

UNCOVERING CELLPHONE HABITS AND ETIQUETTE

Arketi proposed a big idea: conduct a survey to uncover interesting cellphone behaviors and translate those findings into factoids for media.

The Arketi team surveyed 16 different U.S. markets to capture a wide range of newsworthy cellphone habits. Targeting both consumers and business users, the 32-question survey featured a mix of questions to capture bread-and-butter insights and one-of-a-kind topics. A national survey was also conducted on top of our regional analysis.

JUST THE FACTS, MA'AM

The survey findings were interesting and informative, but they really came to life when we packaged them into a "FastFacts" report – highlights of the most interesting and informative insights alongside eye-popping visuals.

This collateral positioned the data points we expected to garner the greatest media coverage, both nationally and in each local market.

But FastFacts were just the start. The campaign also included a video news release featuring Sprint's etiquette expert reporting on the survey findings. Arketi built a microsite that included the Sprint Wireless Courtesy Self-Test wireless etiquette tips, a downloadable version of the research findings and links to Sprint products and services.

CAN YOU HEAR ME NOW?

Yes, loud and clear. Media coverage outpaced – sprinted past – all expectations.

National media outlets that carried the survey findings included *The Wall Street Journal*, *20/20*, *New York Times*, *Forbes*, *USA Today*, *AP Radio*, *UPI*, *Reuters*, *Fox News Channel's Studio B*, *PC Magazine*, *Wireless Week* and *eMarketer*. Coverage was even generated as far afield as Japan and New Zealand.

Local media coverage was also generated in all 15 markets, including segments on scores of local TV stations, and local print coverage including *San Francisco Chronicle*, *Denver Post*, *New York Daily News*, *Palm Beach Post*, *St. Petersburg Times*, *Sun-Sentinel*, *Sarasota Herald Tribune* and *Philadelphia Inquirer*. Total national and local reach exceeded 15,000,000.

More than 15,000 people visited the Sprint website and took the online cellphone courtesy self-test. Today, several years after its initial release, data from the Sprint Wireless Courtesy Report still crops up in news placements around the globe.



Arketi's innovative survey campaigns have helped showcase Sprint as an industry thought leader. Mission accomplished!

National Public Relations Manager
Sprint

In addition to the business value and thought leadership coverage the campaign generated for Sprint, the company was honored with a Phoenix Award from the Public Relations Society of America.