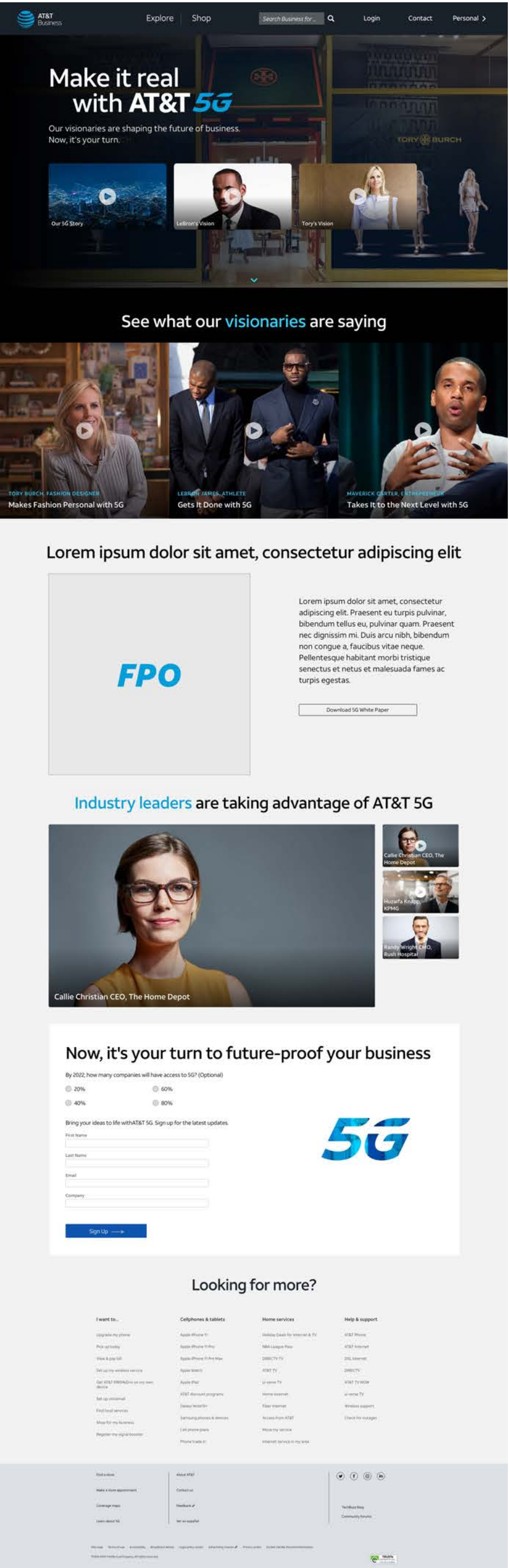





OVERALL FLOW




**MOBILE**




# Make it real with **AT&T 5G**

Our visionaries are shaping the future of business. Now, it's your turn.



LeBron James



Tory's Vision

## See what our visionaries are saying




Image FPO

LEBRON JAMES, ATHLETE  
Gets it Done with 5G

Lorem ipsum dolor  
amet, consectetur  
adipiscing elit,

# FPO

Lorem ipsum dolor sit amet,  
consectetur adipiscing elit, sed  
do eiusmod tempor incididunt  
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Download 5G White Paper

## Industry leaders are taking advantage of **AT&T 5G**

Calling Christian - CEO,  
The Home Depot

Huzaifa Knapp,  
KPMG

Randy Wright - CMO,  
Rush Hospital

Someone Else - COO,  
Random Company

# 5G

### Now, it's your turn to future-proof your business

By 2022, how many companies will have  
access to 5g? (Optional)

☐ 20%

☐ 40%

☐ 60%

☐ 80%

Bring your ideas to life with AT&T 5G.  
Sign up for the latest updates.

Email Address

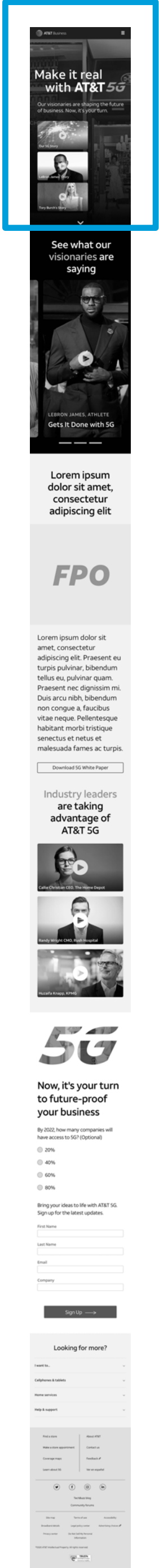
Sign Up



# NAVIGATION

## MOBILE

- 1. The navigation used will be the standard top nav bar from the AT&T Business site.



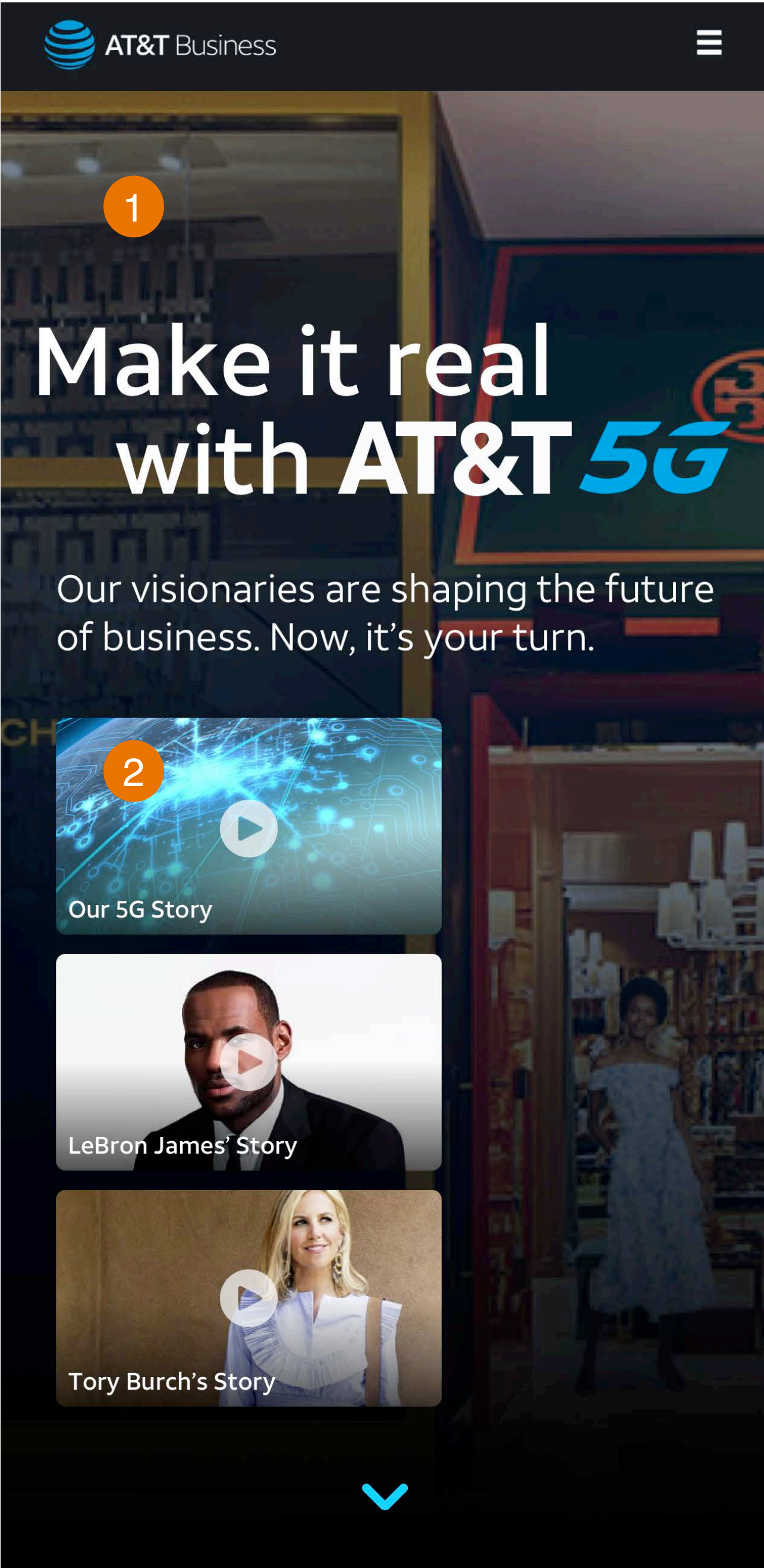


# MARQUEE

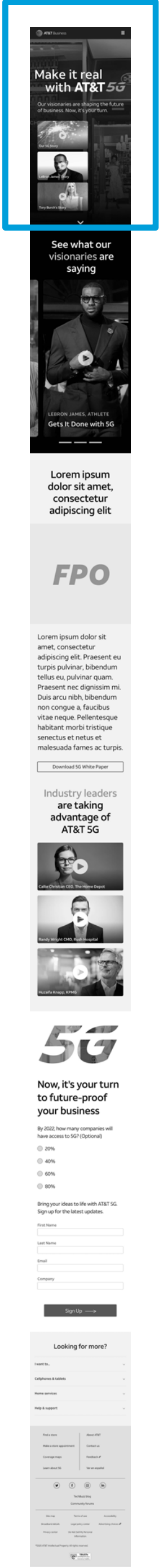
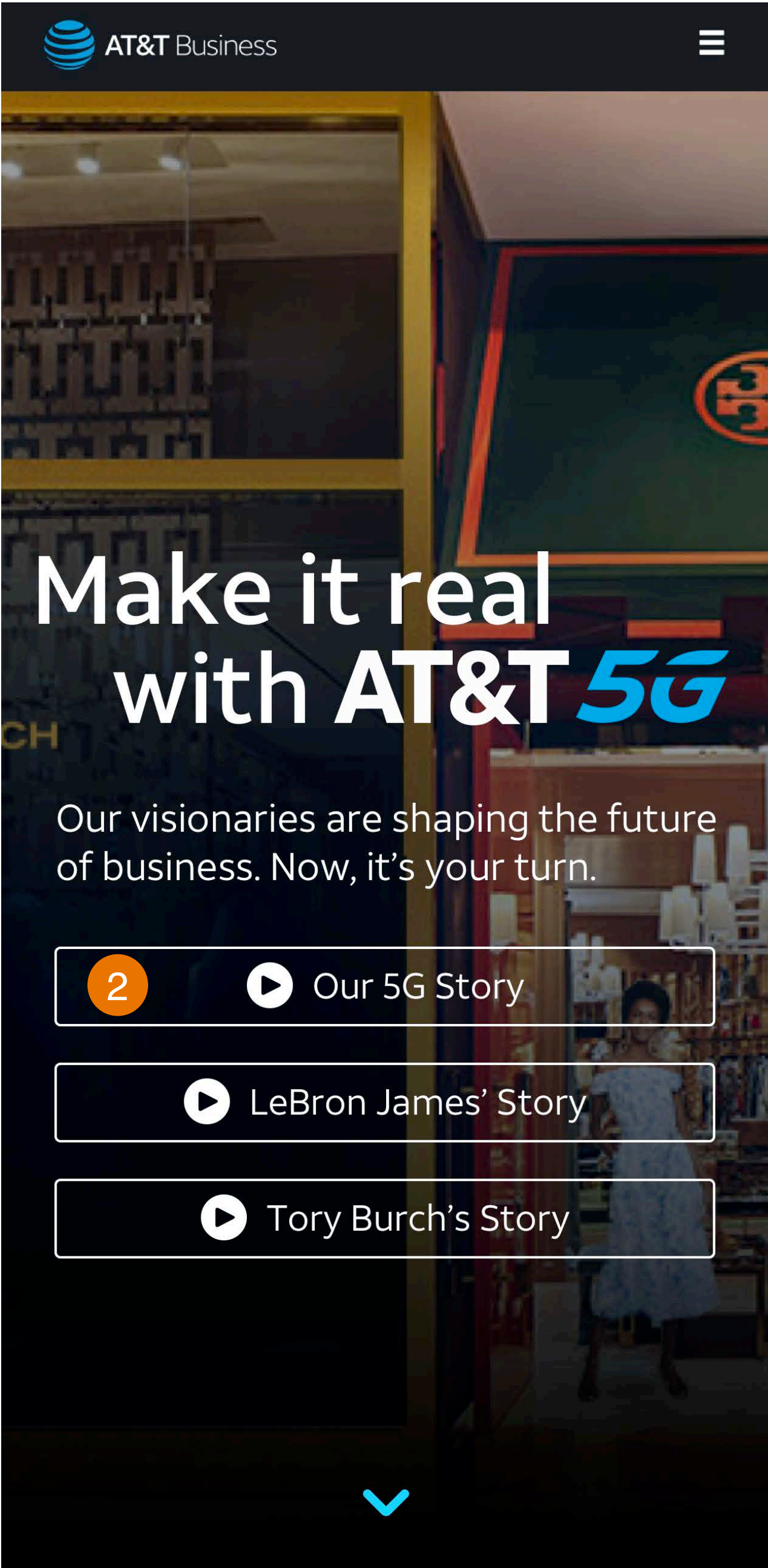
## MOBILE

- 1. Auto-loop self playing video plays in the marquee creating a high energy feel. Video would be made up of quick clips edited from the 2 commercials plus the network superiority video.
- 2. When user selects a thumbnail (OPTION 1) or a CTA (OPTION 2), the video launches in the full screen OS player.

OPTION 1



OPTION 2





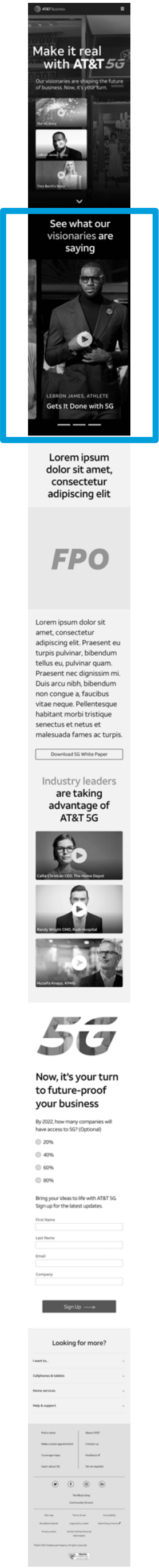
# CELEBS

## MOBILE

- 1. This section will display either 2 cards or 3 cards in a carousel; each card displays an interview video with the celebrity speaking their mind about what the power of 5G will do for their business. Formatted to play to a 9x16 format.
- 2. Tapping on the portrait of the celeb launches the OS player in full screen.

1

2



# INFOGRAPHICS

## MOBILE

- 1. Flexible space for the infographics. At this time we are unfamiliar with what this content might be. Light animation would appropriate to bring them to life, ie: Parallax Java / HTML 5 / Gif or similar
- 3. A link to the 5G Whitepaper might be applicable with this content.

Lorem ipsum dolor sit amet, consectetur adipiscing elit

1

FPO

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2 Download 5G White Paper





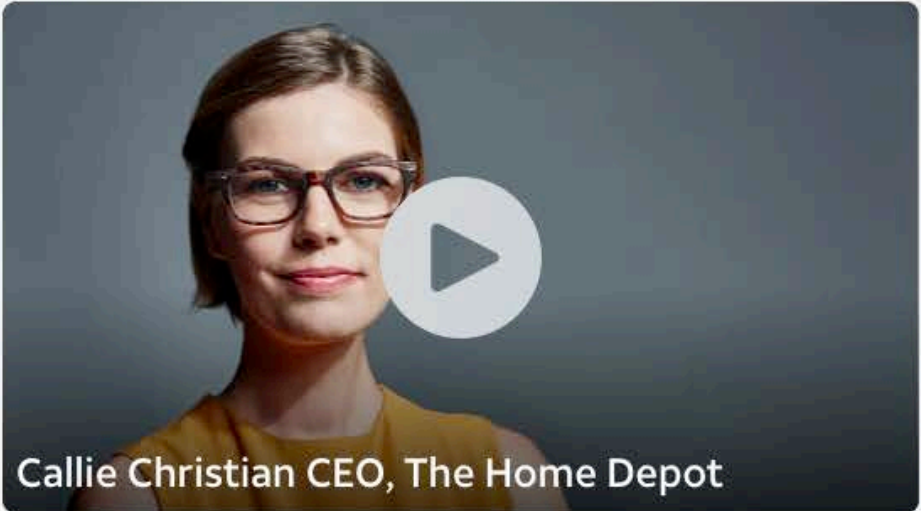
# BDMs


## MOBILE


- 1. Stacked thumbnails display images of person speaking in the videos. Text below indicates corresponding company and executive name. It is understood that at the time of launch, we will only have three of these videos.
- 2. Tapping on the portrait of the BDM launches the video in an OS video player.

### 3 THUMBNAILS

Industry leaders  
are taking  
advantage of  
AT&T 5G

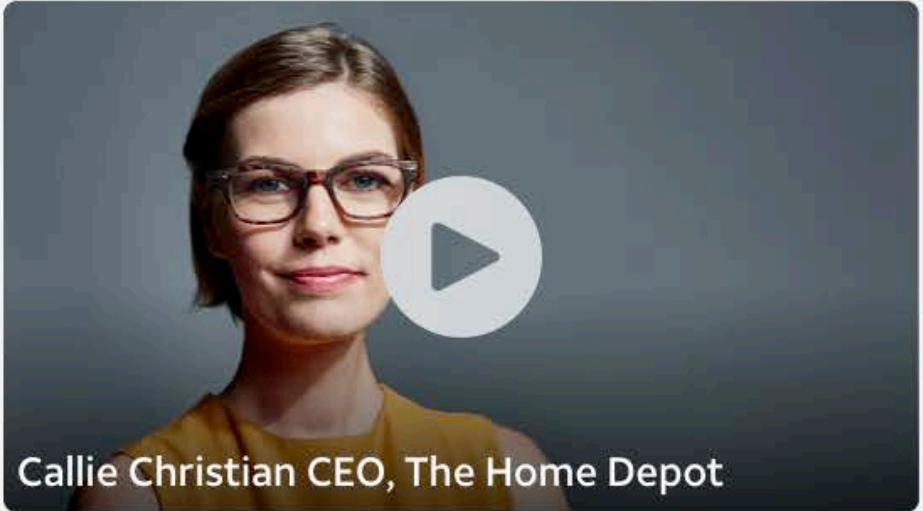
  
Callie Christian CEO, The Home Depot


  
Randy Wright CMO, Rush Hospital


  
Huzaifa Knapp, KPMG

### SCALED TO 3+ THUMBNAILS

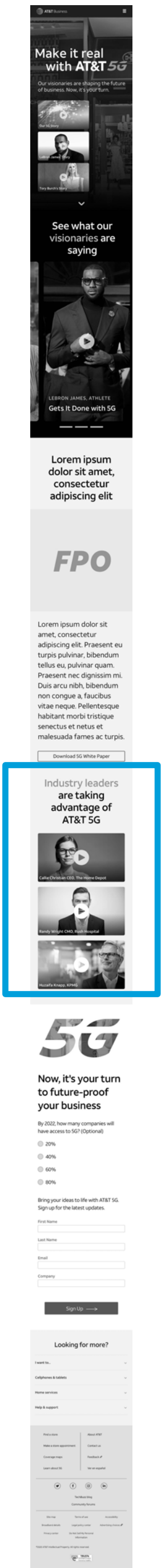
Industry leaders  
are taking  
advantage of  
AT&T 5G

  
Callie Christian CEO, The Home Depot

  
Randy Wright CMO, Rush Hospital

  
Huzaifa Knapp, KPMG

View 3 more






RAI

MOBILE

- 1. The question posed would create a moment of engagement to encourage lead generation, and should be framed to get the users opinion compared to what the world thinks. This would not be a poll. We want to avoid having to create a database to store responses.
- 2. We have placed a recommend shortened form using just the basic fields.
- 3. The user may submit form information alone. Providing an answer to the question is optional.

QUESTION WITH FORM



Now, it's your turn to future-proof your business

1

By 2022, how many companies will have access to 5G? (Optional)

☐

20%

☐

40%

☐

60%

☐

80%

Bring your ideas to life with AT&T 5G. Sign up for the latest updates.

2

First Name

Last Name

Email

Company

3

Sign Up

→

POST SUBMIT THANK YOU SCREEN



Now, it's your turn to future-proof your business

By 2022, it's expected that

60%

of businesses will have access to 5G. AT&T Business will help you be one of them.

Thank you for your information. An AT&T representative will be in contact with you in 3 business days.

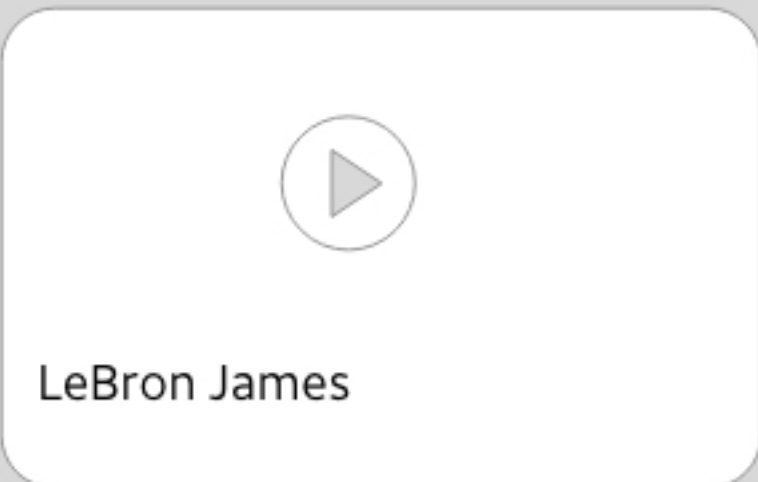


**DESKTOP**

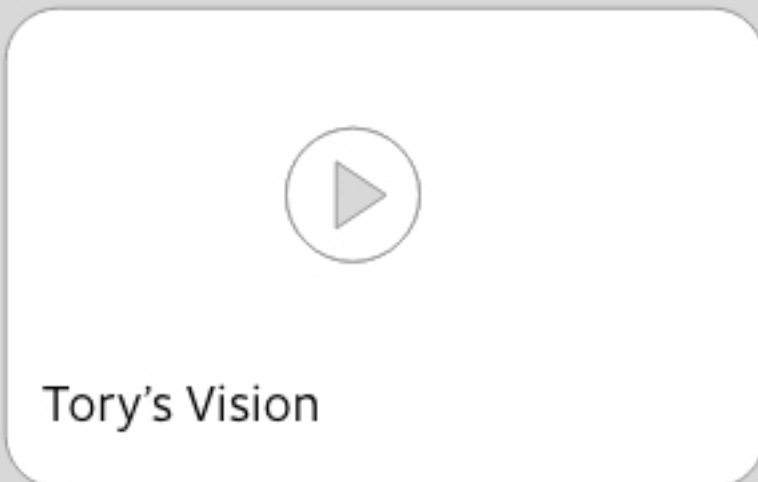


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LeBron James



Tory's Vision

## See what our visionaries are saying

TORY BURCH, FASHION DESIGNER  
**Makes Fashion Personal with 5G**

LEBRON JAMES, ATHLETE  
**Gets it Done with 5G**

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[Download 5G White Paper](#)

## Industry leaders are taking advantage of AT&T 5G

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Huzaifa Knapp, KPMG

Randy Wright - CMO, Rush Hospital

Someone Else - COO, Random Company

## Now, it's your turn to future-proof your business

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- ☐ 20%
 ☐ 40%
- ☐ 60%
 ☐ 80%

Bring your ideas to life with AT&T 5G. Sign up for the latest updates.

Email Address

[Sign Up](#)

# 5G

### I am looking for

- [Help & support](#)
- [Contact AT&T Business](#)
- [Wireless coverage map](#)
- [Find a store](#)

### Get connected

- [Facebook®](#)
- [LinkedIn®](#)
- [Twitter®](#)
- [YouTube®](#)
- [Business Community](#)
- [Business Insights](#)

### Learn

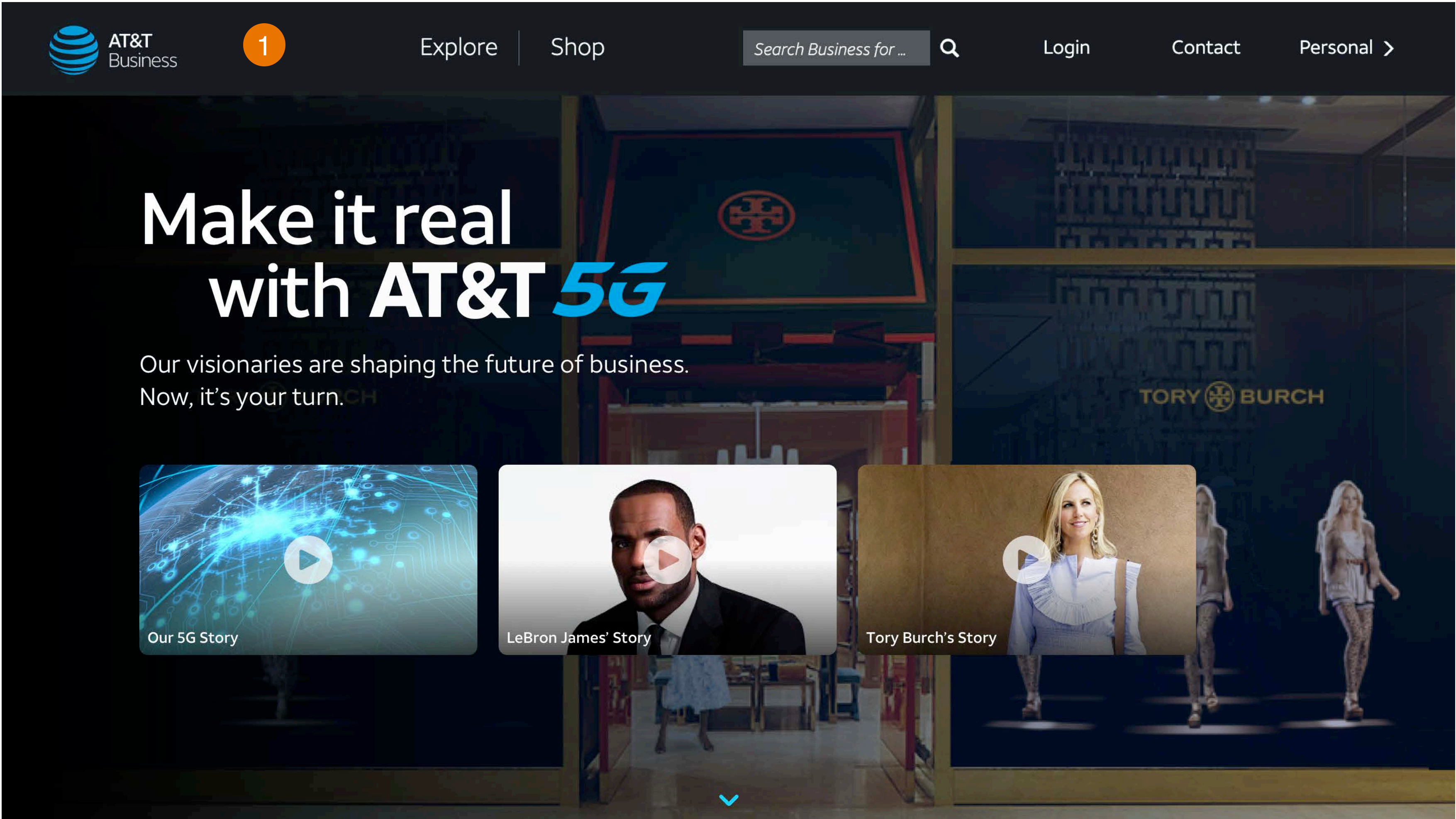
- [About AT&T](#)
- [News](#)
- [Partners](#)
- [Sitemap](#)



# NAVIGATION

## DESKTOP

1. The navigation used will be the standard top nav bar from the AT&T Business site.



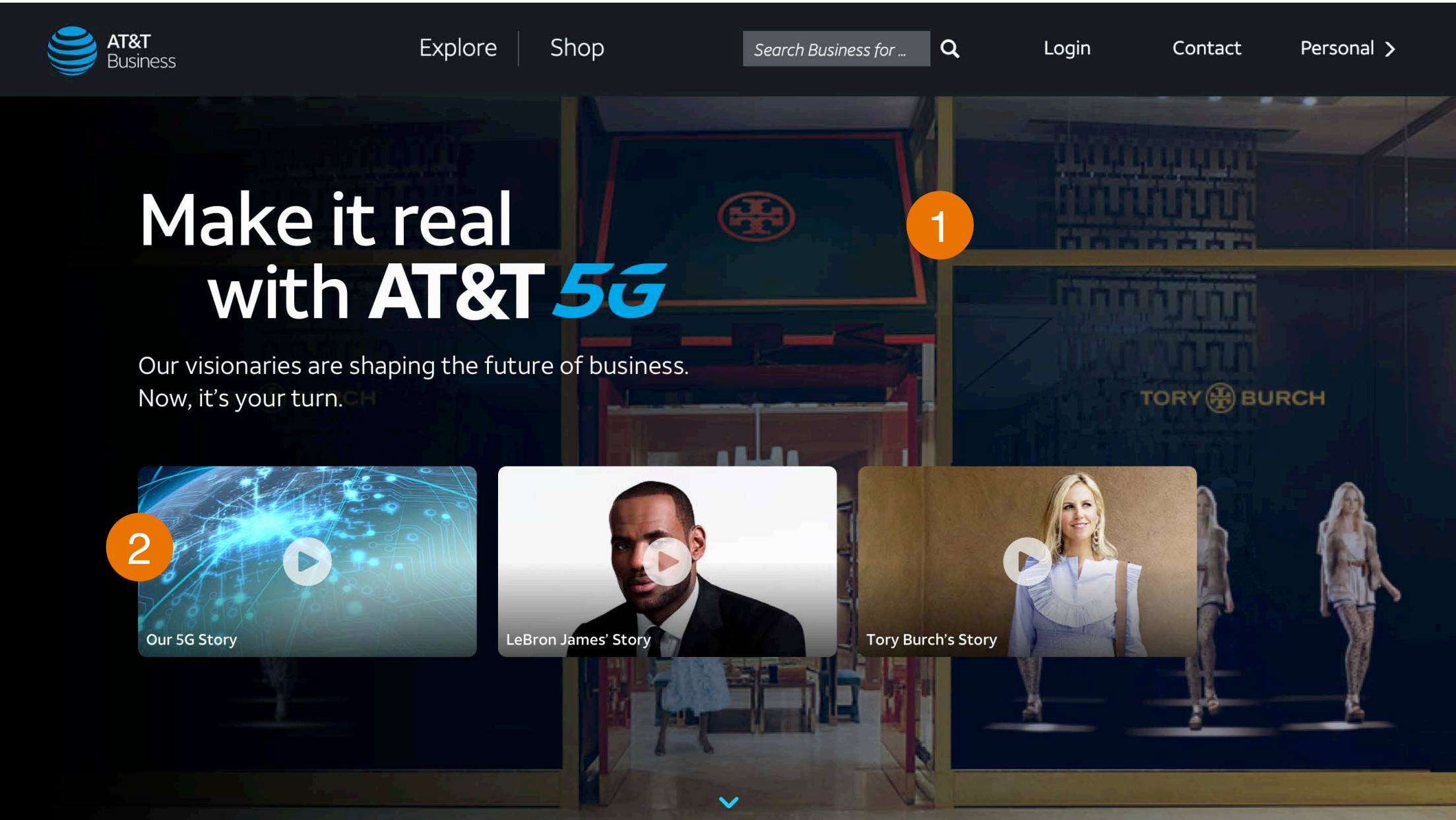


# MARQUEE

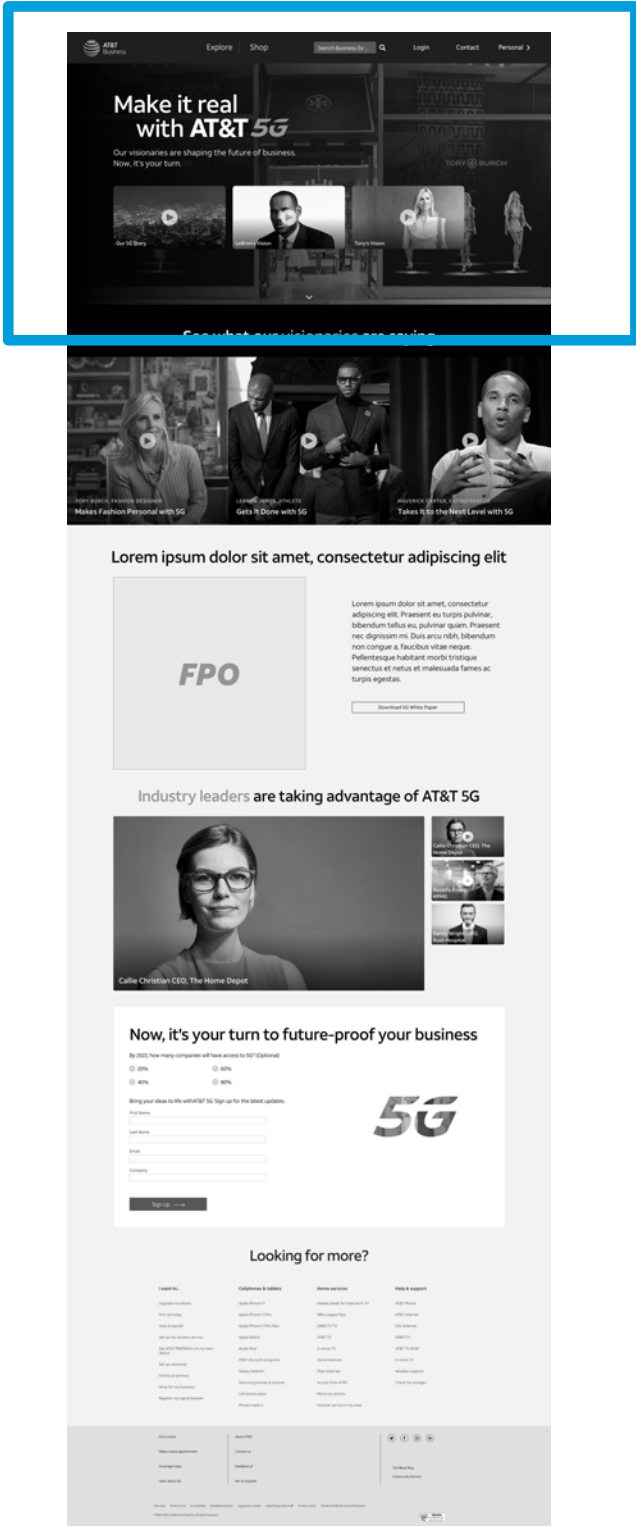
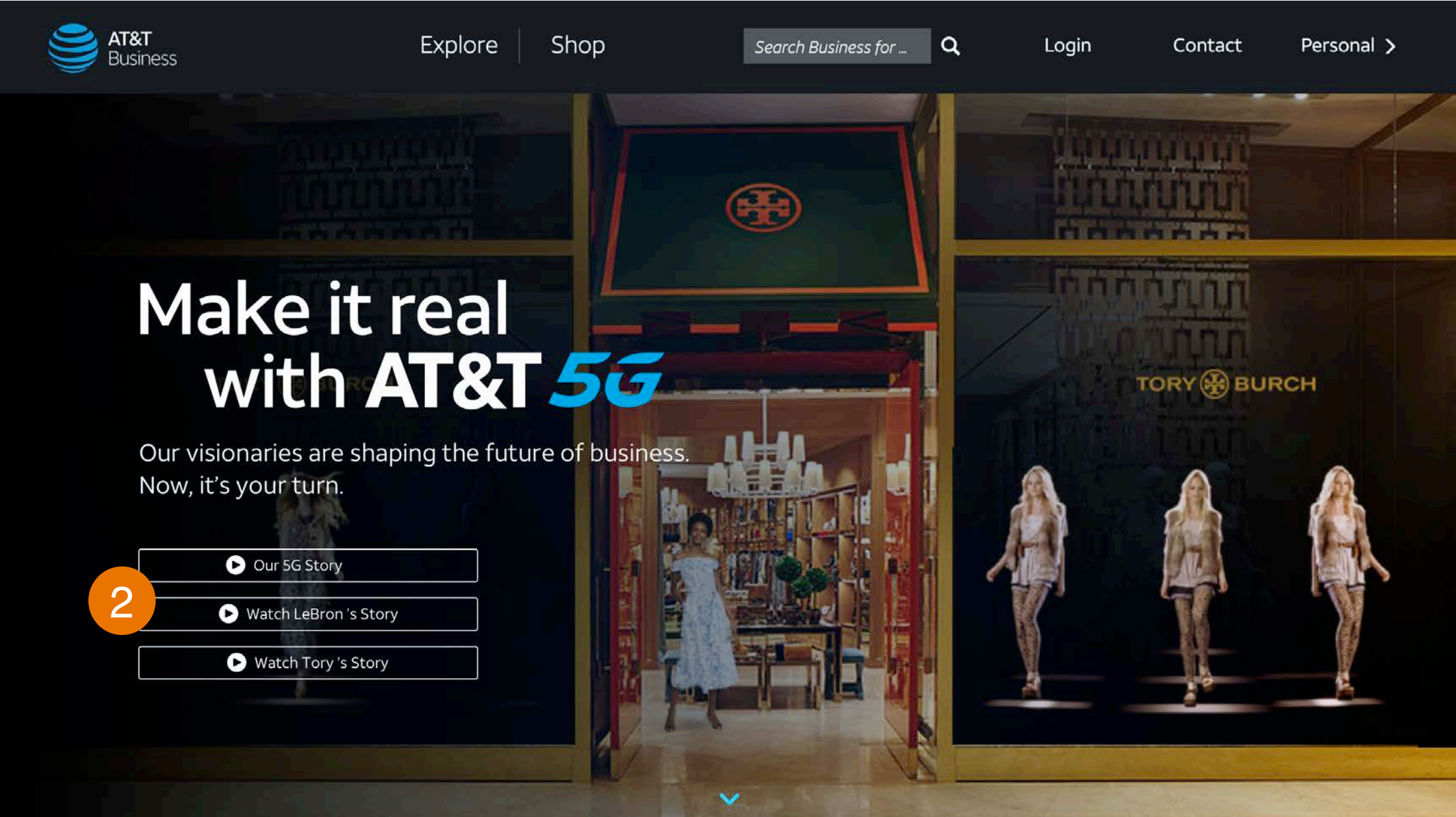
## DESKTOP

- 1. Auto-loop self playing video plays in the marquee creating a high energy feel. Video would be made up of quick clips edited from the 2 commercials and the network superiority video.
- 2. When user selects the thumbnail (OPTION 1) or CTA (OPTION 2), the video launches in a player overlay.

OPTION 1



OPTION 2





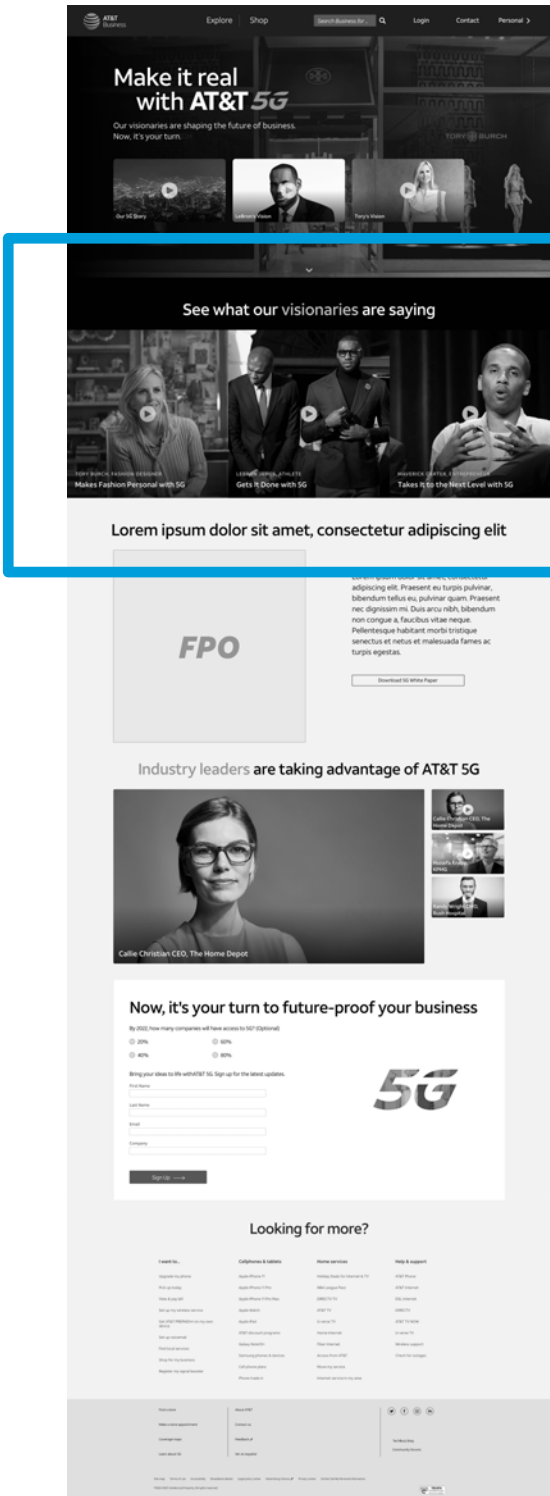
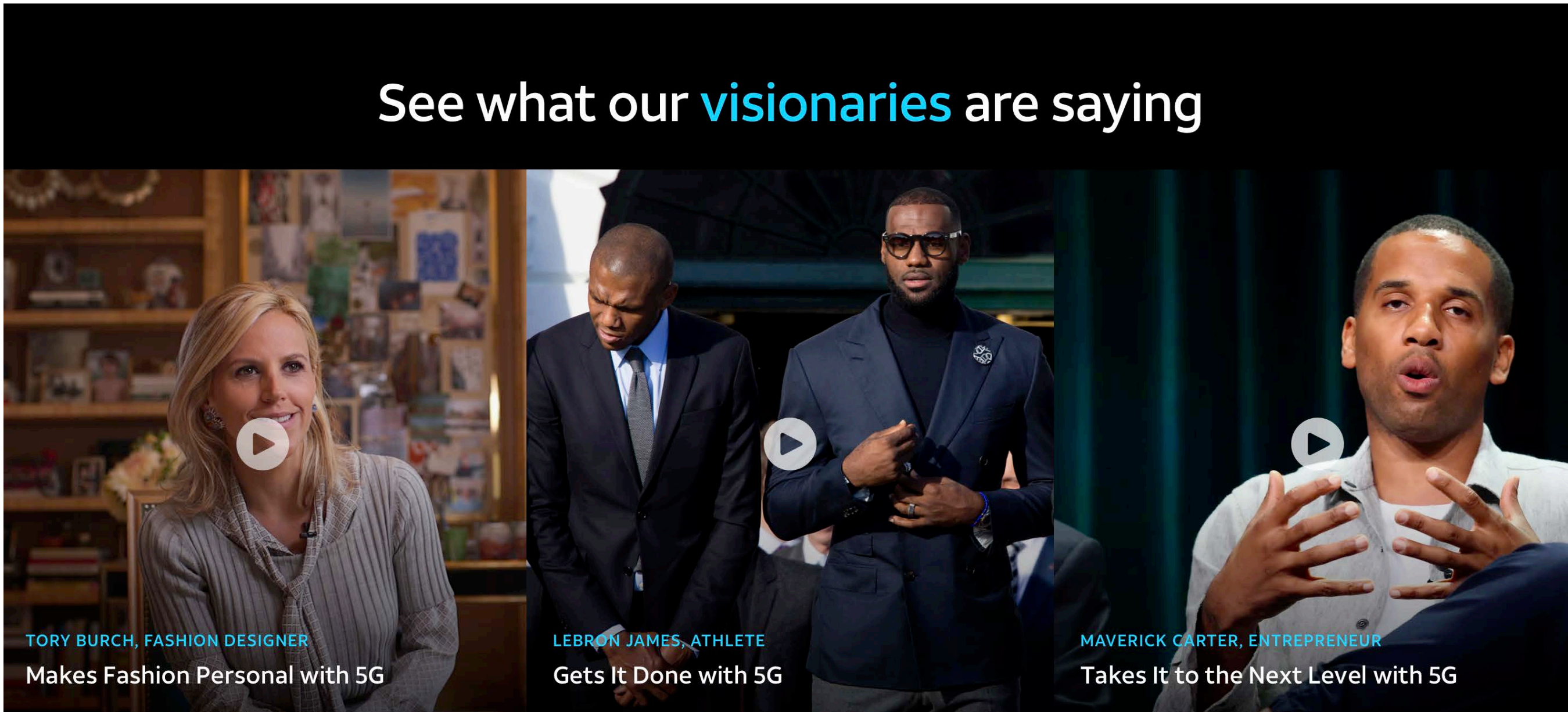
# CELEBS

## DESKTOP

- 1. This section will display either 3 cards (OPTION 1, Tory, LeBron and Mav) or 2 cards (OPTION 2, Tory, and Mav); each card displays an interview with a celebrity speaking their mind about what the power of 5G will do for their business. Formatted to play to a 9x16 format.
- 2. Tapping on the portrait of the celeb launches the video in a player overlay.

1

### OPTION 1



### OPTION 2






# INFOGRAPHICS

## DESKTOP

- 1. Flexible space for the infographics. At this time we are unfamiliar with what this content might be. Light animation would appropriate to bring them to life, ie: Parallax Java / HTML 5 / Gif or similar.
- 2. A link to the 5G Whitepaper might be applicable with this content.

# Lorem ipsum dolor sit amet, consectetur adipiscing elit

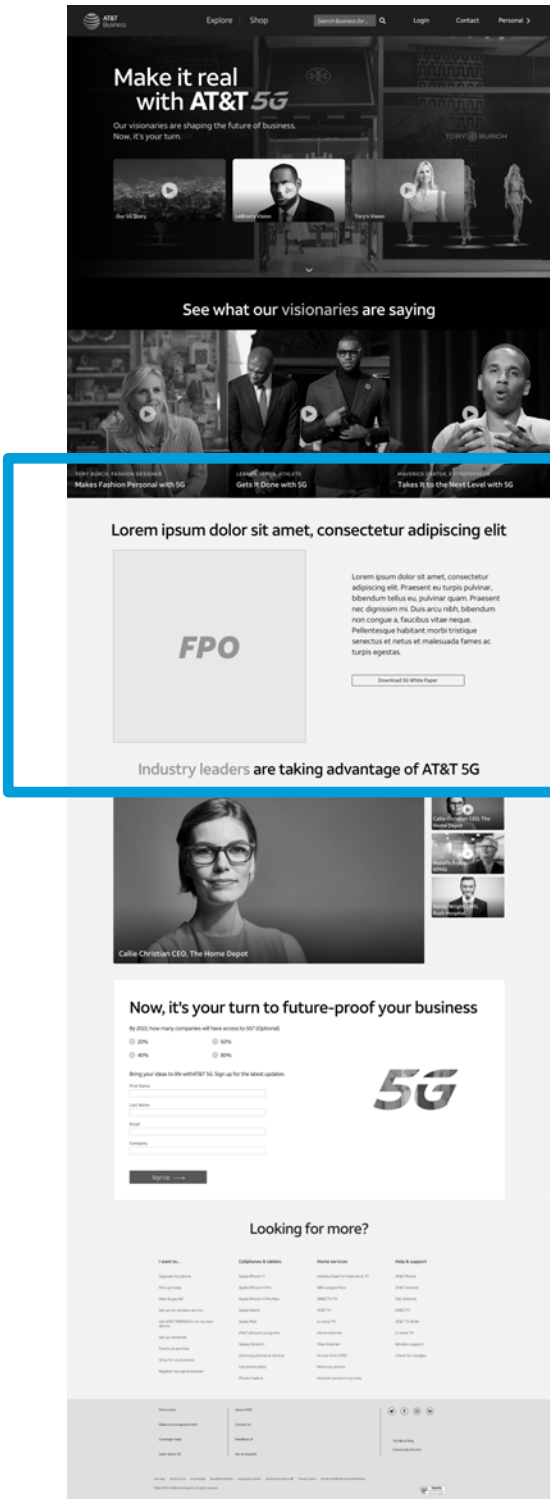
1



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent eu turpis pulvinar, bibendum tellus eu, pulvinar quam. Praesent nec dignissim mi. Duis arcu nibh, bibendum non congue a, faucibus vitae neque. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas.

2

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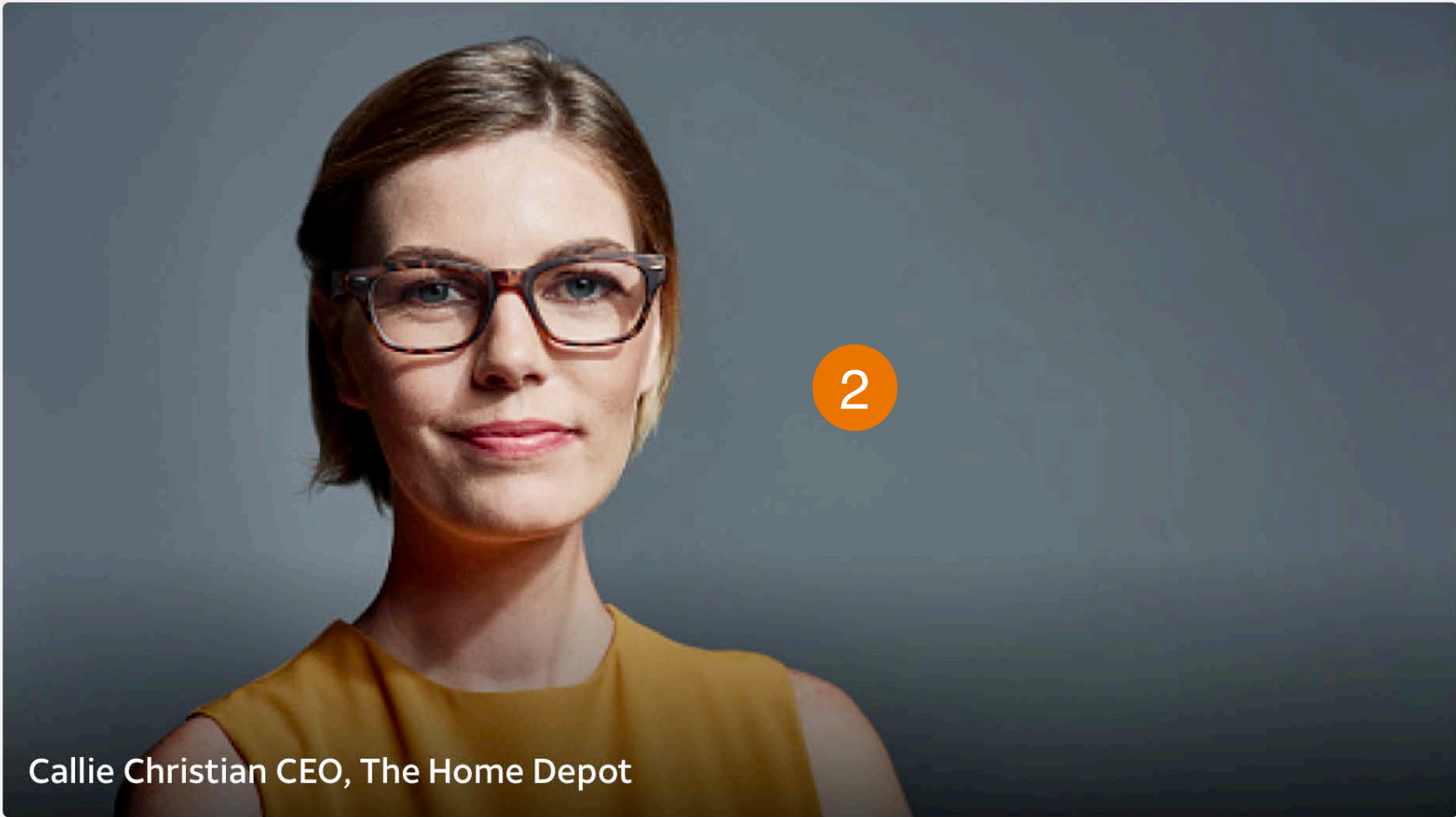


# BDMS

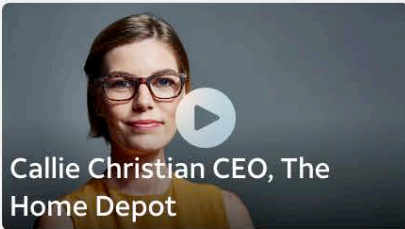
## DESKTOP

- 1. Thumbnail images are displayed beside the player, featuring the video of the person speaking. Text below indicates corresponding company and executive name. It is understood that at the time of launch, we will only have three of these videos.
- 2. Tapping on the portrait of the BDM launches the video in a player.

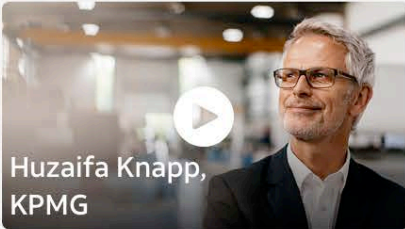
### Industry leaders are taking advantage of AT&T 5G



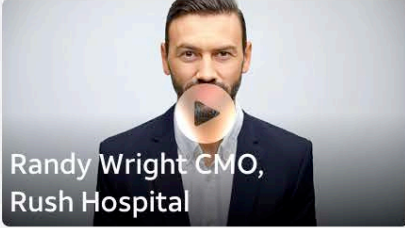
Callie Christian CEO, The Home Depot



Callie Christian CEO, The Home Depot



Huzaifa Knapp, KPMG

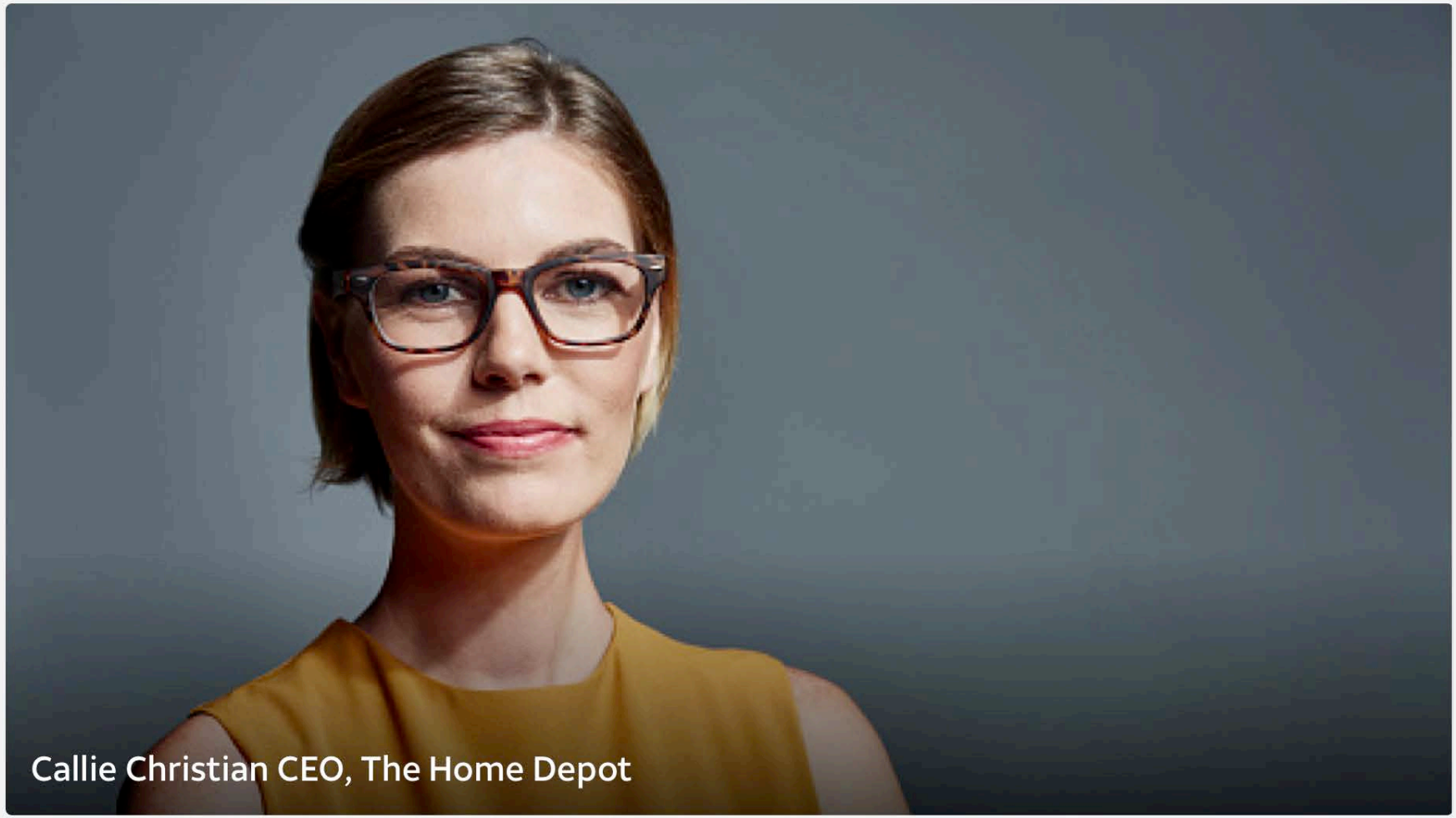


Randy Wright CMO, Rush Hospital

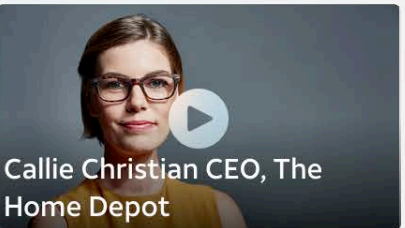
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2

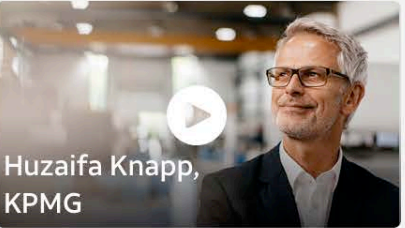
### Industry leaders are taking advantage of AT&T 5G



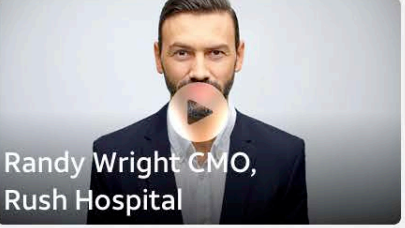
Callie Christian CEO, The Home Depot



Callie Christian CEO, The Home Depot

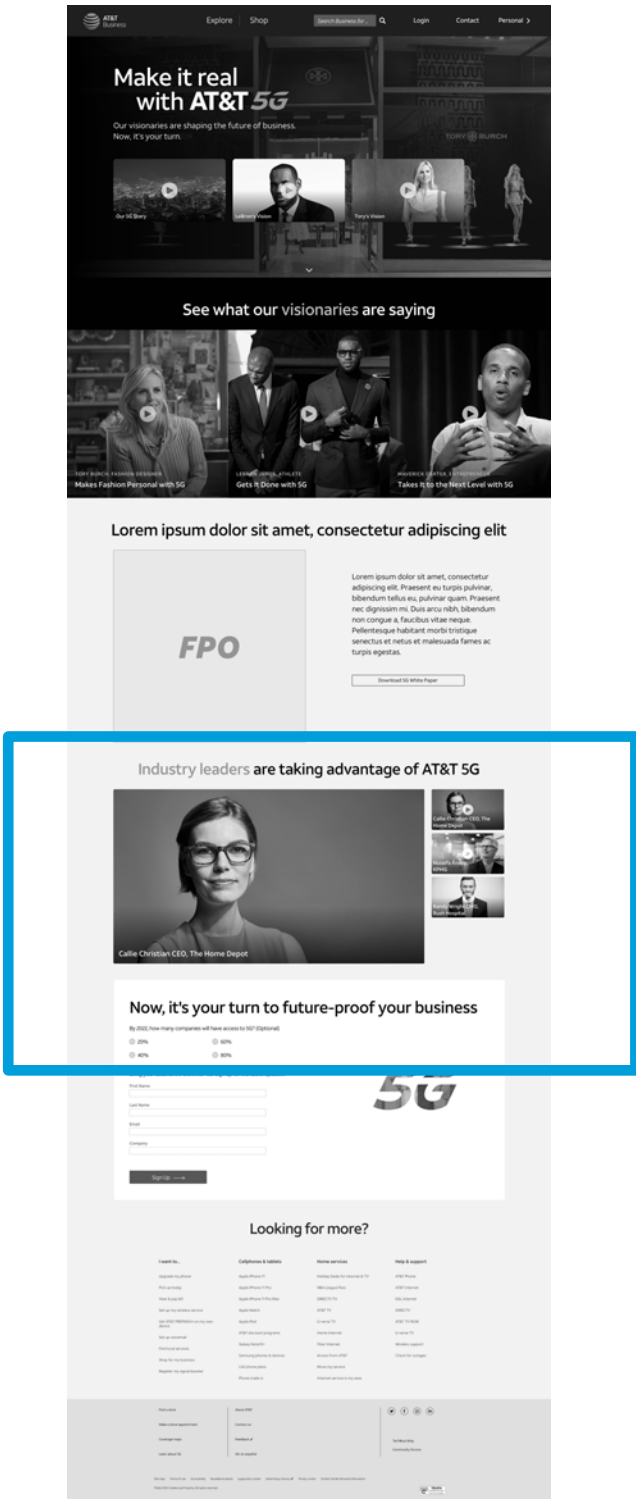


Huzaifa Knapp, KPMG



Randy Wright CMO, Rush Hospital

[View 3 more](#)





# RAI FORM

## DESKTOP

- 1. The question posed would create a moment of engagement to encourage lead generation, and should be framed to get the users opinion compared to what the world thinks. This would not be a poll. We want to avoid having to create a database to store responses.
- 2. We have placed a recommend shortened form using just the basic fields.
- 3. The user may submit form information alone. Providing an answer to the question is optional.
- 4. Answer to the question appears along with the confirmation message for the form field. If user did not answer in the first place, we'll have an answer that highlights the world view.
- 5. Confirmation that the information was correctly submitted

1

Now, it's your turn to future-proof your business

By 2022, how many companies will have access to 5G? (Optional)

☐ 20%

☐ 60%

☐ 40%

☐ 80%

Bring your ideas to life withAT&T 5G. Sign up for the latest updates.

First Name

Last Name

Email

Company

Sign Up

4

Now, it's your turn to future-proof your business

By 2022, it's expected that

60%

of businesses will have access to 5G.

AT&T Business will help you be one of them.

5

Thank you for your information.

An AT&T representative will be in contact with you in 3 business days.

