The merger of AT&T and BellSouth creates a company that will unite AT&T’s passion for innovation, quality, reliability, and technology leadership with BellSouth’s rich local heritage of excellent customer care, affordability, and community participation under one of the best-known, most durable, and iconic names in the country and around the world. A robust, multifaceted and cobranded advertising campaign will include both the AT&T and BellSouth logos to underscore the association of the companies and to transfer BellSouth’s strong brand equity and customer loyalty to the new AT&T as the companies transition to a single and unifying identity.

**LOOK AND FEEL**

Designed to resonate regionally, the new campaign:

- Invokes a warm and welcoming feel through friendly, people-focused imagery.
- Creates an open and inviting tone of voice through the use of colloquial language.
- Uses an optimistic and vibrant color palette of the new AT&T.
- Features local sights and sounds of the southeastern region.
- Features cobranded logos that underscore the association of the two companies and that help transfer BellSouth’s strong brand equity to the new AT&T.
- Leverages the familiar tag line, “Your World. Delivered.”
- Uses the upbeat and optimistic “All Around the World” song from the British band Oasis. This song has become synonymous with AT&T’s “Your World. Delivered.” Campaign.

**PILLARS**

Several key strategies drive the creative execution of the campaign, including:

- Communicate the brand-name change, and extend a welcome to the new AT&T.
  - Example: “Pit Crew” is a humorous ad that features the iconic BellSouth service van making a stop, during which a swarm of technicians swap out the BellSouth logo for the new AT&T logo.
- Reassure customers that the best attributes of BellSouth are safeguarded.
  - Example: A regionally focused “Street by Street” ad demonstrates that while the company’s name has changed, its people and commitment to service have not. Additionally, the “Your World. Delivered.” tag line will be interpreted to reflect local affiliations and pastimes.
- Build belief in and momentum for the new AT&T.
  - Example: Ads substituting a globe for the letter “o” in words such as “networking” and “blogging” showcase popular and innovative applications for AT&T products and services.

The campaign will provide an umbrella for marketing new and enhanced products and services.

**SCOPE AND TIMING**

The campaign includes a mix of TV, radio, print, and online and outdoor advertising; and multicultural dimensions, such as African-American and Hispanic advertising. Elements will roll out across mediums simultaneously, with themes rotating throughout the fall, alongside the region’s traditional product and service “call to action” spots. Presence marketing, major sponsorships, and other promotional and marketing initiatives will launch on an ongoing basis.

The campaign will target nine states — Alabama, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina and Tennessee. The campaign will also include spots for business media, TV and online outlets.