



LIVE UNLIMITED AT THE NYSE

Sprint wanted to create a unique experiential activation outside of the New York Stock Exchange to coincide with their CEO ringing the morning opening bell. The primary objective was to communicate their unlimited data plan in an engaging way with traders. We activated inside of the fenced area of the NYSE with food trucks and GNF-designed interactive photo ops. Each photo op invited passersby to interact with the set and urged consumers to live the "unlimited life" by switching to Sprint. The environments consisted of a scenic backdrop with 3D interactive elements, such as a wooden bench in front of our park scene and reserved seats in front of our concert backdrop. We even created standees of Sprint's spokesperson, Paul Marcarelli, that were placed at each photo op to complement the thematic. Whether on the bus, at the park, or in your living room, our copy and visuals communicated that Sprint's data plan lets you live the unlimited life with unlimited freedom to post, tweet, snap and stream anywhere.

