

Goals:

- To launch the Cricket brand into the Latino market
- Increase the annual Spanish preferred customer base by 14%

What we did:

- Adapted comfortable wireless positioning to fit the Latino mindset and developed “Speak Freely - Habla librementemente”
- Executed a one-market test in Q4 2001 with radio, print and grassroots only
- Launched a full market roll out in 2005- Expanding media mix to include print, TV, radio, local grassroots promotions, and on-air interviews
- Developed a tracking mechanism to track Latino Spanish-preferred consumer sales

Results:

- Achieved a 14.8% increase in just 5 months, exceeding the yearly goal 7 months early

