

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:

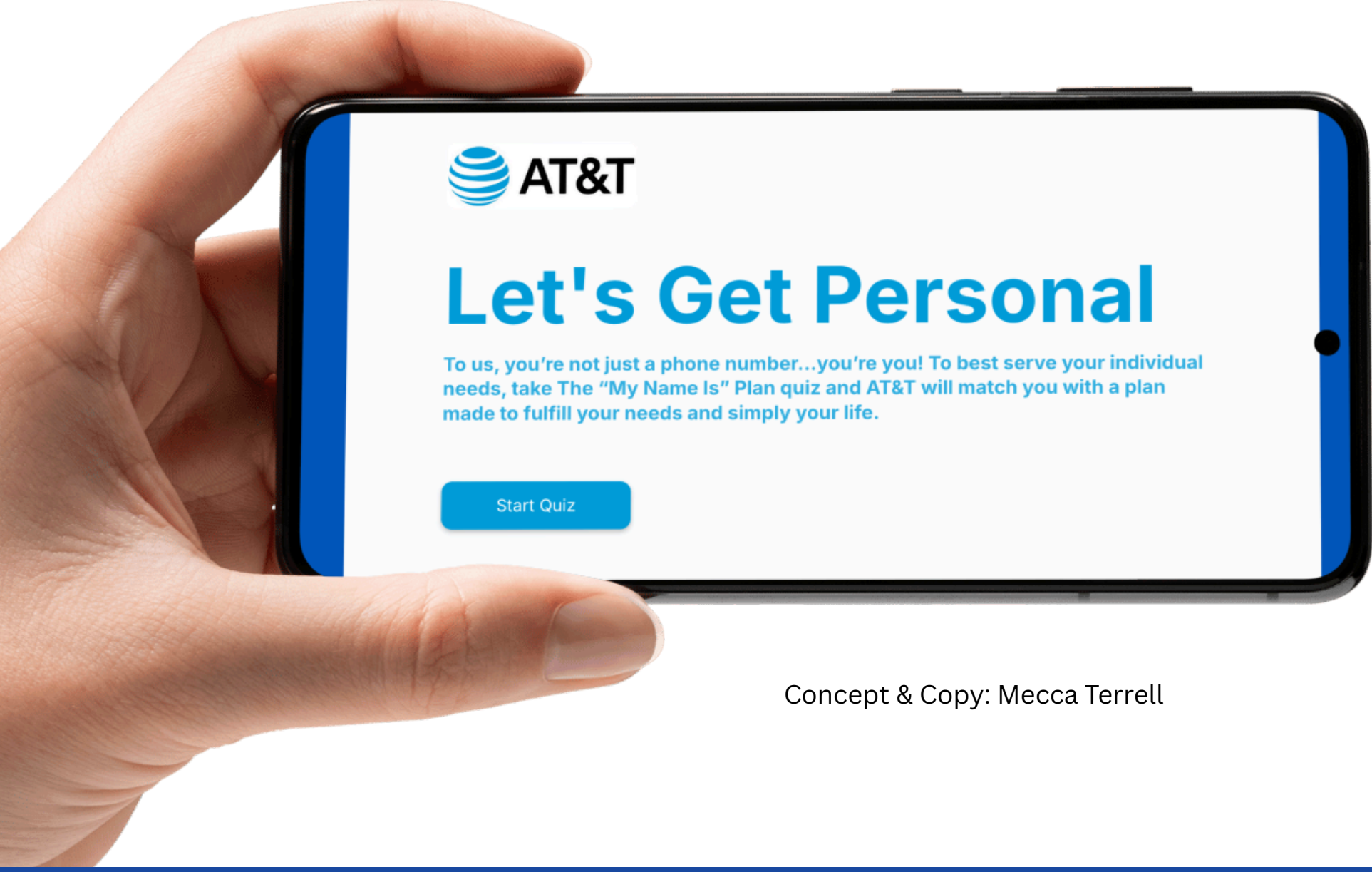
‘LETS GET PERSONAL’

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.

Concept & Copy: Mecca Terrell

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

Videos my professor assigns to me instead of teaching the class

Highlights of last night's game

My comfort movie

Top 10 Grammy's Snubs

Next

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

Introvert

Extrovert

Both

Next

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

John & Hank Green

Luka Doncic

Steven Spielberg

Charli XCX

Next

Which of these movies would you enjoy the most?

Monster's University

Sunset Boulevard

Draft Day

A Star is Born

Next

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

The feeling of having conquered a challenging assignment

Watching your home team play in the playoffs

Seeing a new movie premier in theaters

Attending a performance by an artist you recently discovered

Next

Choose a goal that resonates with you!

Graduate from university!

Attend the concerts of all of my favorite artists this year!

Watch 50 new movies before the end of the year!

See my favorite team play in the Super Bowl!

Save money!

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

I think I'm the main character

I'm too competitive for my own good

I'm a bit of a perfectionist

My favorite ice cream flavor is vanilla

Nobody is allowed to have aux but me

What do you spend the most money on?

Concert pit tickets

My parlays

Food delivery & coffee

Posters & merch

Next

What's your favorite way to consume entertainment?

Streaming

Audio

Live events

Social Media

Next

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

The Olivia Plan

You like to keep things simple, but that doesn't mean you're average! You've matched with our Basic Plan, a perfect starting point on your journey to reliable communication and a simpler life.

Let's not make things complicated and get connected!

View details