

Custom Content Ideas for TracFone



Overview

From ordering food to hailing a cab to finding a date, Millennials love their phones. At the same time, they prize flexibility, authenticity and transparency. When you consider TracFone's key selling points—no commitments, no plans, no fees, rollover minutes that belong to you, the ability to check your balance, instantly—it's clear that the device's core features dovetail perfectly with Millennials' core desires.

To highlight this natural match and build positive brand awareness among *The Washington Post's* influential Millennial readers, WP BrandStudio will create engaging custom content that entertains as it informs.

Note: 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 call.

Here are two potential approaches to sharing the TracFone brand story:

Concept #1: “*Simplicity Now*”

A deep-dive into the growing Millennial trend toward “no-strings” simplicity—organically integrating the commitment-free TracFone

Concept #2: “*The Live Experience*”

Amazing photo essays created by a socially influential Millennial who shows off TracFone's real-life capabilities

Concept Details

Concept #1: *“Simplicity Now”*

Overscheduled, over-connected, multi-tasking machines, It’s no wonder Millennials are rebelling against the noise and demanding “Simplicity now!” in every aspect of their lives—from pared-down wardrobes to commitment-free phones.

Using storytelling tools that could include journalistic narrative, personal profiles, infographics or video, we’ll integrate TracFone’s benefits into a colorful exploration of the simplicity trend and its connection to other Millennial-driven disruptions such as cord-cutting, the sharing economy and corporate transparency.

Concept #2: *“The Live Experience”*

To open readers’ eyes to everything they can do with a TracFone, we’ll let the device speak for itself through mini documentaries created by a Millennial with a strong social following.

Our real-life documentarian will be given a TracFone and sent to must-see events, such as Coachella, Governor’s Ball or Burning Man. He or she will create engaging Snapchat or Instagram-style “you-are-there” photo or video essays that showcasing the surprising range of the TracFone’s capabilities; content could be promoted across the influencers’ social media channels as well as WP BrandStudio’s outlets