





Case Study:
Virgin Mobile
Serving the Greater Good
In-Store & Web Campaign
commissioned by Mother NY



Represented by
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Virgin Mobile / Serving the Greater Good In-Store & Web Campaign

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Contribution:

Creative Direction, Art Direction, Design, Production

Project:

In-store communication for Virgin Mobile cel phone plans and features including Sugar Mama.

Goal:

Create a series of spots that speak directly to the hip, urban and savvy youth market who are leading “budget challenged” lives.

Approach/Strategy:

The look and feel of the spots needed to stand apart from the highly polished and slickly produced cel phone ads of Virgin’s competitors. The spots needed to appeal to a practical side of the young consumer without sacrificing style. We used a mixture of hand-drawings, photo-collage and lo-fi animation techniques to create a DIY sense of style that would reverberate with the target audience. We also had to consider that, in addition to the web, the spots would be running in retail spaces where audio might be unavailable or ineffective. Bold typography and clear visual story telling was critical.



Sugar Mama



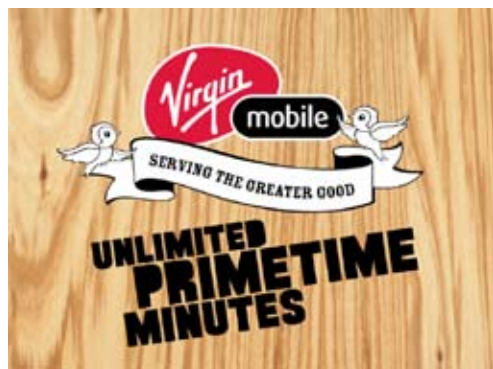
Plans & Features



Virgin Mobile Unlimited Primetime minutes available on \$44.99 and \$55.99 by the month plans.
Penny text - get 1,000 text messages for \$9.99 per month. Phone select, de-bits and surcharges.
See a brochure for service plan details and pricing information.
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The Oyster



Banner Ads & Email Blast



For additional materials regarding this project please contact:
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