



Case Study:

AT&T Presents Karol G Fan Experience

Year: 2023



This case study was prepared for the client AT&T for the AT&T Presents Karol G Fan Experiences to connect with young Hispanic fans who love music. It was developed and designed by CAA. In the Shopper and/or Experiential Impact, it won bronze.

Executive Summary

AT&T teamed up with the famous artist Karol G to connect with young Hispanic fans who share a passion for music as a cultural touchpoint. The challenge for AT&T was to create experiences that responded to real insights from consumers, catering to both English and Spanish-speaking audiences. To tackle this, AT&T got fans closer to their favorite music and artist, making use of cool tech to make the fan experience better. As the main sponsor of Karol G's 2022 \$trip Love tour, AT&T gave fans some special rewards that they could share with their friends and exclusive content in both languages through exciting tech experiences at in-store and concert locations. This campaign was a success, going beyond what others in the industry usually achieve and making a buzz in the media with millions of people talking about it.

Definition of your challenge

To connect with the younger generation of Hispanic consumers, AT&T had a plan to include fans of Karol G, a Latin artist. They created a special digital world all about Karol G and made it work well on mobile phones. The goal was to give fans special stuff and fun experiences they couldn't get anywhere else. They had some important goals, like making people like AT&T more and making a unique campaign that people would enjoy. They also wanted to make sure the experiences they offered felt new and exciting at places like stores and live music events. They also wanted to make sure that people who are into both American and Hispanic cultures felt included in this special Karol G world powered by AT&T. They worked with a famous Latin artist. AT&T understood Hispanics have their own background and interests, so the ultimate challenge was to find the celebrity or person to connect with that audience.

The Key Insight & Strategy

AT&T's game plan was to give young Hispanic fans the chance to get up close and personal with the Latin music sensation, Karol G, by using some interactive materials. They wanted to make sure it felt real and genuine. To achieve this, they took the following into account:

1. 70% of Hispanics closely follow celebrities.
2. About 40% of Hispanics think music videos are a big deal to connect with their favorite artists.
3. 20% of Hispanics enjoy experiencing their favorite music artists live.
4. Nearly 90% of US Hispanics appreciate it when brands speak to them in Spanish.
5. 82% of US Hispanics like it when brands use social media features to connect with them.

To make sure they connected with their target audience, AT&T used these statistics and executed them to create a memorable advertisement.

Execution

AT&T designed a few experiences to relate with their Hispanic customers. During Hispanic Heritage Month, they released unshared Karol G content to fans. By doing this, it created a way for customers and fans to learn more about Karol G when in AT&T stores. AT&T created a life-size Karol G that would pop up on customers' phones while in the store. They also designed an augmented reality scavenger hunt that allowed fans to earn rewards, such as tickets to a sold-out concert.

AT&T offered creative experiences at concerts all around the world:

1. AT&T x Karol G- POSE: AT&T 5G created a chance for fans to take a picture with a virtual Karol G. It was a kiosk that had a 60-inch touchscreen monitor and included an HD camera. Afterwards, the fans were able to download the media, this content was in English and Spanish.

2. AT&T x Karol G- SUPERSTAR: Fans got the opportunity to bring out the superstar they really are! Inside a replica of the AT&T globe, they were able to star in a professionally produced 30-second music video.
3. AT&T x Karol G- GIF: Signs and posters within the venues had scannable QR codes for fans. These scanned QR codes would allow fans to receive an exclusive Karol G gif.
4. AT&T x Karol G- AR PRE SHOW: Before the concert started, fans had the lucky chance to interact with the concert stage through AR. It was designed as a 360-degree stage with 3D and 2D graphics. Fans were able to download and share pictures and videos of themselves interacting with the filter and graphics.

Results

This AT&T and Karol G campaign collaboration received plenty of positive feedback and awareness like never before. It exceeded industry standards while impacting upper and lower brand funnel measurements. AT&T found using technology and a global superstar can create a meaningful and worthwhile connection with an audience. It brought fans closer to the music and artist they love also while boosting technology use. This campaign made over 73.1 million media impressions including on music and Hispanic focused channels. This campaign increased store traffic by 10% and over 70% of Hispanics that used the AR experiences said AT&T strengthened their experience through innovation and technology.

The in-store AR experience with Karol G reported a 90% enjoyment rate. The overall average dwell time was two minutes and Karol G super fans engaged up between four to six minutes. Around 94% of those who did the in-store AR completed the entire AR experience. The young Hispanic fans that used the AR experience reported: 70% of them had a good impression of AT&T, 65% are likely to consider AT&T in their future and 55% would visit an AT&T store again in the future.

Industry Impact

AT&T is one of the top largest telecommunication companies in America. Hispanics are one of the largest multicultural segments in the country and one of the most affluent and influential groups in the world. The company's goal of this campaign was to support their diverse consumer base, engage with them and break cultural barriers. AT&T will continue to show the industry world and consumer world what multicultural investment looks like as they continue to learn more about the Hispanic community.

AT&T created a tremendously successful campaign with Karol G that showed how a company can make a significant connection with their multicultural audience when the company knows exactly the consumers' cultural behaviors and preferences. It also showed how important it is to connect with your diverse audience to increase your customer loyalty and grow your business overall. By using a passion point of music and real data, AT&T was able to successfully bring together their Hispanic customer community. AT&T proved that making meaningful connections with their audience can create an experience their audience will never forget.