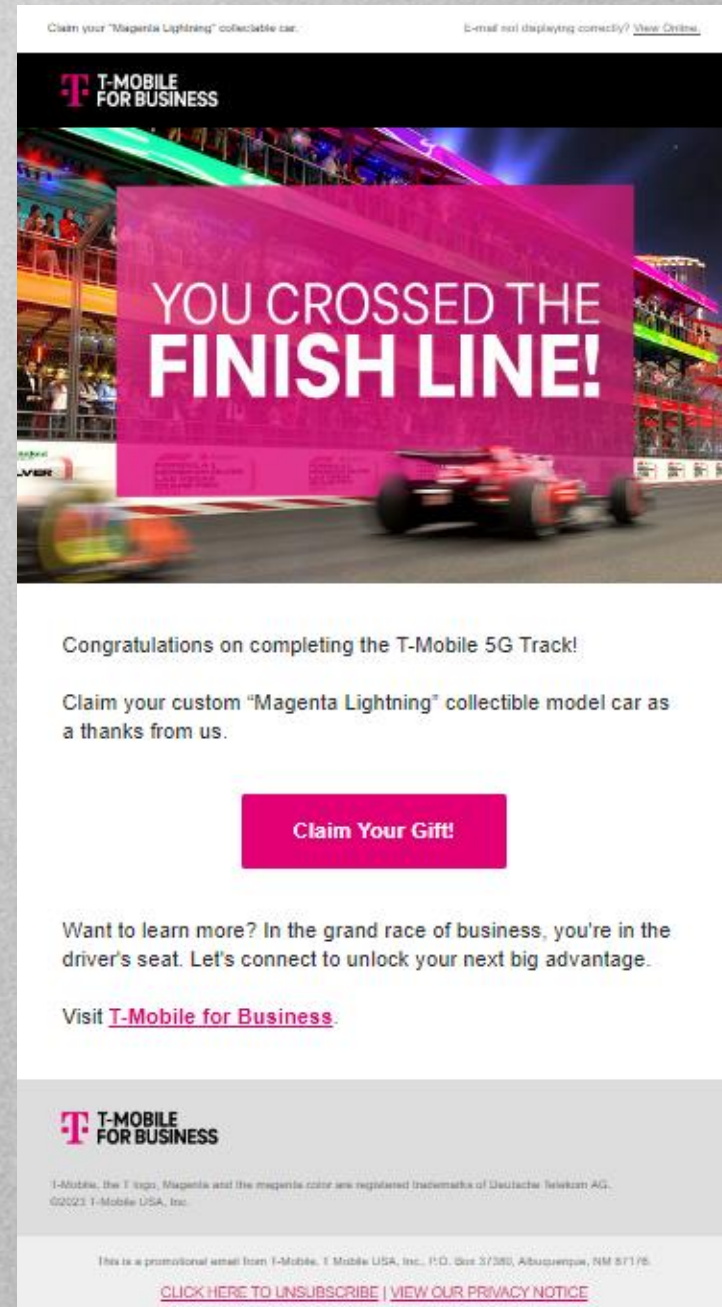
Congratulations on completing the T-Mobile 5G Track!

Claim your custom "Magenta Lightning" collectible model car as a thanks from us.

**CTA Button:** Claim Your Gift!

Want to learn more? In the grand race of business, you're in the driver's seat. Let's connect to unlock your next big advantage.

Visit [T-Mobile for Business](#).





## EMAIL 2 | Auto Response Reminder

**PH:** Don't miss out on your exclusive gift.

**Subject Line:** Reminder: Claim your "Magenta Lightning" collectible car!

**HL:** You crossed the finish line!

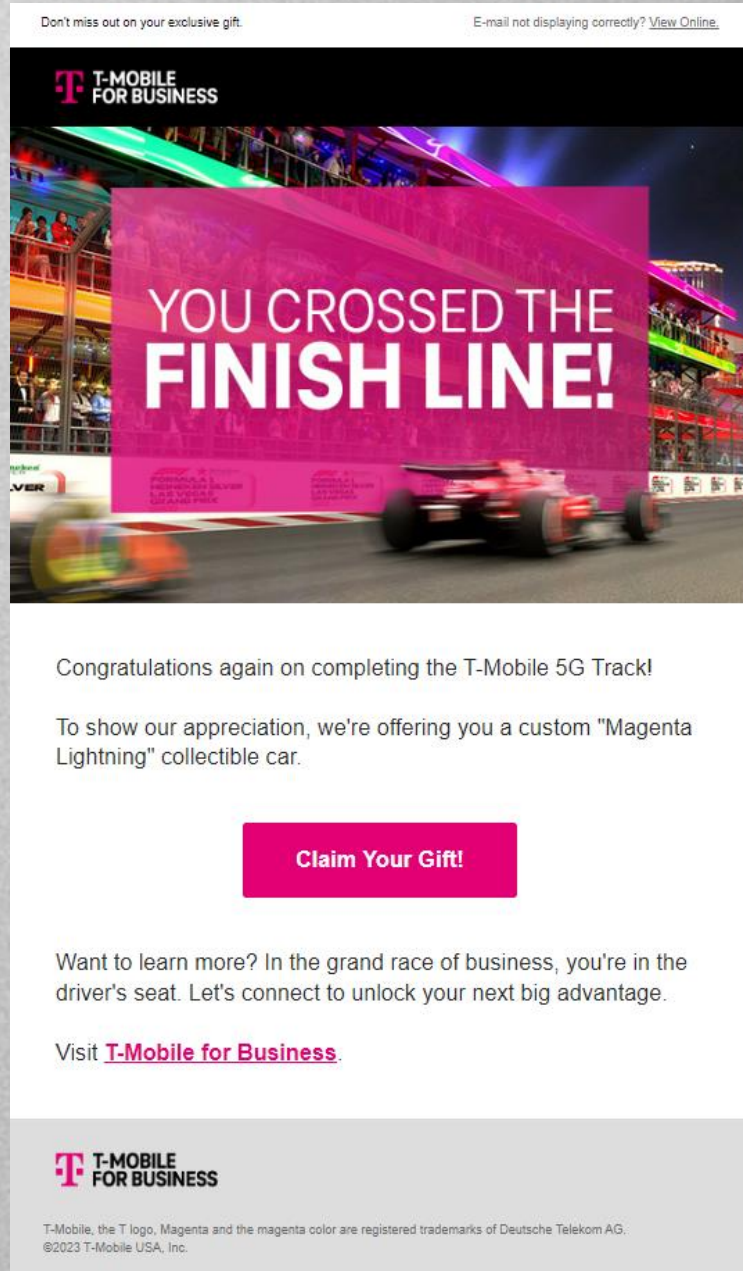
Congratulations again on completing the T-Mobile 5G Track!

To show our appreciation, we're offering you a custom "Magenta Lightning" collectible car.

**CTA Button:** Claim Your Gift!

Want to learn more? In the grand race of business, you're in the driver's seat. Let's connect to unlock your next big advantage.

Visit [T-Mobile for Business](#).





**Subject Line:** Get moving with our "Accelerate Your Business" Infobook.

**Pre-Header:** Download now and use 5G innovation to supercharge your business.

**Body Copy:**

Ready to put your business in the fast lane? Our [infobook](#), "Accelerate Your Business" is your roadmap to leveraging 5G connectivity for enhanced visibility, productivity, and growth.

- Unleash enterprise productivity with a 5G-powered connected workforce
- Tailor your offerings and elevate customer experience with real-time monitoring of interactions
- Propel your digital capabilities to accelerate company growth

Gain a competitive edge in today's fast-paced business landscape. Download your free copy of "Accelerate Your Business" now and take the first step toward a brighter, more connected future.

**CTA Button:** Download the [infobook](#)

**Subject Line:** Rev Your Engines with our Fireside Chat

**Pre-Header:** Propel your business forward with expert insights on 5 key connectivity trends

**Body Copy:**

Join Parvin Mahajan and Will Townsend for an insightful fireside chat that dives deep into 5 pivotal connectivity trends ready to transform your business:

- Revolutionize Workforce Connectivity: Enhance productivity with seamless, 5G-powered collaboration tools
- Elevate Customer Experiences: Personalize interactions and build lasting relationships through real-time insights
- Unleash Visual Intelligence: Gain transformative insights from data-driven visuals and real-time analytics
- Optimize Remote Monitoring: Redefine operational efficiency and predict maintenance with advanced remote monitoring
- Ignite Digital Transformation: Propel your growth by embracing cutting-edge digital capabilities

Tune in to our Fireside Chat now and accelerate towards a more connected future!

**CTA:** [Watch the video](#)



**Subject Line:** Innovation Unleashed: Discover the Power of Customer Partnerships

**Pre-Header:** See firsthand how our customers are innovating to shape a brighter future.

**Image HL:** (not required if not using an image)

**Body Copy:**

Get ready for an exhilarating ride through innovation! We're excited to share inspiring stories of success from 3 of our 2023 Unconventional Awards winners:

- [Boston Children's Hospital](#) enhanced patient care through seamless provider-patient connections.
- [Infosys](#) revolutionized tennis with cutting-edge technology, changing the game entirely.
- [City of Bellevue](#) created a safer community through innovative collaboration with T-Mobile.

Our solutions, like finely tuned vehicles, accelerate success stories. Reach out now to chat with a T-Mobile for Business representative on how we can partner with your business today.

**CTA:** Let's get started <[ENT landing page](#)>

# PUSH EMAILS



**FIRST EMAIL Copy to drop in design**

**HL: Take a spin on our 5G Track for a chance to win.**

Copy:

Hop in the driver's seat, hit the accelerator and find out what 5G can do for you. Our 5G Track is a virtual reality experience with informative pit stops along the way. You'll discover how together, we can accelerate your business.

- Each track is tailored for business verticals. Learn how 5G can put your business in the fast lane.
- Ready to go for a spin? Grab your laptop, tablet, VR headset or even your phone and buckle up!
- Complete the track experience for a free gift and also...
- ...be entered to win a Las Vegas Grand Prix package for two!

Ready to roll? We are – let's go!

CTA:           Go for a spin





### SECOND EMAIL Copy to drop in design

**HL:** Wave the checkered flag

**Copy:** With T-Mobile 5G, find yourself in the Winner's Circle every time. Businesses of all kinds are discovering what the nation's largest and fastest network can do. See for yourself on our 5G Track – an immersive VR experience you're going to love.

- Custom-designed for business verticals to accelerate digital transformation with our comprehensive 5G solutions.
- Grab your laptop, tablet, VR headset or even your phone...your track experience is ready to roll on all kinds of devices!
- Stop by the virtual pit stops along the way to learn how collaboration and innovation come together.
- Claim your prize, an ultra-cool "Magenta Lightning" Race car and enter to win tickets and a prize package to the 2023 Las Vegas Grand Prix.

Revved up and ready? So are we!

**CTA:** Hop in the driver's seat.

**T-MOBILE FOR BUSINESS**

# WAVE THE CHECKERED FLAG.

With T-Mobile 5G, find yourself in the Winner's Circle every time. Businesses of all kinds are discovering what the nation's largest and fastest network can do. See for yourself on our 5G Track – an immersive VR experience you're going to love.

- Custom-designed for business verticals to accelerate digital transformation with our comprehensive 5G solutions.
- Grab your laptop, tablet, VR headset or even your phone...your track experience is ready to roll on all kinds of devices!
- Stop by the virtual pit stops along the way to learn how collaboration and innovation come together.
- Claim your prize, an ultra-cool "Magenta Lightning" Race car and enter to win tickets and a prize package to the 2023 Las Vegas Grand Prix.

**REVVED UP AND READY? SO ARE WE!**

[Hop in the driver's seat](#)

**T-MOBILE FOR BUSINESS**



**THIRD EMAIL Copy to drop in design**

HL: The 5G Track is virtual. The benefits are real.

Copy: Buckle up, we've designed an AR experience you won't want to miss. Take a spin around our 5G Track and see how businesses like yours are accelerating at the speed of 5G.

- Just like a fine-tuned race car, you'll experience a track designed to handle just what your business vertical needs.
- Grab the wheel from your laptop, tablet, VR headset or even your phone and hit the track!
- Don't miss the pit stops! They're fun and focused on how 5G fuels business innovation
- Finish the track and we'll send you an ultra-cool "Magenta Lightning" Race car. We'll also enter you into a drawing to win tickets and a prize package to the 2023 Las Vegas Grand Prix.

Sound like something your business needs? Start your engine!

CTA: Put the pedal down

