

“Blueprint for Transformation”

A 360° plan for success in the new digital economy

AT&T Business Solutions + WP BrandStudio

AT&T's industry-leading solution solutions...

Nearly 3.5 million businesses rely on AT&T Business Solutions for innovations that empower them to adapt to change today and optimize the opportunities of tomorrow. Why? Because AT&T's iconoclastic “&” approach and groundbreaking solutions provide the secure networking and operational effectiveness that can free them to focus on what they do best.

...brought to *The Washington Post's* highly receptive readers

WaPo's in-depth business and technology coverage is already required reading for AT&T's target market. We'll leverage WaPo's award-winning journalistic lens to make AT&T's solutions pillars deeply relevant, driving conversation and providing actionable insights across AT&T's key verticals.

Program elements and production timelines are subject to change based on spend level and mutually agreed-upon objectives, target launch dates and KPIs determined during campaign kick-off.

Program Components

Custom research study

The Washington Post's dedicated research team will conduct a proprietary study to gather data insights related to AT&T's solutions pillars.

Timing: April* 2017

* Within one month of receipt of IO

Original multimedia content

Study results will be integrated into original custom content that showcases AT&T's pillars and verticals.

Timing: June–December 2017

“Rapid response” articles*

An ongoing series of topical articles will link AT&T's solutions to breaking headline news.

Timing: June–December 2017

* Requires additional spend

Custom Research Study

The Washington Post Insights and Research team is composed of experienced research experts who conduct primary and secondary research on behalf of select advertising partners and *The Washington Post's* advertising and editorial teams. We'll leverage this asset to gather insights related to AT&T's solutions pillars that can inform the custom content to be produced.

Methodology

- **Sample:** Business and technology decision makers will be sourced from a third-party sample (i.e., Research Now)
- **Defining Targets:** Definition of BDMs and TDMs to be mutually agreed upon by AT&T and WP BrandStudio
- **Distribution:** Surveys are developed and fielded with Qualtrics, our online survey tool

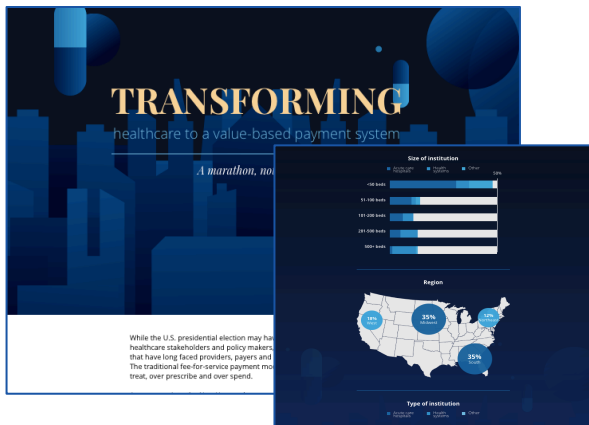
Process and timeline

- WP BrandStudio editorial team will propose topics and questions that the study could cover (7 days)
- WP Insights and Research team will craft the study questionnaire (3-4 days)
- AT&T will review questionnaire, provide feedback on topics and questions, and confirm final approval (5-7 days)
- Survey set up and fielding (2 weeks)
- Results analyzed and topline results delivered to AT&T for review and approval of use (2-3 days)
- Insights integrated into AT&T custom content by BrandStudio through copy call-outs, infographics and data visualizations

Original Multimedia Content

Adapting to meet the challenges of disruption is one thing; building lasting success in a transformed business environment is something entirely different. AT&T knows that the key to long-term success in the new digital economy is **360° solutions that integrate efficiency and security into every layer and level of a company's DNA.**

We'll bring this to life in a two-part custom program that will be required reading for forward-thinking business leaders. To ensure the content deep relevance and utility, we'll build it around the results of a proprietary research study.



Link [here](#) to a WP BrandStudio custom content program that integrated findings from a custom research study.

Part 1: “Crossing the Gap”

In industries from health care, education and retail to financial services, manufacturing and transportation, businesses are on a quest to cross a “transformation gap” between the old way of doing things and the business models of tomorrow. We’ll showcase AT&T’s operational efficiency and networking security solutions in a look at how companies can prepare for transformation and then make the leap. (Timing: June–August 2017)

Part 2: “Blueprint for Transformation”

Once businesses cross the transformation gap, they must adopt a new business model to secure their foothold and find ways to grow. An out-of-the-box digital experience provides an 360° blueprint for success for businesses of the future across AT&T’s key verticals. (Timing: September–December 2017)

Content Components

Part 1: “Crossing the Gap”

- A **documentary-style video** shows how AT&T’s IoT and FlexWare solutions help companies provide here & everywhere services (operational effectiveness)
- An **interactive slider** showcases breakthroughs like AT&T Threat Intellect, which helps pinpoint malicious needles in the data haystack (secure networking)
- A **journalistic article and infographic** explores how technologies like AT&T’s forthcoming 5G network can help companies deliver on customer expectations on local & global scales (operational effectiveness)
- An **interactive infographic** examines how mobility solutions like NetBond support always-on, connected & protected communication (secure networking)

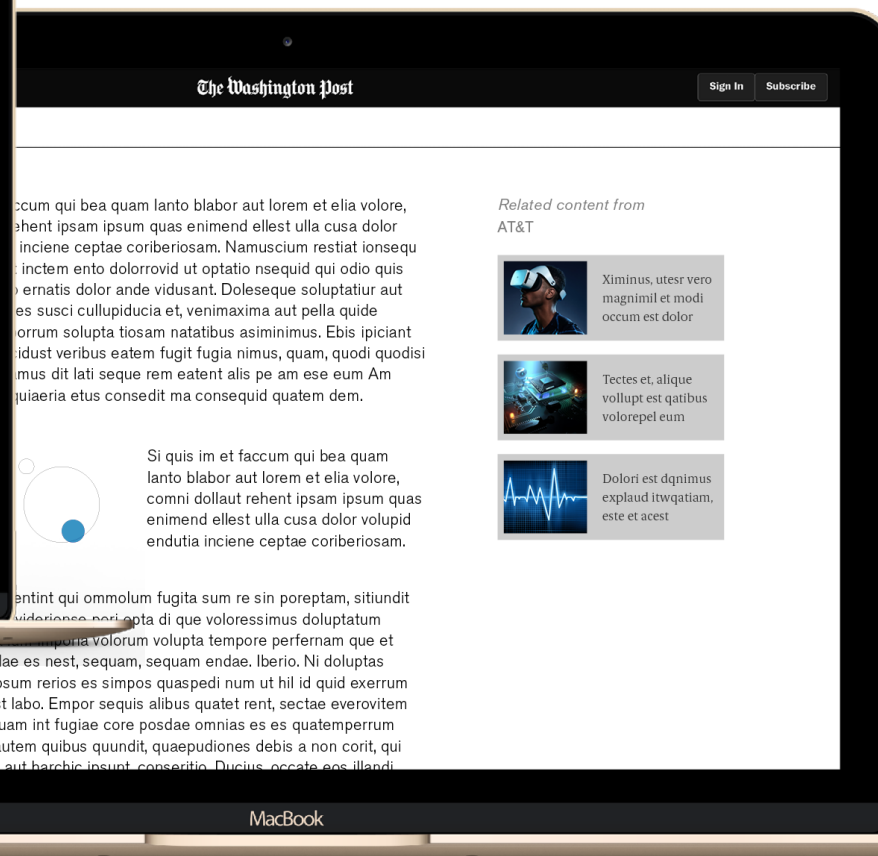
Part 2: “Blueprint for Transformation”

- In a **journalistic article**, AT&T experts and enterprise BDMs and ITBDMs describe the components of a successful business model for the post-transformative world
- Article provides context for an **interactive 360° experience**, inspired by a first-to-market WP BrandStudio program (link [here](#))
- Within the experience, readers explore environments that represent each of AT&T’s verticals: a hospital operating room (health care), a consumer goods sales floor (retail), a shipping company loading dock (transportation), a factory assembly line (manufacturing), an investment bank trading floor (finance)
- Interactive hotspots provide information on solutions and insights that are key to post-transformative success within each vertical; hotspots add up to a blueprint for success

Part 1 Mock

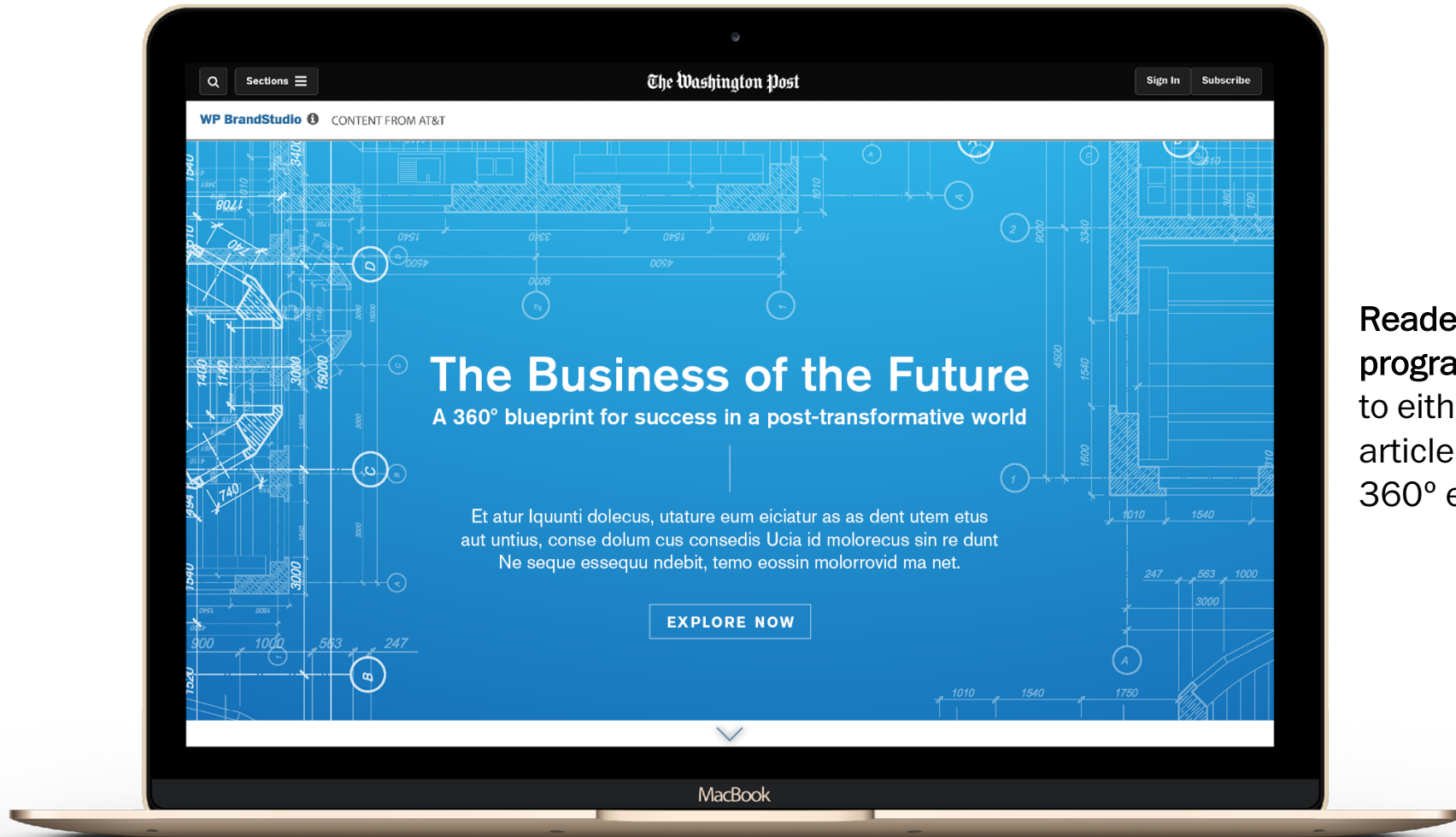


Each content piece is individually published and promoted



Previously released pieces appear here so readers can easily navigate among them

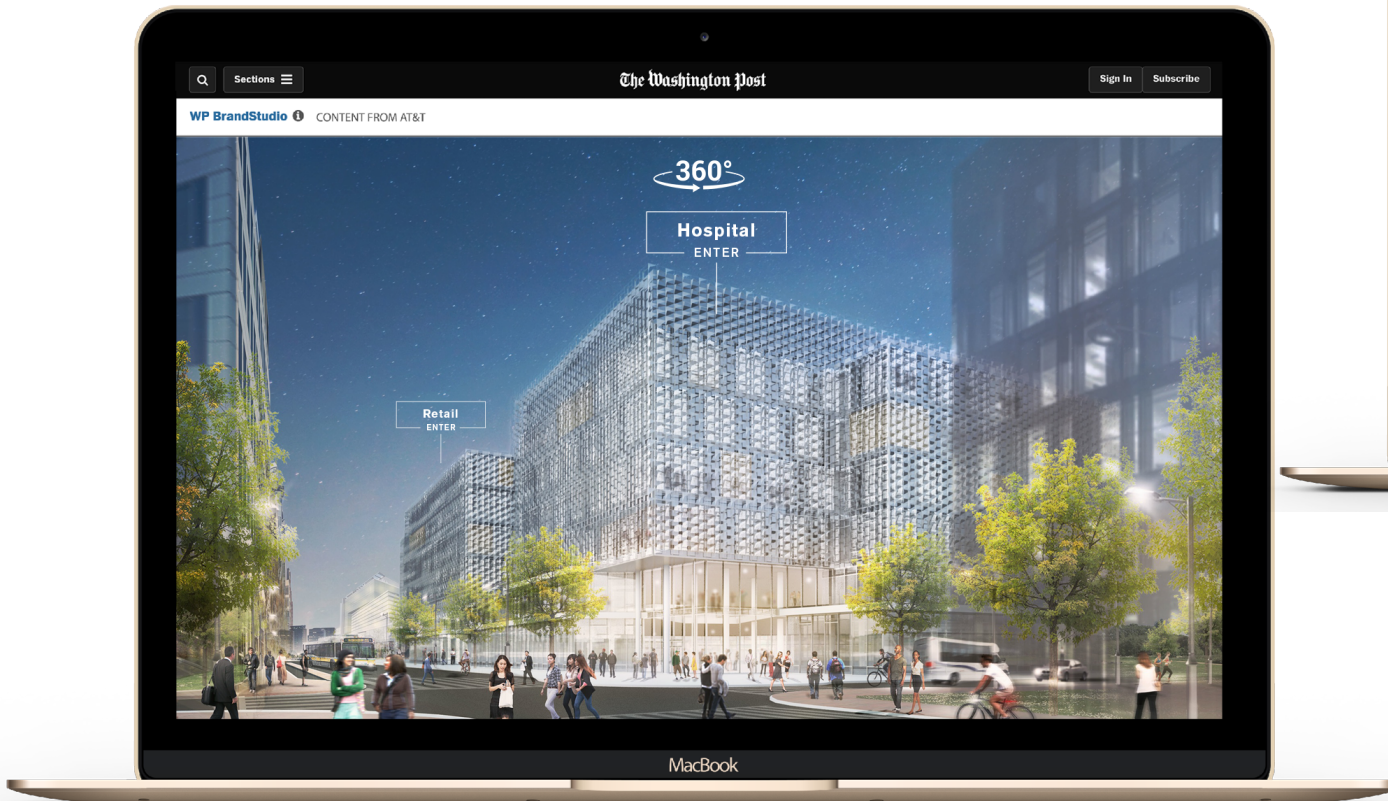
Part 2 Mock



Readers enter the program and click to either read an article or enter the 360° experience

Part 2 Mock

When readers enter the 360° experience, the background changes from the blueprint to a visual of a town square. They are given choices of different environments to explore.



Within the “Hospital” experience, readers can click on hotspots in a virtual operating room to read and listen to information about next-gen solutions in secure networks and operational efficiency that will enhance human abilities and outreach and lead to a more inclusive and effective health care system.

“Rapid-Response” Articles*

To keep AT&T at the forefront of readers’ minds, a steady flow of timely, topical articles will link AT&T’s solutions to breaking news.

- A dedicated editor will continually monitor the news for relevant topics and newsworthy events and insights
- A dedicated writer will quickly craft pithy, 400-word articles in *The Washington Post’s* top-performing editorial template
- Once approved by AT&T, each article will be published and promoted through native ad units

Option 1: One article published per week over three month period (12 articles total)

Option 2: One article published per week over six month period (24 articles total)

* Requires incremental spend outside of aforementioned program (see tab #2 in media plan)