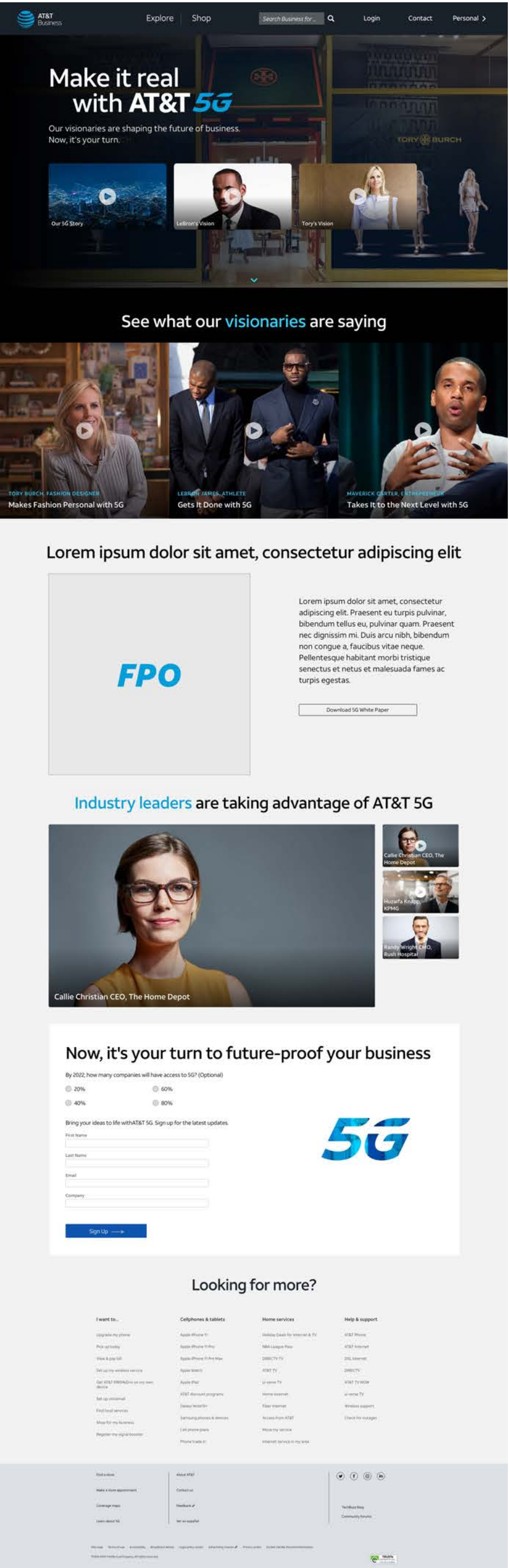


OVERALL FLOW



MOBILE

NAVIGATION

MOBILE

- 1. The navigation used will be the standard top nav bar from the AT&T Business site.



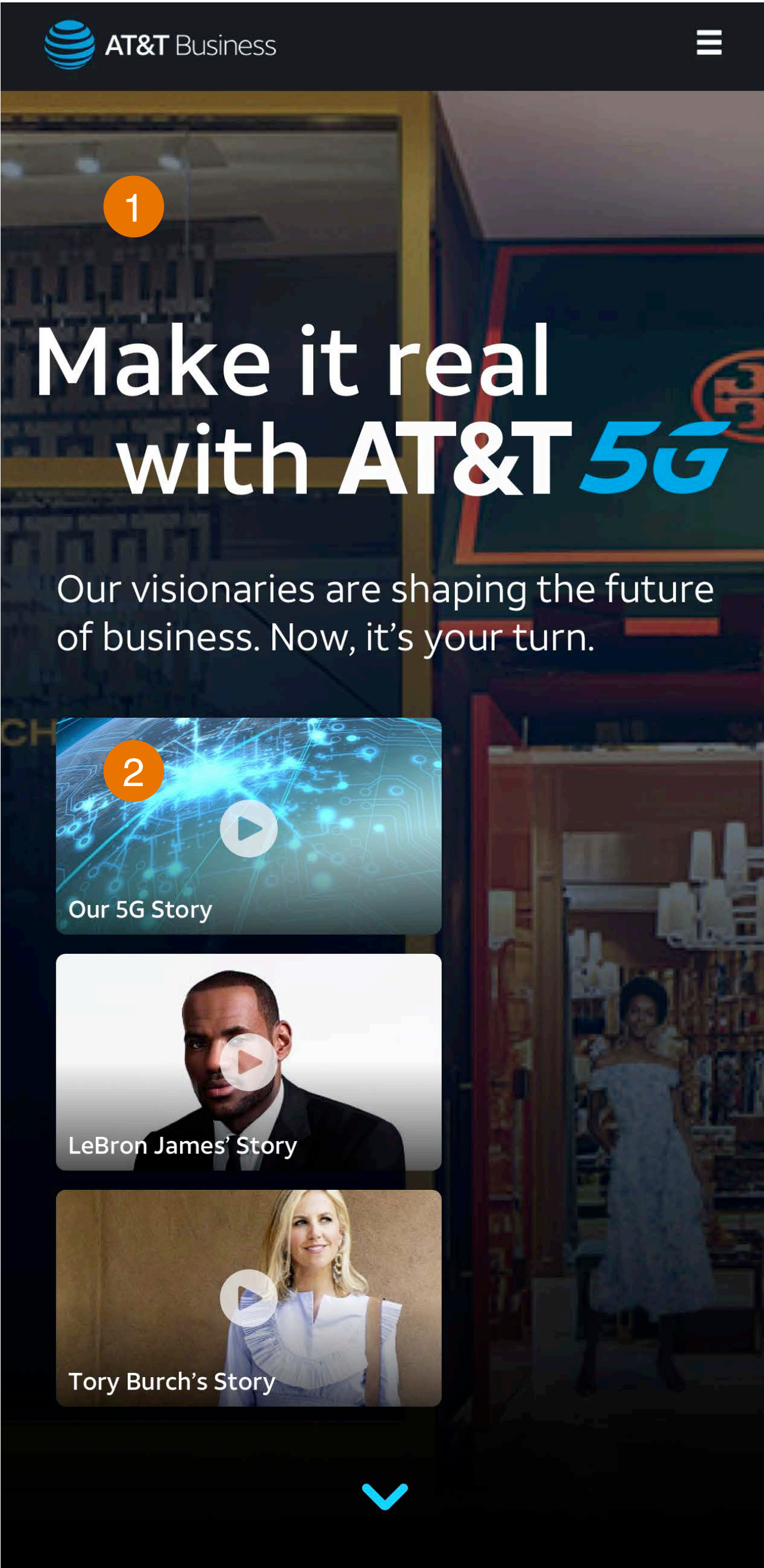
MARQUEE

MOBILE

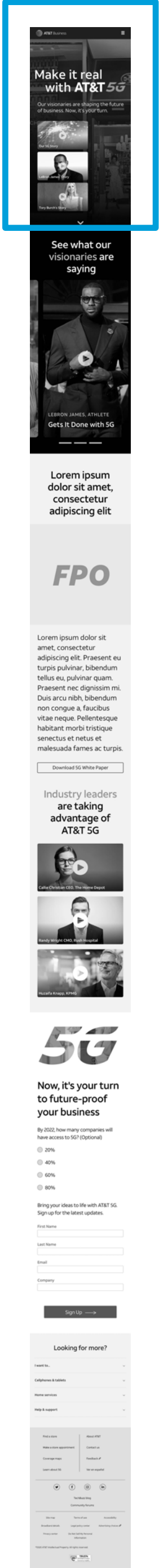
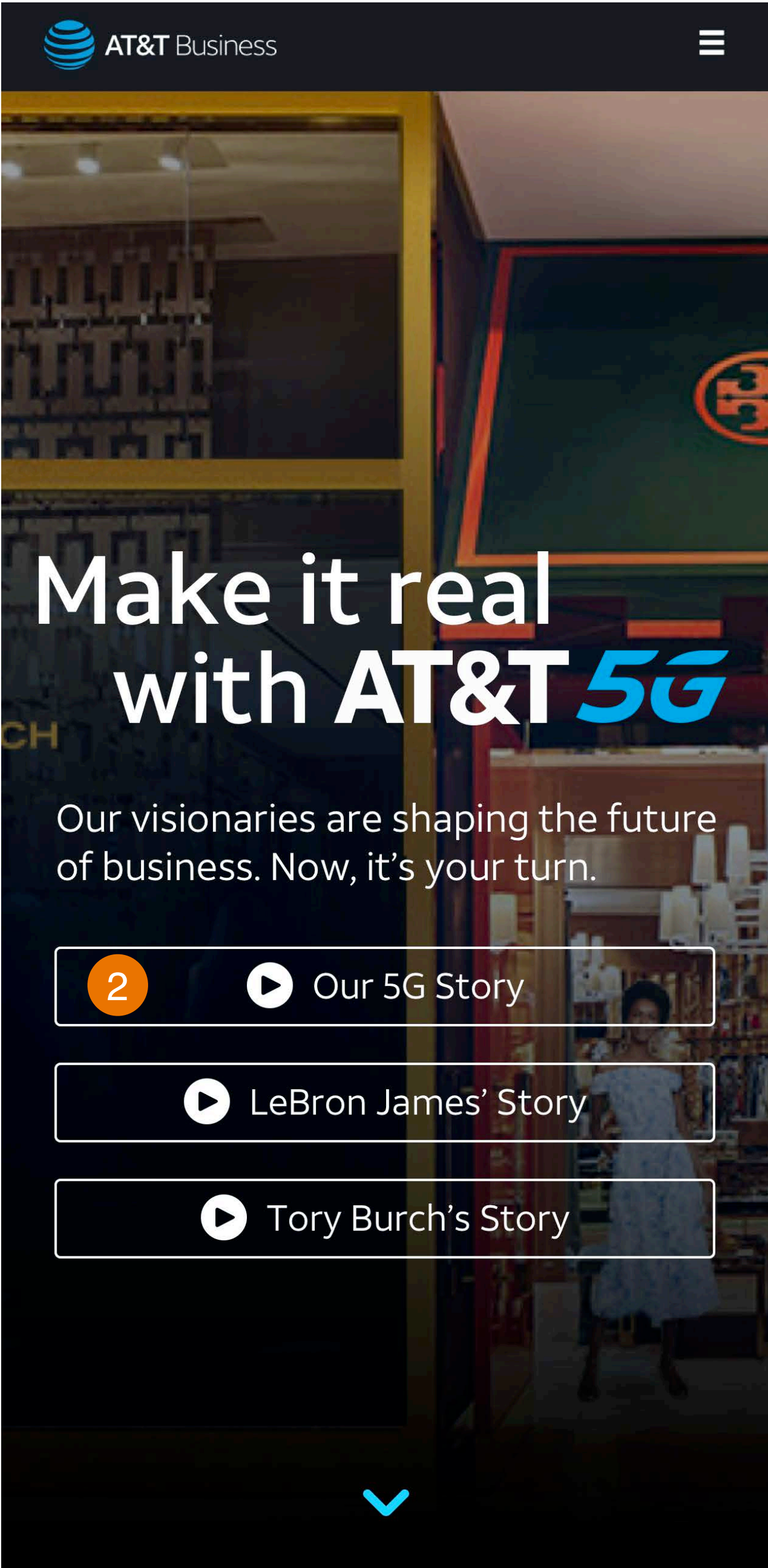
- 1. Auto-loop self playing video plays in the marquee creating a high energy feel. Video would be made up of quick clips edited from the 2 commercials plus the network superiority video.
- 2. When user selects a thumbnail (OPTION 1) or a CTA (OPTION 2), the video launches in the full screen OS player.

(see live reference: <https://godaddy.design/>)

OPTION 1



OPTION 2



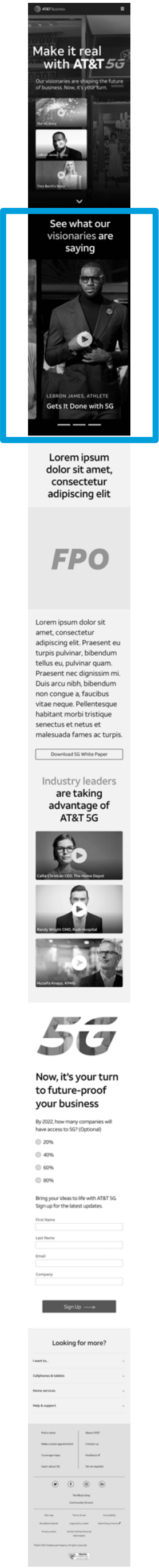
CELEBS

MOBILE

- 1. This section will display either 2 cards or 3 cards in a carousel; each card displays an interview video with the celebrity speaking their mind about what the power of 5G will do for their business. Formatted to play to a 9x16 format.
- 2. Tapping on the portrait of the celeb launches the OS player in full screen.

1

2



INFOGRAPHICS

MOBILE

- 1. Flexible space for the infographics. At this time we are unfamiliar with what this content might be. Light animation would appropriate to bring them to life, ie: Parallax Java / HTML 5 / Gif or similar
- 3. A link to the 5G Whitepaper might be applicable with this content.

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1

FPO

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2 Download 5G White Paper



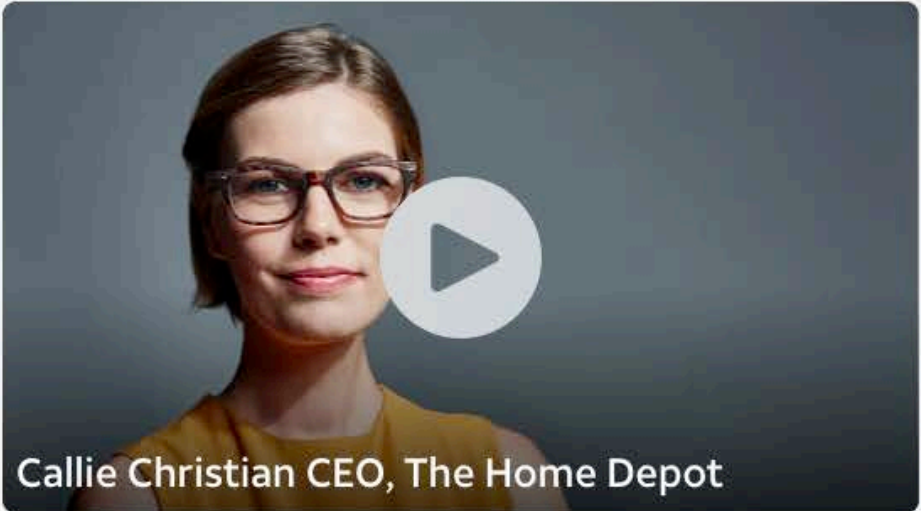
BDMs


MOBILE


- 1. Stacked thumbnails display images of person speaking in the videos. Text below indicates corresponding company and executive name. It is understood that at the time of launch, we will only have three of these videos.
- 2. Tapping on the portrait of the BDM launches the video in an OS video player.

3 THUMBNAILS

Industry leaders
are taking
advantage of
AT&T 5G

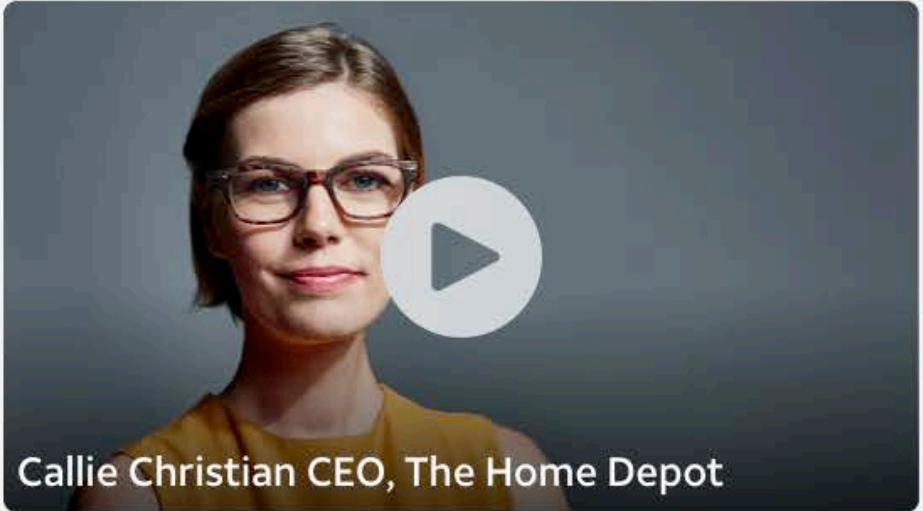

Callie Christian CEO, The Home Depot



Randy Wright CMO, Rush Hospital



Huzaifa Knapp, KPMG

SCALED TO 3+ THUMBNAILS

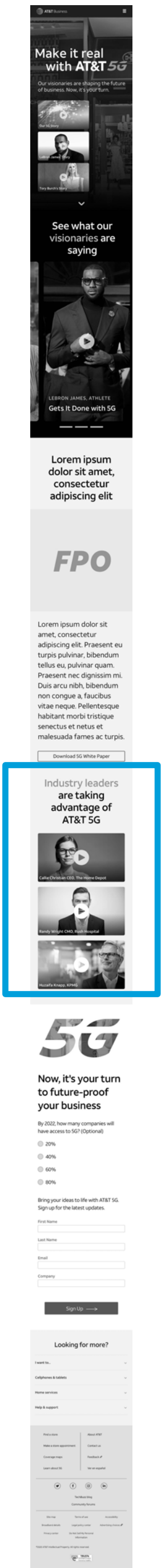
Industry leaders
are taking
advantage of
AT&T 5G


Callie Christian CEO, The Home Depot


Randy Wright CMO, Rush Hospital


Huzaifa Knapp, KPMG

View 3 more




RAI

MOBILE

- 1. The question posed would create a moment of engagement to encourage lead generation, and should be framed to get the users opinion compared to what the world thinks. This would not be a poll. We want to avoid having to create a database to store responses.
- 2. We have placed a recommend shortened form using just the basic fields.
- 3. The user may submit form information alone. Providing an answer to the question is optional.

QUESTION WITH FORM



Now, it's your turn to future-proof your business

1

By 2022, how many companies will have access to 5G? (Optional)

☐

20%

☐

40%

☐

60%

☐

80%

Bring your ideas to life with AT&T 5G. Sign up for the latest updates.

2

First Name

Last Name

Email

Company

3

Sign Up

→

POST SUBMIT THANK YOU SCREEN



Now, it's your turn to future-proof your business

By 2022, it's expected that

60%

of businesses will have access to 5G. AT&T Business will help you be one of them.

Thank you for your information. An AT&T representative will be in contact with you in 3 business days.

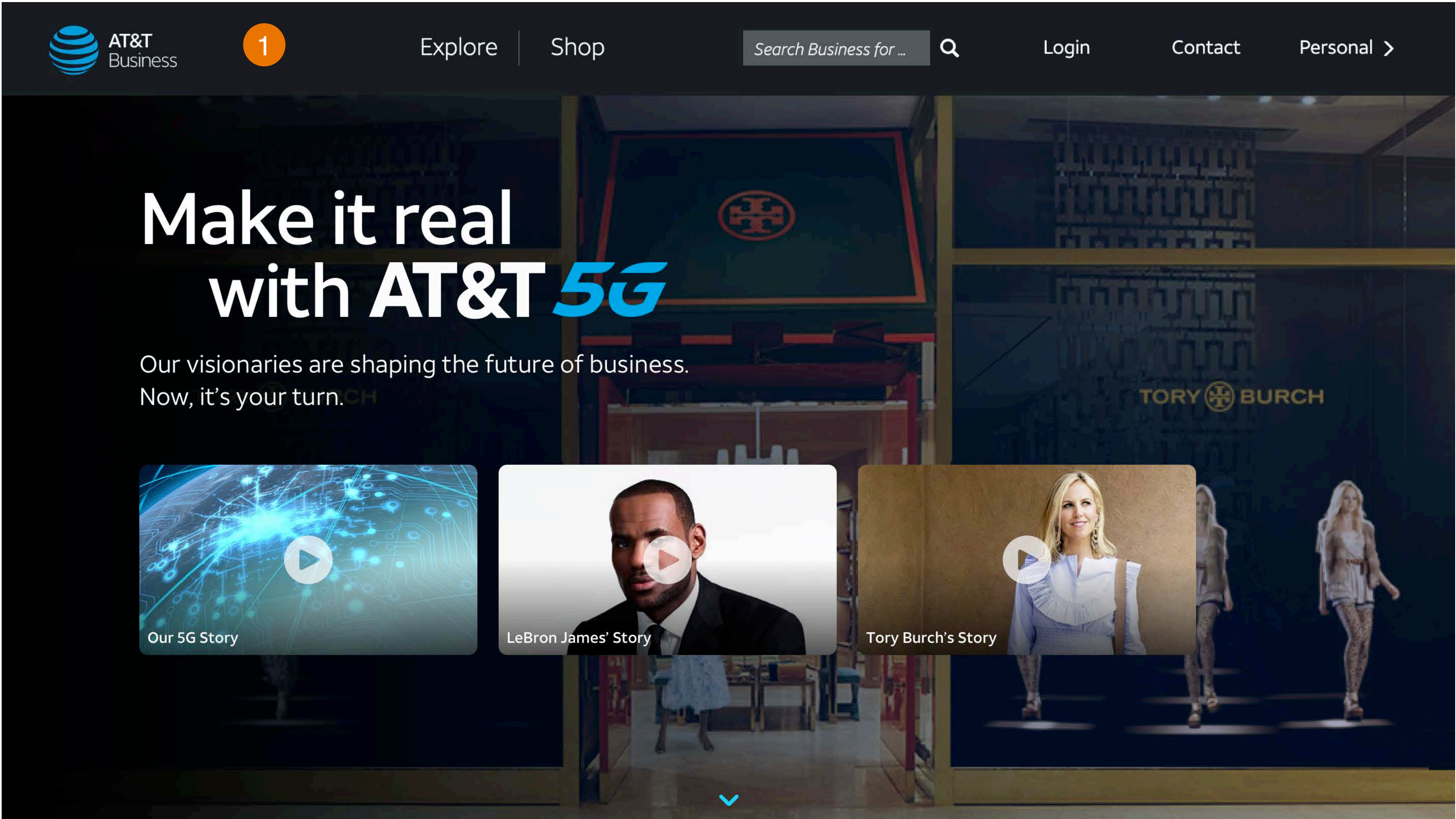


DESKTOP

NAVIGATION

DESKTOP

1. The navigation used will be the standard top nav bar from the AT&T Business site.



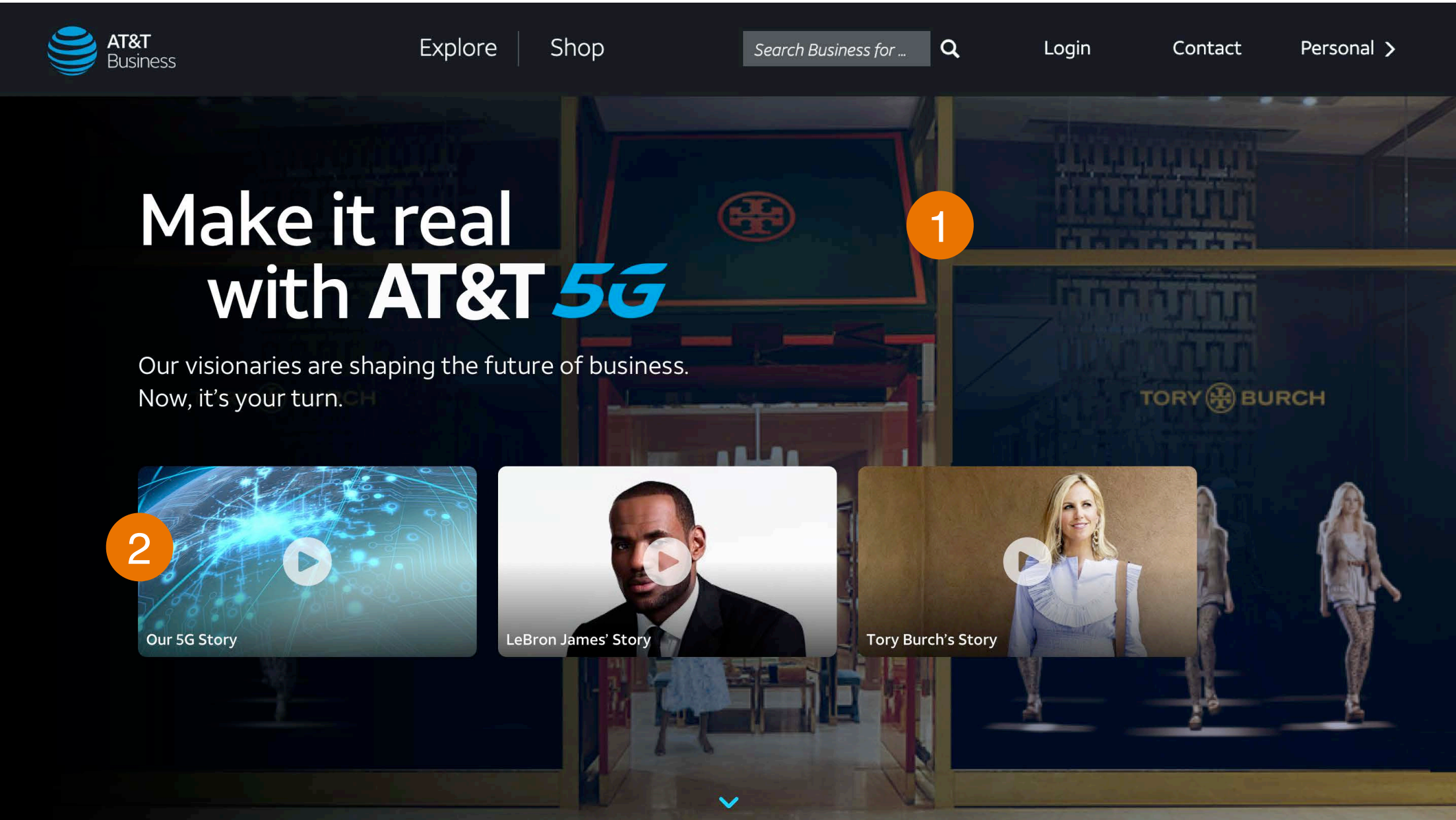
MARQUEE

DESKTOP

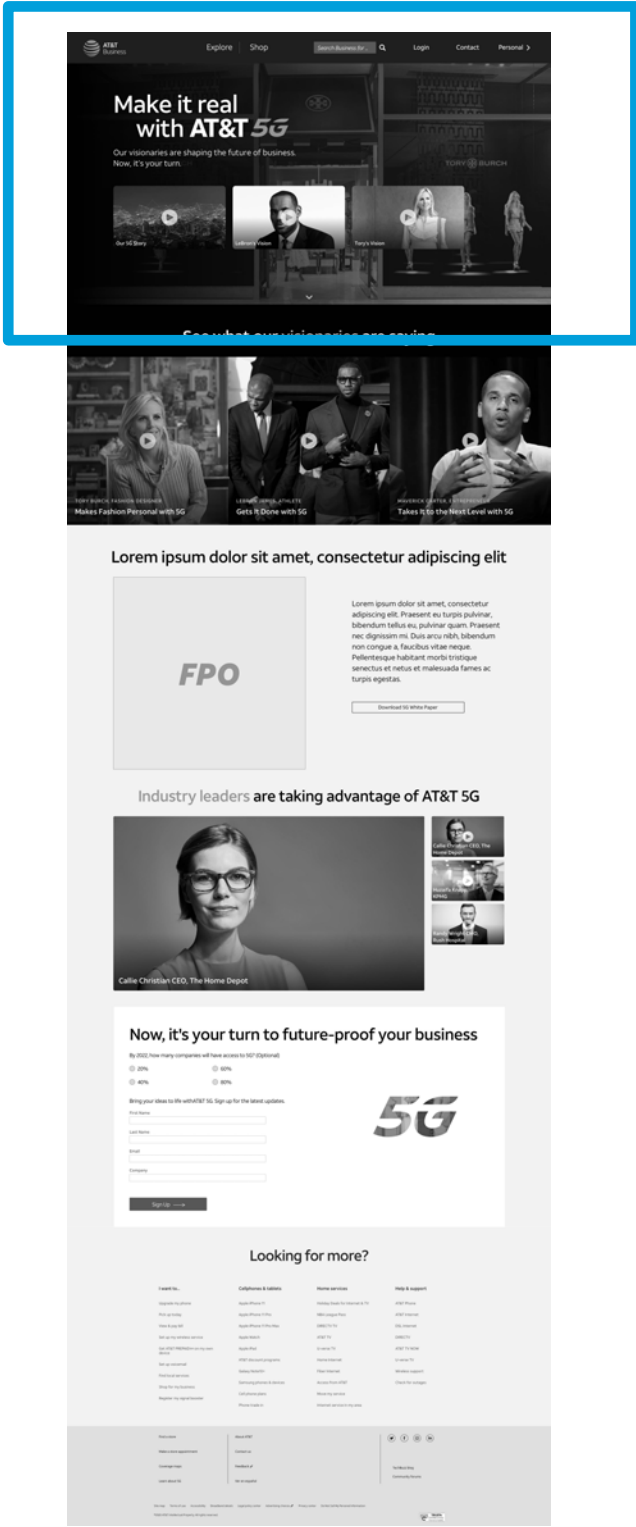
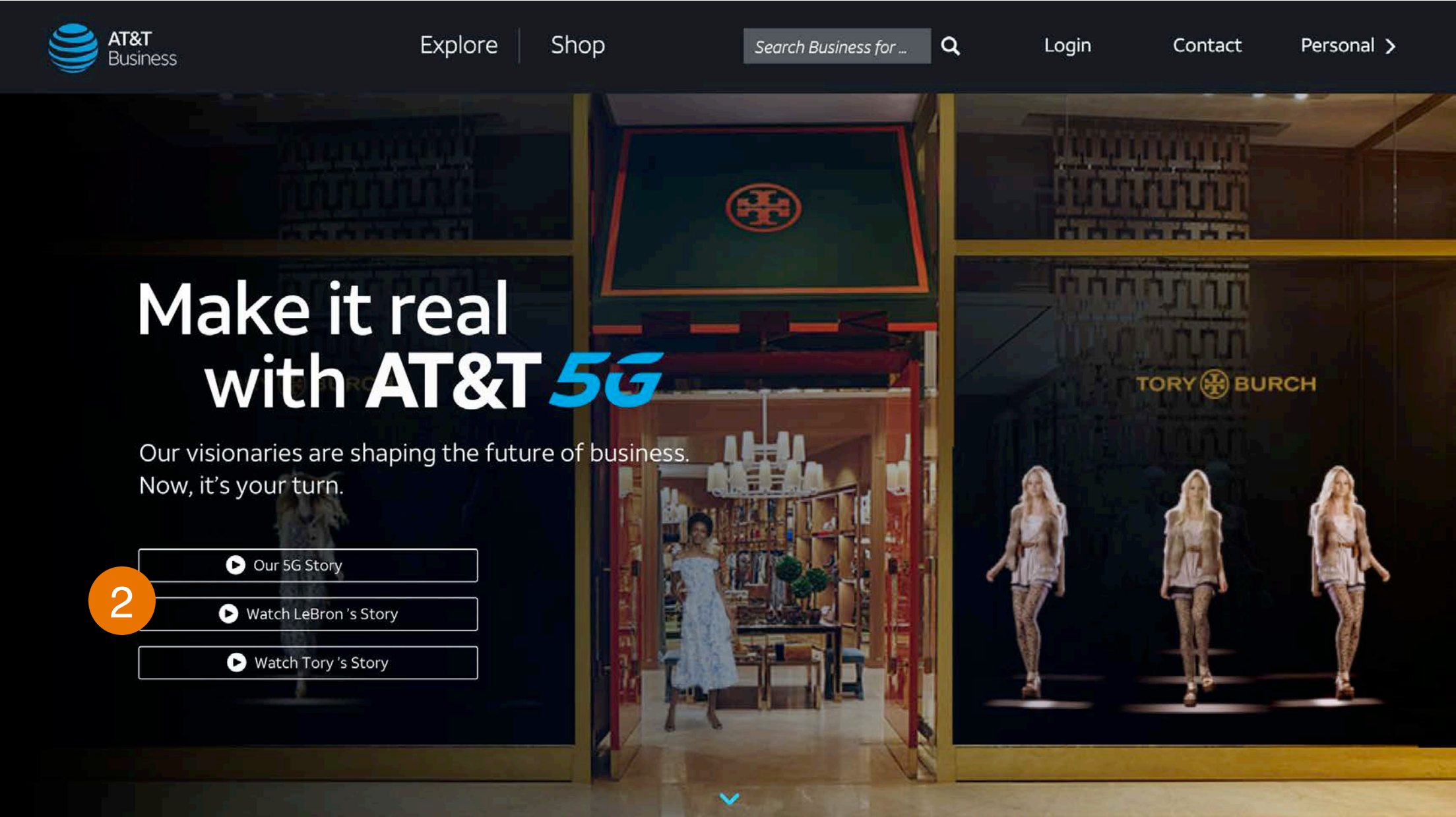
- 1. Auto-loop self playing video plays in the marquee creating a high energy feel. Video would be made up of quick clips edited from the 2 commercials and the network superiority video.
- 2. When user selects the thumbnail (OPTION 1) or CTA (OPTION 2), the video launches in a player overlay.

(see live reference: <https://godaddy.design/>)

OPTION 1



OPTION 2



CELEBS

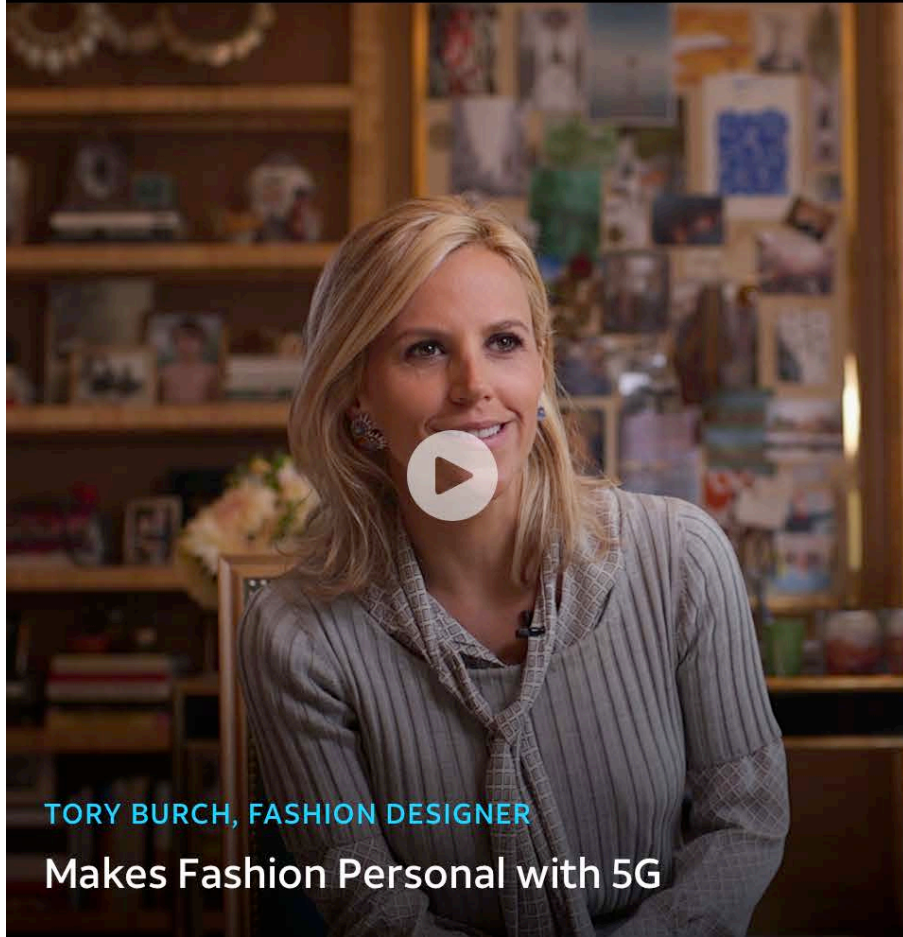
DESKTOP

- 1. This section will display either 3 cards (OPTION 1, Tory, LeBron and Mav) or 2 cards (OPTION 2, Tory, and Mav); each card displays an interview with a celebrity speaking their mind about what the power of 5G will do for their business. Formatted to play to a 9x16 format.
- 2. Tapping on the portrait of the celeb launches the video in a player overlay.

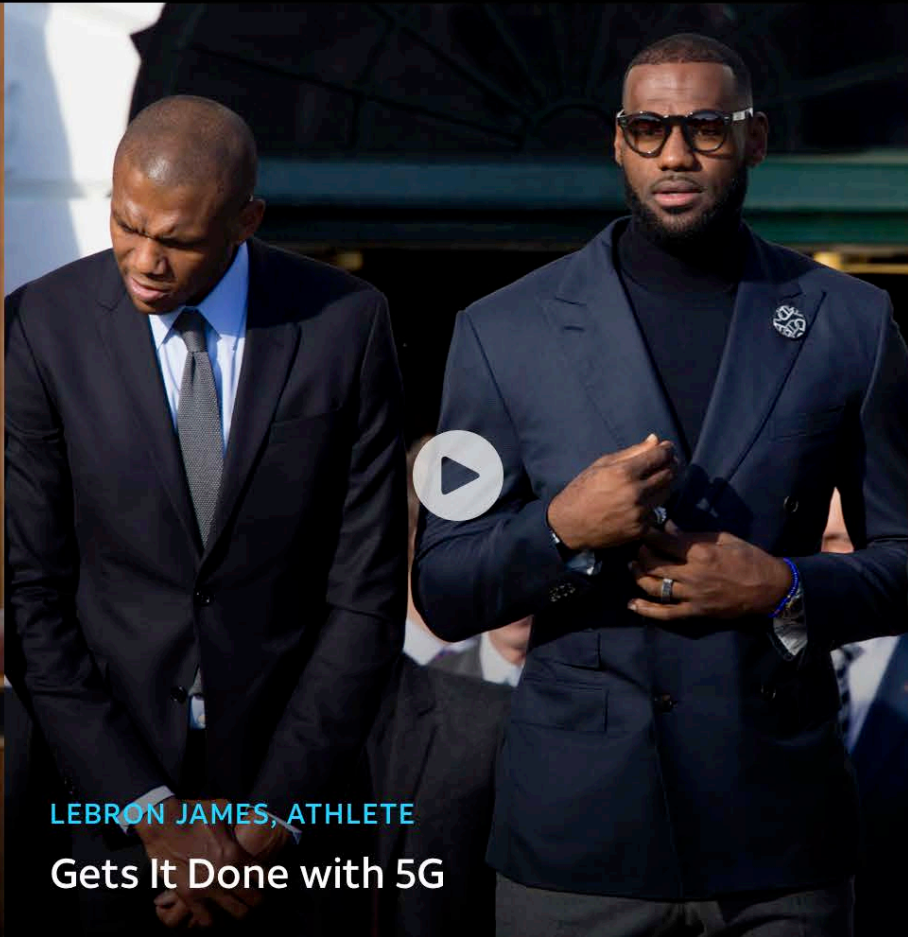
1

OPTION 1


See what our visionaries are saying



TORY BURCH, FASHION DESIGNER
Makes Fashion Personal with 5G



LEBRON JAMES, ATHLETE
Gets It Done with 5G



MAVERICK CARTER, ENTREPRENEUR
Takes It to the Next Level with 5G

OPTION 2

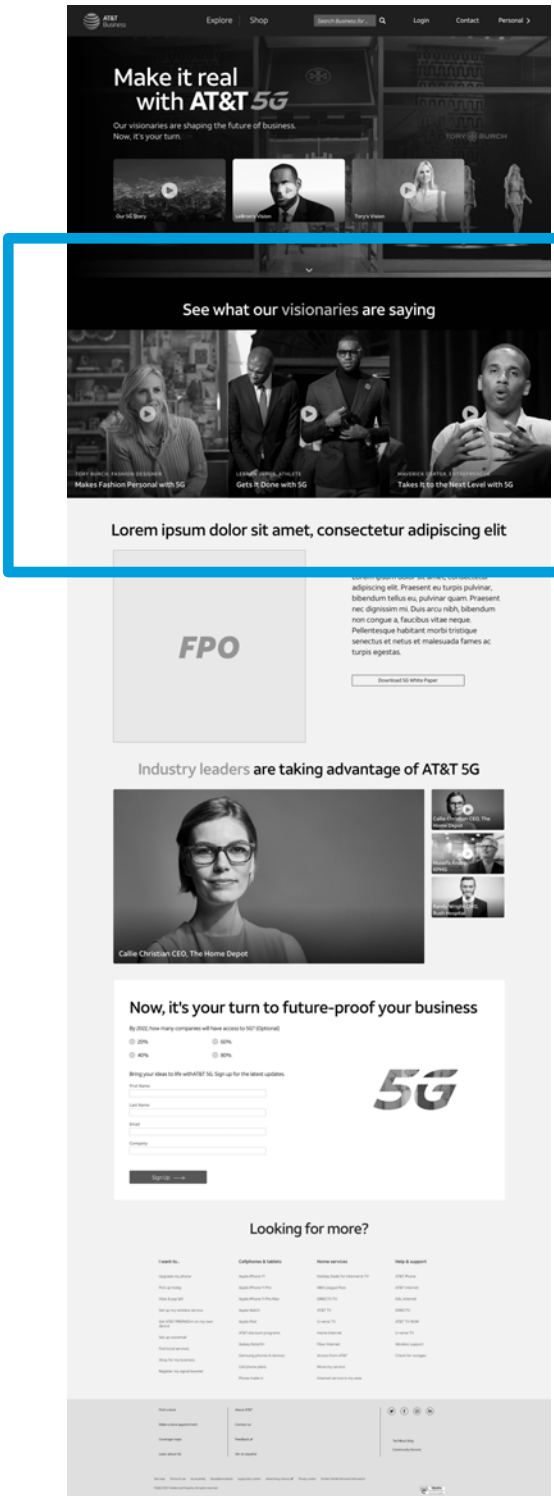
See what our visionaries are saying



TORY BURCH, FASHION DESIGNER
Makes Fashion Personal with 5G



MAVERICK CARTER, ENTREPRENEUR
Takes It to the Next Level with 5G




INFOGRAPHICS

DESKTOP

- 1. Flexible space for the infographics. At this time we are unfamiliar with what this content might be. Light animation would appropriate to bring them to life, ie: Parallax Java / HTML 5 / Gif or similar.
- 2. A link to the 5G Whitepaper might be applicable with this content.

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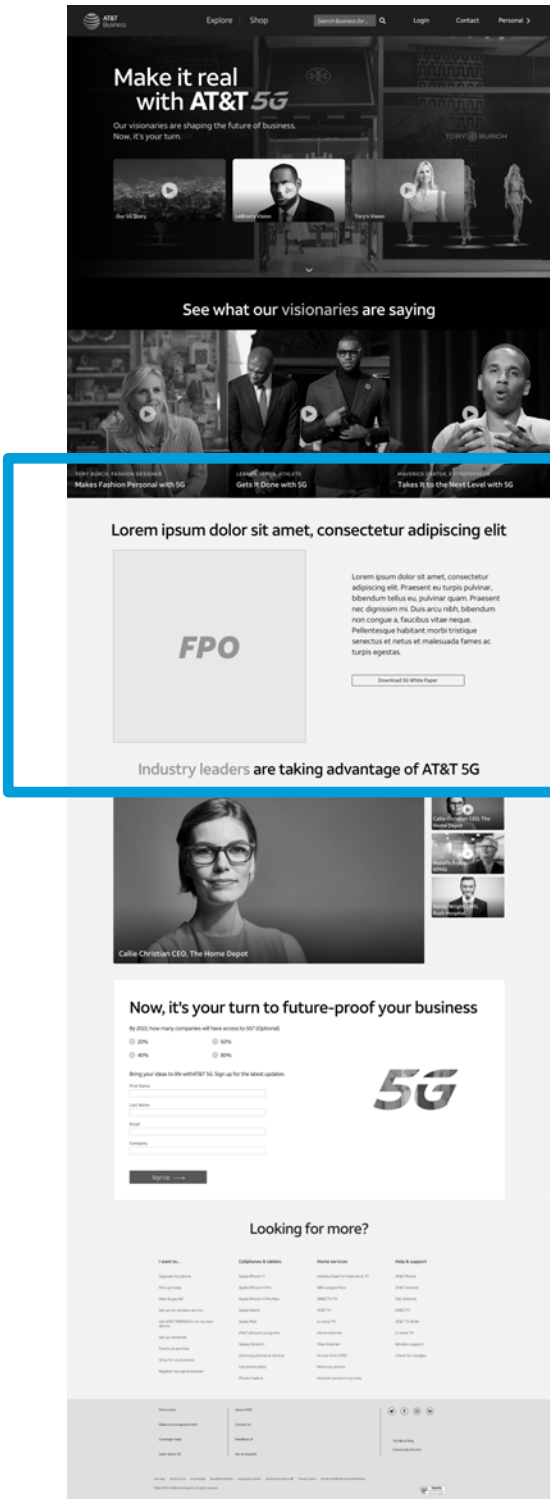
1



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent eu turpis pulvinar, bibendum tellus eu, pulvinar quam. Praesent nec dignissim mi. Duis arcu nibh, bibendum non congue a, faucibus vitae neque. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas.

2

Download 5G White Paper

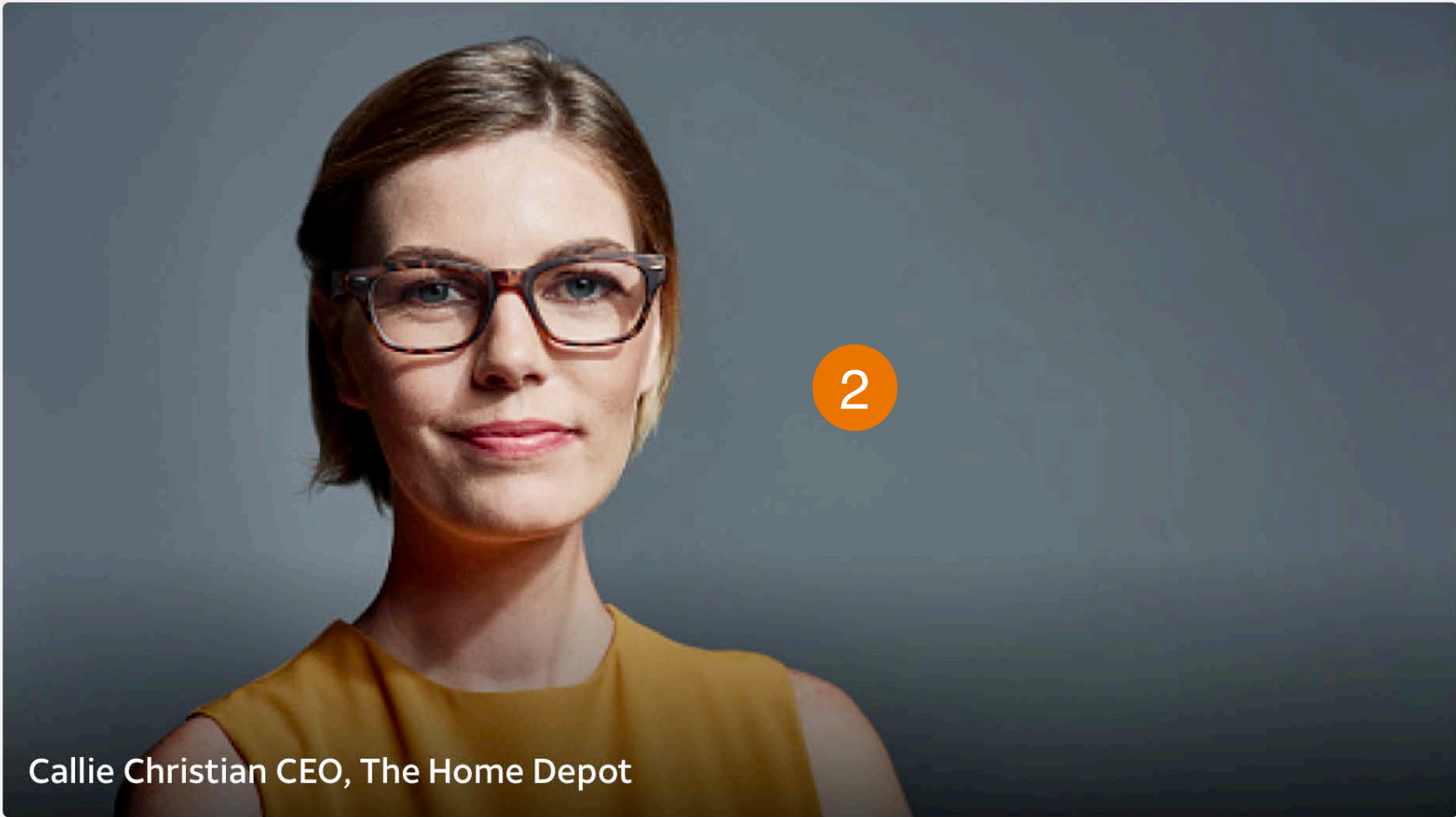


BDMS

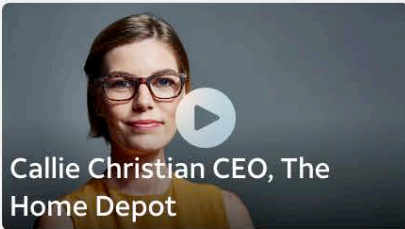
DESKTOP

- 1. Thumbnail images are displayed beside the player, featuring the video of the person speaking. Text below indicates corresponding company and executive name. It is understood that at the time of launch, we will only have three of these videos.
- 2. Tapping on the portrait of the BDM launches the video in a player.

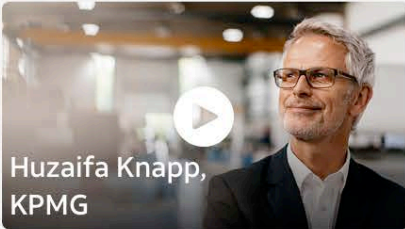
Industry leaders are taking advantage of AT&T 5G



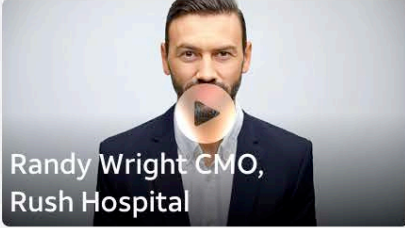
Callie Christian CEO, The Home Depot



Callie Christian CEO, The Home Depot



Huzaifa Knapp, KPMG

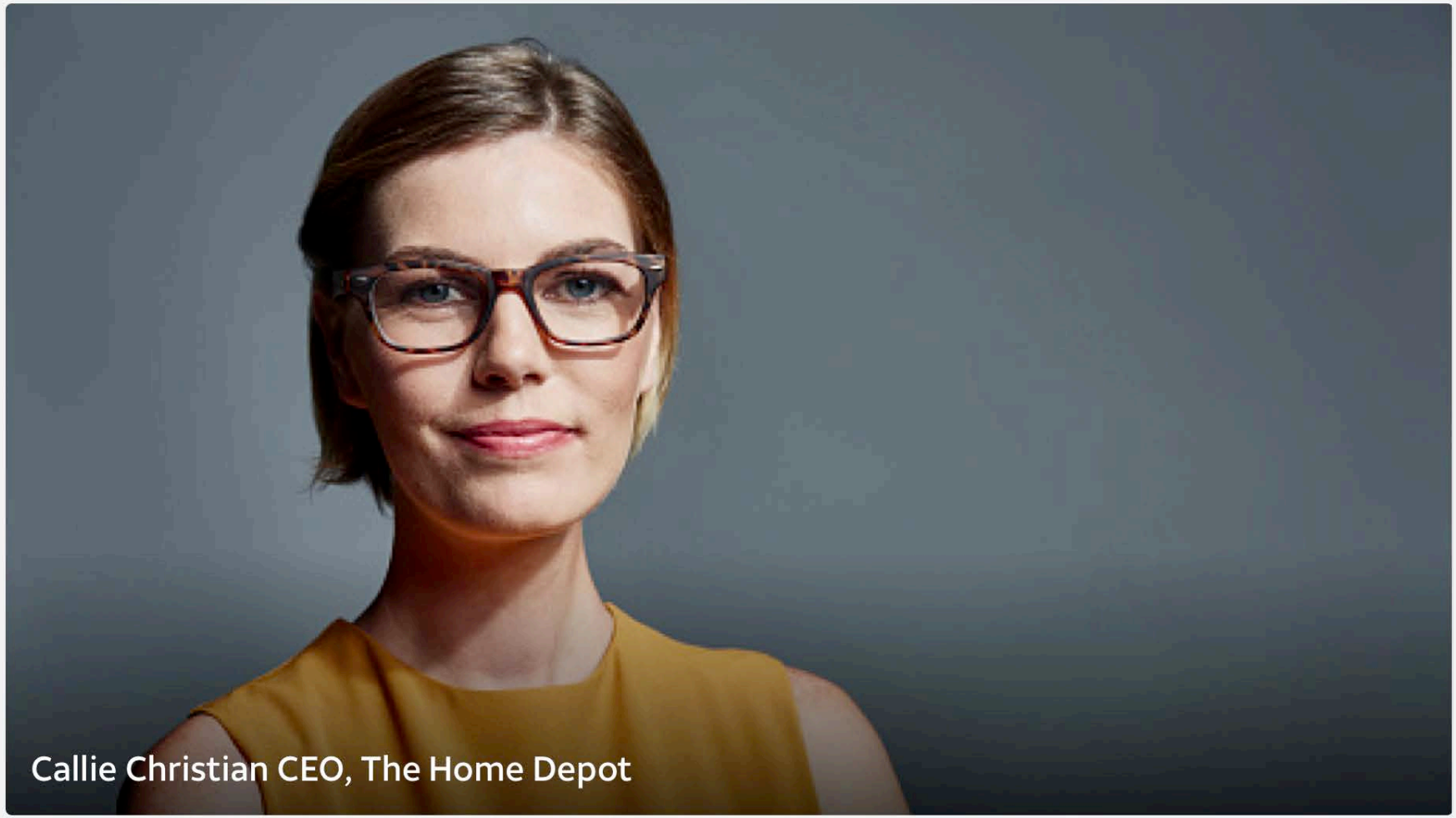


Randy Wright CMO, Rush Hospital

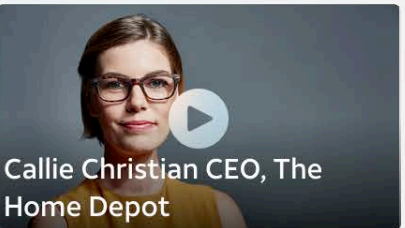
1

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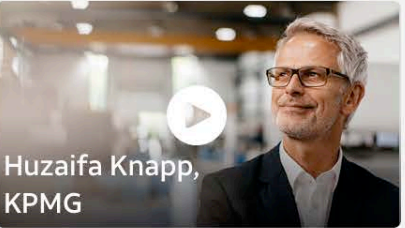
Industry leaders are taking advantage of AT&T 5G



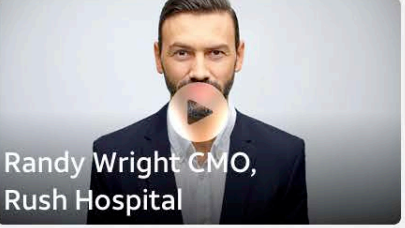
Callie Christian CEO, The Home Depot



Callie Christian CEO, The Home Depot

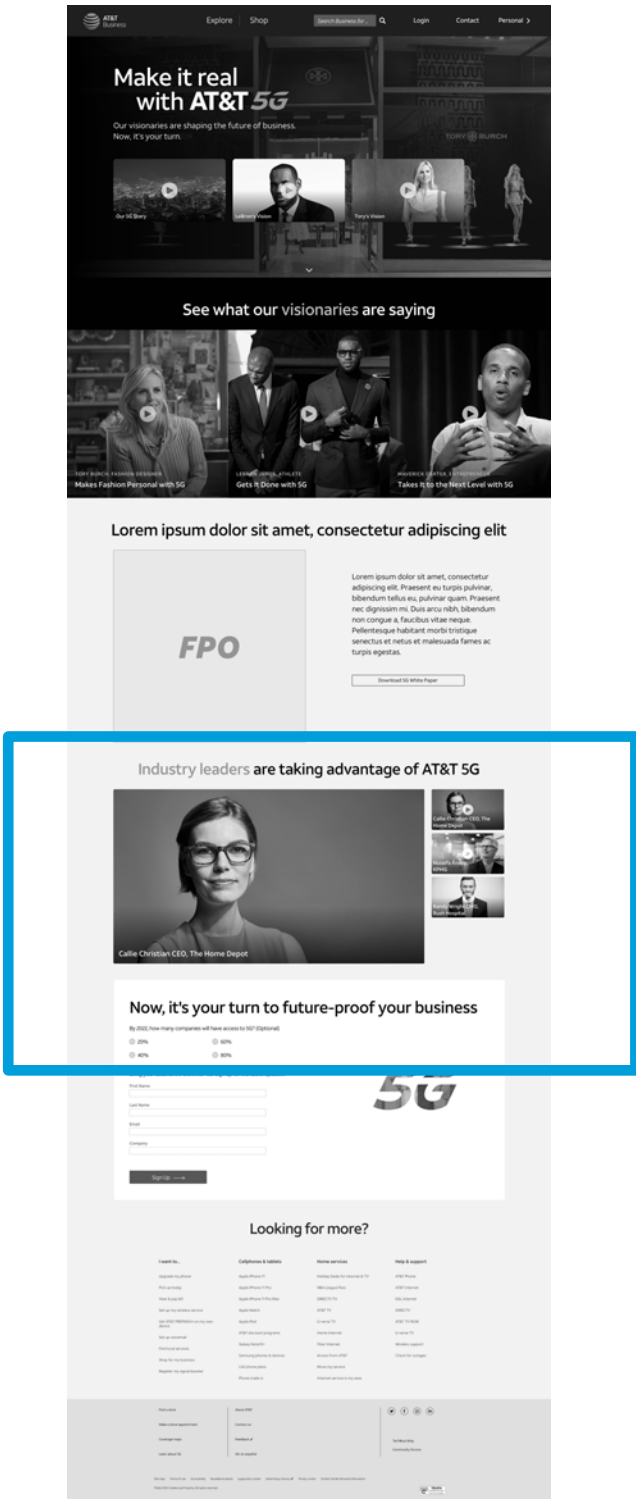


Huzaifa Knapp, KPMG



Randy Wright CMO, Rush Hospital

[View 3 more](#)



RAI FORM

DESKTOP

- 1. The question posed would create a moment of engagement to encourage lead generation, and should be framed to get the users opinion compared to what the world thinks. This would not be a poll. We want to avoid having to create a database to store responses.
- 2. We have placed a recommend shortened form using just the basic fields.
- 3. The user may submit form information alone. Providing an answer to the question is optional.
- 4. Answer to the question appears along with the confirmation message for the form field. If user did not answer in the first place, we'll have an answer that highlights the world view.
- 5. Confirmation that the information was correctly submitted

1

Now, it's your turn to future-proof your business

By 2022, how many companies will have access to 5G? (Optional)

☐ 20%

☐ 40%

☐ 60%

☐ 80%

Bring your ideas to life withAT&T 5G. Sign up for the latest updates.


First Name

Last Name

Email

Company

Sign Up




4

Now, it's your turn to future-proof your business

By 2022, it's expected that

60%

of businesses will have access to 5G.
AT&T Business will help you be one of them.



5

Thank you for your information.
An AT&T representative will be in contact with you in 3 business days.

