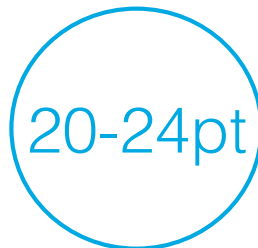
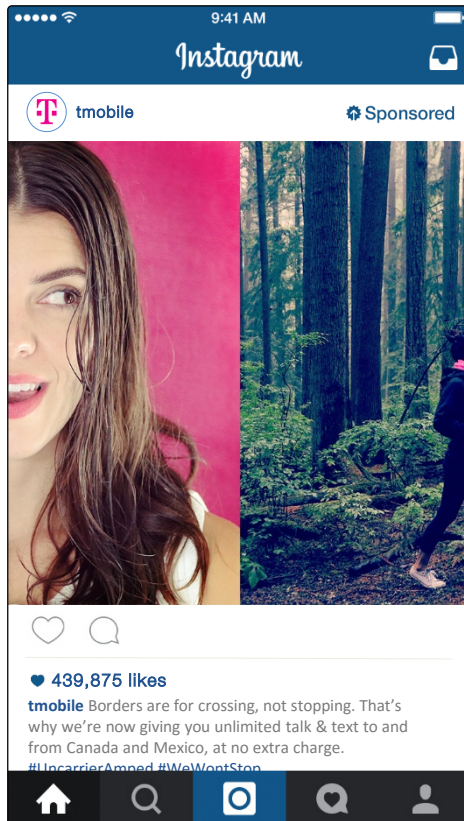


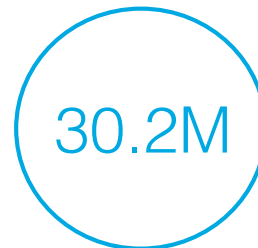


Mobile without borders: Free roaming from Canada to Mexico

T-Mobile used Instagram's carousel ads to raise awareness for their Mobile Without Borders service. This plan offers subscribers calling and texting between the U.S., Mexico and Canada, free of roaming charges. They saw a significant lift in ad recall and reached over 30M people.



lift in ad recall



people reached



total impressions

STORY

Stay connected anytime and anywhere

T-Mobile US, Inc. is an American wireless network operator that helps people connect with each other in a world full of busy and fragmented lives. The value of their plans, breadth of coverage and the reliability of their networks enables millions of users to communicate wirelessly wherever and whenever they are.

GOAL

Communication without boundaries

T-Mobile US, Inc. wanted to raise awareness of their Mobile Without Borders campaign with a focus on targeting 18-49 –year-olds living in the United States.

SOLUTION

Striding through the frames

T-Mobile US, Inc. used Instagram carousel ads, which allow people swipe to discover additional images that link to a website. This was an ideal format to weave together a series of images to tell a vivid visual story. From the Northern woods and a city street, to a sunny beach in Mexico, the carousel ads featured a young woman using her mobile phone as she “walks” between different environments—depicting that mobile communication can be boundless, even while roaming across borders.

After the campaign ended, T-Mobile saw great results. Their ads resulted in a 20-24pt lift in ad recall—2X higher than their first Instagram campaign. Through these strong results, T-Mobile successfully reinforced their vision that a person can travel without worrying about their mobile roaming experience.

“
With the carousel ad campaign for Mobile Without Borders, we had an opportunity to showcase a new Un-carrier move in an artistic and eye-catching way.
”

Peter DeLuca
SVP
T-mobile USA