



***“Capturing Your Interest”***

# AT&T / SBC Case Study



## Background:

FotoZap has worked with both SBC and the post-merger AT&T. The merged company needs to let consumers know about the compelling bundle of telecommunications services they offer.

## The Goal:

Increase sales of bundled services, build an opt-in list, and increase awareness of the merged company and service offerings.





## The Activity:

AT&T uses FotoZap in conjunction with their national Blue Room tour, highlighting the music capabilities of their broadband service.



The Activity:  
Consumers had to  
answer a detailed  
survey to view their  
photo online  
including an opt-in  
checkbox to receive  
future  
communications

Your New ATT Photo - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address http://fotozap.com/?300065\_f2d83

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**at&t**  
Your world. Delivered.™

Please help us serve you better, by completing the short survey below before seeing your photo.

Which of the following services do you currently subscribe to from AT&T? (check as many as apply)

- ☐ Satellite Television
- ☐ Long Distance
- ☐ Wireless Internet
- ☐ Cellular or Wireless Phone Service
- ☐ Local Phone Service
- ☐ Dial-Up Internet Service
- ☐ High-speed Internet Access
- ☐ None

What services does AT&T offer?

- ☐ Satellite Television
- ☐ Long Distance
- ☐ Wireless Internet
- ☐ Cellular or Wireless Phone Service
- ☐ Local Phone Service
- ☐ Dial-Up Internet Service
- ☐ High-speed Internet Access

How would you rate your overall impression of AT&T on a 10 point scale?

--

Rate how likely you are to purchase additional communication services from AT&T in the next six months.

--

Which of the following services are you likely to subscribe to from AT&T in the next six months? (check as many as apply)

- ☐ Satellite Television
- ☐ Long Distance
- ☐ Wireless Internet
- ☐ Cellular or Wireless Phone Service
- ☐ Local Phone Service
- ☐ Dial-Up Internet Service
- ☐ High-speed Internet Access

Rate the following statement on a 10 point scale-'AT&T is a company that you can trust'

--

### AT&T Yahoo!® High Speed Internet

- Up to 25 times faster than dial-up
- 11 email accounts, each with 2GB storage
- FREE modem and installation kit (\$49.99 value after mail-in rebate)

Only **\$12.99**  
per month for 12 months



### Bundle AT&T Services

Start saving now.

-  High Speed Internet
-  Digital Satellite TV
-  Wireless Phone
-  Voice Services

save up to **\$204**  
Per year

# The Activity:

## Photo display page creates brand awareness, viral marketing opportunity and offers call to action

Microsoft Internet Explorer window showing the AT&T Photo display page.

Address: <http://fotozap.com/ShowPhotos.do?p=198885&x=e34f5df2fe63>

**AT&T**  
Your world. Delivered.™

**Live! '06 TOUR**

blue room. att.com

AT&T blue room.

**SEND YOUR PHOTO TO FRIENDS**

**From:**

First name:  Last name:

Email address:

**AT&T Yahoo!® High Speed Internet**

- Up to 25 times faster than dial-up
- 11 email accounts, each with 2GB storage
- FREE modem and installation kit (\$49.99 value after mail-in rebate)

**Only \$1299**  
per month for 12 months

**Bundle AT&T Services**

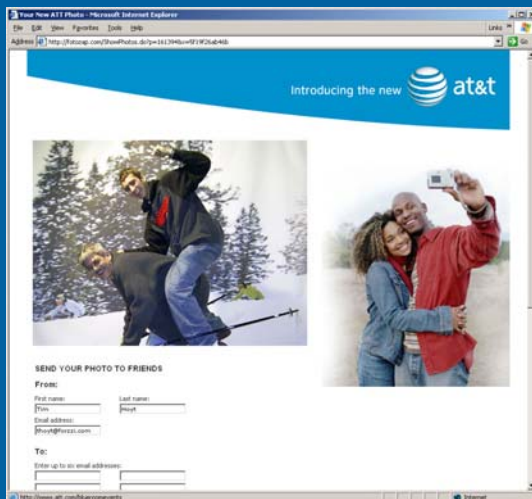
**Start saving now.**

Internet

# The Results:

AT&T uses the FotoZap camera system in high volume situations (the technical process to scan barcodes and capture a photo takes less than 5 seconds).

Based on the success of the Blue Room tour, AT&T has extended the FotoZap program to their regional offices for use at local events.





The Results:  
This screen shot shows the online reporting for a sample event. On this day AT&T used the system to capture 1117 photos. This yielded 746 leads, each with 15 different survey responses.

Campaign Report - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address <https://control.picturemarketing.com/CampaignReportAction.do?campaignId=463>

**FotoZap** FOTOZAP CAMPAIGN MANAGER Admin | My Account | Sign Out | Help

quick view create/edit campaign photos & data reporting marketing resources

**Overview Report**

**Campaign Selected:** SBC SD 12/3 > [Switch Active Campaign](#)

Photo Data	View Selected Campaign Data
<b>1117 Number of photos taken</b> The total number of photos uploaded to this campaign.	<a href="#">View All Photos</a>
<b>818 Photos visited at least once</b> Number of photos that were viewed at least once in a web browser. Out of the total number of photos taken, 73% were visited at least once.	<a href="#">View Visited Photos</a>
<b>3767 Total Number of Unique Page Views</b> Number of visits to photo display pages. Each time a user views the photo in a browser, it counts as one page view. Out of the photos that were visited at least once, each one was visited an average of 4.61 times.	

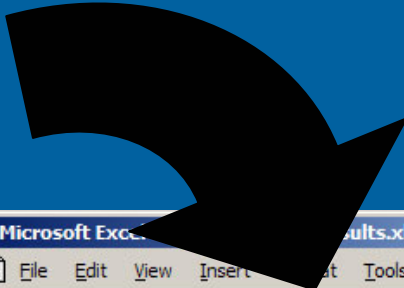
Email Data	View Selected Campaign Data
<b>1271 Guest Email Invitations Sent</b> A total of 1271 email invitations were sent to Guests. Every email sent is counted. (A Guest is someone who had their photo taken at an event, and offered their own email address in order to see the photo.)	
<b>746 Guest Email Addresses</b> A total of 746 unique Guest email addresses were collected. Each unique Guest email address is counted only once, even if it received more than one email invitation.	<a href="#">View All Emails</a>

Done



# Reporting of Results:

Collect consumer databases are imported into AT&T customer relationship management system. Opt-in emails are added to newsletter. FotoZap's online reporting allows AT&T to quickly judge effectiveness of promotions.



Microsoft Excel - Results.xls

	A	B	C	D	E	F
1	Email	Type of vehicle	First vehi	Would recomm	First name	Last
630	anno@yahoo.com	Sedan	2000	Very likely	'Suzanne'	'Agu
631	1000@yahoo.com	Sedan	2002	Very likely	'ajith'	'bhas
632	aya1744@aol.com	Sedan	1998 or o	Very likely	'marcus'	'simp
633	ntrollins@aol.com	Van/Minivan	2002	Somewhat likel	'Anne'	'Rolli
634	estcityhomes.com	Compact	2003	Very likely	'Andrei'	'Ivanc
635	rys8@yahoo.com	SUV	2000	Very likely	'wilson'	'ham
636	era@spearnet.net	Sedan	1998 or o	Somewhat likel	'Adam'	'Rive
637	wking61@aol.com	SUV	2002	Very likely	'Andrea'	'King
638	rgas@yahoo.com	Sedan	2001	Very likely	'Stefanica'	'Agus
639	allers33@aol.com	Sedan	2001	Neutral	'Ben'	'Dobr

Event Survey Results

Campaign Report - Microsoft Internet Explorer

File Edit View Favorites Tools Help

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