

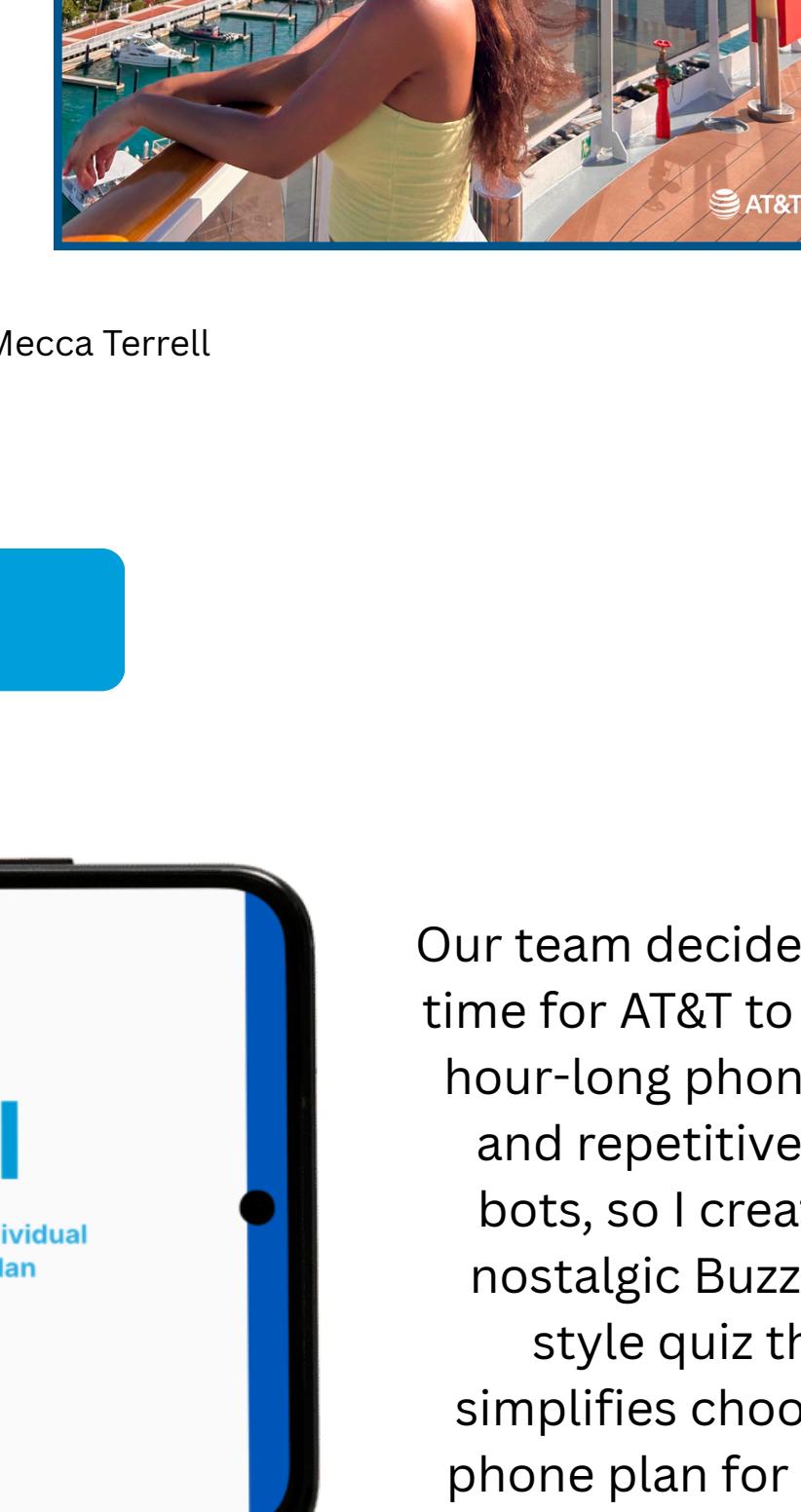
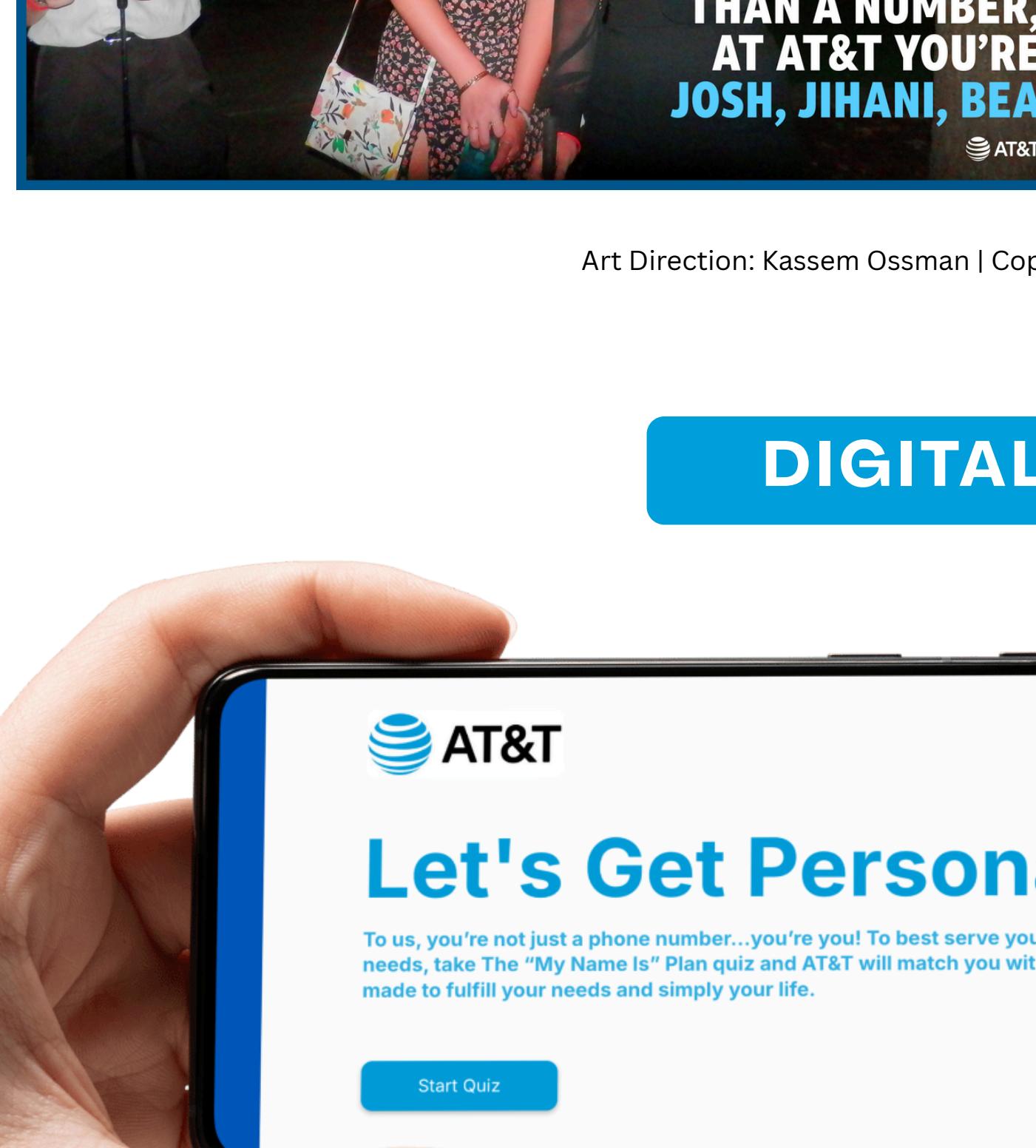
AT&T (2025 AAF NSAC)

For the 2025 AAF National Student Advertising Competition, 9 students at DePaul University took on the challenge of helping AT&T connect with Gen Z and transform them to a *crave-worthy* telecom service. We decided to **position AT&T as the network that truly understands Gen Z by emphasizing personalization, real-life connectivity, and seamless communication through relatable media and an engaging digital experience.**

AT&T will directly call Gen Z to action with the tagline:

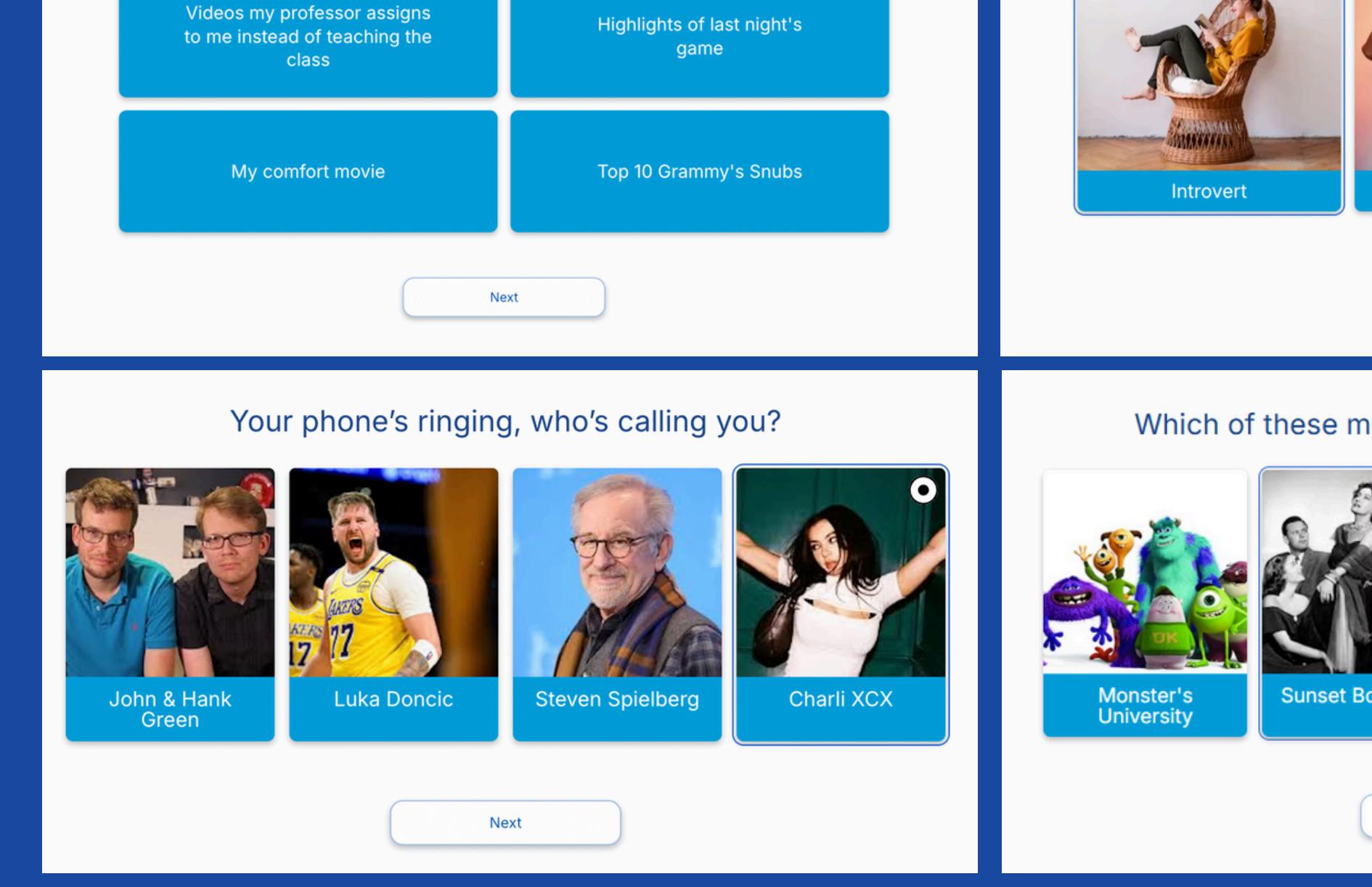
'LET'S GET PERSONAL'

OOH



Art Direction: Kassem Ossman | Copy: Mecca Terrell

DIGITAL



Our team decided it was time for AT&T to cut the hour-long phone calls and repetitive chat bots, so I created a nostalgic Buzzfeed-style quiz that simplifies choosing a phone plan for Gen Z.

If you weren't taking this quiz, what would most likely be on your screen right now?

Do you consider yourself more of an introvert or an extrovert?

Your phone's ringing, who's calling you?

Which of these movies would you enjoy the most?

Which event would most likely motivate you to get through a tough week?

Select a characteristic you think your friends would use to describe you.

Choose a goal that resonates with you!

What do you spend the most money on?

What's your favorite way to consume entertainment?

After 9 questions, quiz-takers are matched with a personalized plan. How much more personal can it get than a plan named after you?

[View details](#)

ALZHEIMER'S ASSOCIATION/AD COUNCIL