

# CONTENT BY THE PEOPLE. FOR THE PEOPLE.

“No one can tell your story better than your employees do.”

## CHALLENGE

To say that T-Mobile was in a state of serious transition is putting it lightly. With an attempted acquisition in the rearview, and a market teeming with uncertainty, the company embraced a bold plan to take on the mobile industry, defining itself as the Un-carrier™ with never-before-seen Contract Freedom™ for customers. At the same time, T-Mobile knew the importance of shifting its employer branding message if it was to attract and retain the kind of talent needed to pull off and sustain such an incredible turnaround. The company teamed-up with JWT INSIDE to develop a new employer brand that conveyed both excitement and authenticity.

## MOMENT OF TRUTH

After a thorough immersion in T-Mobile's culture, INSIDE developed an employer branding campaign that reflected the company's new spirit and trajectory. “Un-leash™ your challenger spirit” became a rally cry for employees and an invitation to potential candidates. It also inspired #BeMagenta, a simple, consistent call to action designed to inspire a conversation from both an internal and external standpoint. With a new chapter in the company's story about to be unveiled, T-Mobile and INSIDE saw an additional opportunity for the company to push the boundaries of its branding efforts, and in doing so, leverage its unique culture and attitude.



## SOLUTION

Capturing the T-Mobile spirit meant being true to the individuals and personalities that make it stronger. And who better to bring that spirit and attitude to the public than the employees themselves? The choice was clear: employee generated content would not only help create an authentic employer story, but would also enable T-Mobile employees to take ownership in the process. INSIDE went to work, first organizing an on-site shoot to develop initial seed content aimed at inspiring and instructing employees in what and how to capture content of their own. Then employees were invited to begin documenting their own stories. What's more, the decision was made to shoot exclusively on mobile devices, providing an excellent showcase for T-Mobile products, and significantly cutting costs associated with building a company-wide image and video catalog. The employee generated content was then used to create a comprehensive branding campaign to engage current and future employees. Media included web banners, tmobile.jobs, internal communications and all of T-Mobile's social channels.

## MEASURE OF SUCCESS

The #BeMagenta campaign was a success even before its rollout. Thanks to the elimination of many barriers associated with off-site studio productions, employee participation increased tenfold and production costs were cut significantly. With team members now encouraged to express themselves and share their experiences, INSIDE was able to show a more realistic—and ultimately more inspiring—side of life and work at T-Mobile. The result was a vibrant, evolving campaign that could only come from the eyes and ears of real T-Mobile employees.

To date, T-Mobile has seen a 40% increase in traffic to its Careers site and nearly 100% growth in applications year over year. This has resulted in close to a 350% increase in the number of applications per accepted job offer. What's more, T-Mobile's social media presence continues to grow, with a 140% increase in Facebook likes and 150% growth in LinkedIn followers since 2012. The takeaway is simple and yet powerful: no one can tell the T-Mobile story better than its employees. By empowering them to capture and showcase their experiences, INSIDE has provided T-Mobile with an ongoing wellspring of employee engagement and branding materials.





# THE POWER OF A PERSONAL TOUCH.

“Uncovering the best talent begins with un-limiting a challenger spirit.”

## CHALLENGE

With the wireless industry undergoing major upheaval as carriers fight for market share, T-Mobile found itself at a crossroads. Missed mergers and growing pains had made for a bumpy road on the way toward success, and the wireless carrier, finding itself on the heels of its competitors, had chosen to embrace the unpredictable in order to move forward as a business and an employer. As T-Mobile emerged as a scrappy underdog and industry challenger, its growth created substantial hiring needs. JWT INSIDE was asked to partner with the company in developing bold and effective recruitment tools to reach top-tier candidates.

## MOMENT OF TRUTH

Having conducted extensive research into T-Mobile's culture and brand, the INSIDE team had developed an Employer Value Proposition that reflected who the company was both at this time of uncertainty and going forward as a business that emerged from this period stronger than ever before. “Un-leash your challenger spirit” was a rally cry to employees, calling them to embrace who they were as a company and individuals and move the company forward boldly. True to their challenger spirit, T-Mobile was ready to consider unconventional approaches to recruitment, and INSIDE saw an opportunity for the company to further set itself apart from the competition as an employer of choice for hard-to-find candidates.



## SOLUTION

Consulting with the T-Mobile hiring team, INSIDE championed a giveaway promotion designed to source both top new candidates and previous T-Mobile employees who might consider returning. The idea was simple: send candidates an attention-getting gift—in this case, a Nexus Tablet with a personalized message to each candidate inviting him or her to speak with a recruiter. INSIDE took the concept to another level, first proposing an initial teaser gift—a charger cord for the Nexus that would build interest in the candidates. Then we created a series of screen clings with personalized messages and specific URLs to each candidate, inviting them to their own personal splash page where they could learn more about how T-Mobile has grown as a business, where they're going, and how the candidate might benefit from joining the team. We also facilitated handwritten personal notes to each candidate, leveraging T-Mobile branding while retaining that real human touch that can make all the difference.

## MEASURE OF SUCCESS

JWT INSIDE produced a comprehensive array of recruitment materials in support of the promotion. A total of 75 high-value candidates, both new and T-Mobile alumni, were sent personalized invitations along with brand new Nexus tablets. Each received a handwritten note inviting them to consider new opportunities—and new possibilities—with T-Mobile. A personalized URL was created for every candidate, giving him or her convenient access to the hiring team, and allowing T-Mobile to track the program's effectiveness. The sourcing campaign proved a huge success. The average time spent on each page of the site was 02:12, exceeding expectations by over 100%. T-Mobile sourcers successfully made initial contact with all Alumni, generated 16 new leads and are in active discussion with at least 6 candidates. The campaign also generated two referrals from Alumni and positive feedback from numerous candidates. And in executing the campaign, T-Mobile further embraced its unique message as an employer, un-leashing its own challenger spirit in order to reach a wider audience of talent.

