Welcome to Different
TRACFONE
CP+B

TracFone Points of Difference

All Phones
All Plans
All Networks
One Store
Your People

A New Way To Wireless

EMPOWERING people with their

CHOICE of all the phones, plans and networks – all under one roof.

EMOTIONAL BENEFITS

- Peace of mind – what you see is what you get.
- Unbiased and uncompromised choices.
- Empower customers to take back control.
- Meet them where they are today and meet their changing needs tomorrow.
- Treat people as people, not a GA.

RATIONAL BENEFITS

- Pick any phone/network, any plan, with nationwide coverage.
- We have an option to meet any wireless need.
- No contracts, credit checks or strings attached.
- New retail stores with employees that are there to help, not push a sale.

Strategic Brief

CULTURE'S TRUTH

The current perceived truth we must push against.

You can't get wireless without compromise – people feel limited to trade-offs between coverage or network, phone or plan, all while trying to avoid bait and switch "no-contract" contracts.

OUR TRUTH

The truth that we want to create through our work.

TracFone is the New Way to Wireless:
All the phones, plans and networks – all under one roof.

STRATEGIC TERRITORY

The strategic direction we will concept against.

Empowering Customers Through The Power Of Choice

Empowering Customers Through The Power Of Choice

POWER OF POSSIBILITY

What We Are

POWER OF TRANSPARENCY

What We Are Not

Empowering Customers Through The Power Of Choice

TO...

The Doers. Those who get things done, no matter what's in their way.
Who want what's best for them – a better way to gain the freedom and flexibility of choice.

TRACFONE WIRELESS IS...

A New Way to Wireless.

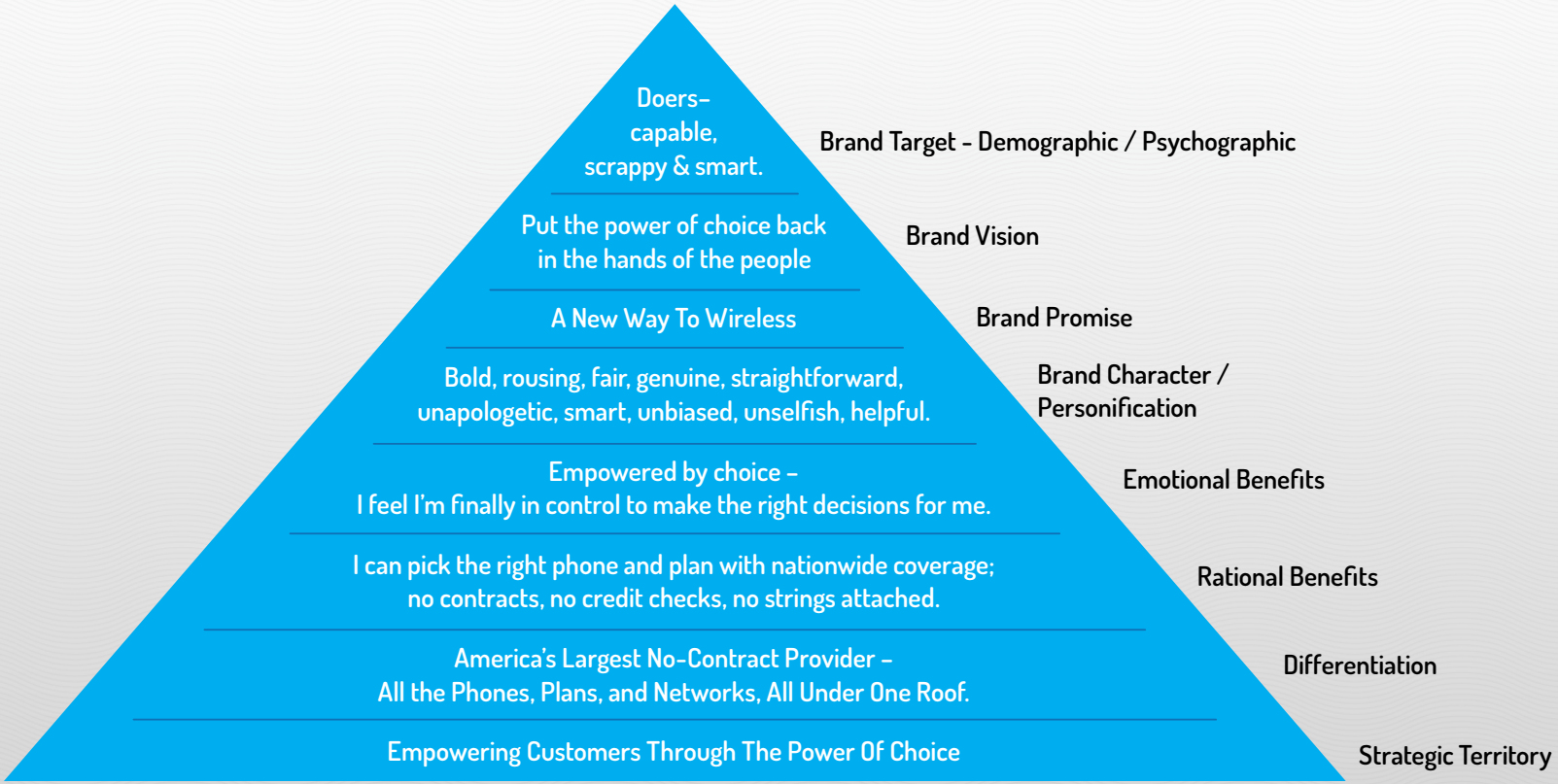
THAT...

Empowers people with uncompromised choice.

BECAUSE...

We are the only provider that offers all the brands, plans, phones
and nationwide networks;all under one roof.

Brand Architecture and Positioning



The Work
TRACFONE
CP+B

Welcome to Different

For decades, the world of wireless has been terrible.
With contracts and fees that are unwanted and unexplained.

Those days are officially over.

Because now there's finally a different way of doing wireless. A way where things are like they should be. A way where you're empowered to choose what's right for you. Where you're treated with respect, and honesty and transparency rule the day. Welcome to different. Welcome to TracFone. A new way to wireless.

“Baby”

WE OPEN ON A SPOKESMAN OUT ON A SIDEWALK. HE HOLDS A UP TRACFONE.

SPOKESMAN: **The old way of wireless wasn’t working. It’s time for a different way. Where you have the choice of your plan, phone and network. Where there’s no locked-in phone lease. No activation, contract, or penalty fees. Different is great!**

WE CUT OUT WIDER AND WE SEE HE’S STANDING BESIDE A BABY IN A STROLLER.

SPOKESMAN: **Like this baby that sings instead of crying.**

WE SEE THE BABY START SINGING NAT KING COLE’S ”THIS IS ALL I ASK.” WHEN HE SINGS, IT SOUNDS JUST LIKE NAT KING COLE’S VOICE.

SPOKESMAN: **You hungry little fella?**

THE BABY SINGS LOUDER.

THE SPOKESMAN PUSHES THE STROLLER TO A TRACFONE STORE THAT’S DOWN THE BLOCK.

WE CUT TO A TIGHT SHOT OF THE STORE AS HE GOES IN.

VO: **Welcome to different. Chose from all phones, all plans and all networks under one roof.**

CUT TO CLOSESHOT OF THE STOREFRONT.

SUPER: **TracFone. A new way to wireless.**

LOGO: **TRACFONE**

“Hoverstool”

WE OPEN ON A SPOKESMAN SITTING ON A KITCHEN STOOL IN A HOUSE. HE HOLDS A UP TRACFONE.

SPOKESMAN: **It’s about time for a different way to do wireless. Where you can choose your plan, phone, and network…in one store. And get unbiased advice to help you make your choice. Different is terrific.**

SUDDENLY, HE GRABS A CONTROLLER THAT’S ATTACHED TO THE STOOL. HE PUSHES IT FORWARD AND THE STOOL SUDDENLY STARTS MOVING REALLY FAST, HOVERING JUST INCHES ABOVE THE GROUND.

WE CUT AND SEE HIM ZOOMING OUT OF THE HOUSE DOWN THE SIDEWALK WHILE SITTING ON THE STOOL.

HE TURNS A CORNER AND SLIDES AROUND IT REALLY FAST.

THEN HE PULLS UP TO AN ICE CREAM CART AND STOPS. THE GUY HANDS HIM A CONE.

THEN HE SPEEDS OFF AGAIN TOWARD A TRACFONE STORE.

WE CUT TO A TIGHT SHOT OF THE STOREFRONT.

VO: **Welcome to different. Chose from all phones, all plans and all networks under one roof.**

CUT TO CLOSESHOT OF THE STOREFRONT.

SUPER: **TracFone. A new way to wireless.**

LOGO: **TRACFONE**

“Uberhawk”

WE OPEN ON A SPOKESMAN STANDING IN A PARK. HE HOLDS UP A NEW PHONE FROM TRACFONE.

SPOKESMAN: **Aren’t we all tired of being jerked around by wireless companies? At TracFone, you can choose any phone, plan, and network in one store. And there are never any hidden fees. It’s different...and different is great. Like these UberHawks.**

HE LOOKS OVER AND SEES SOME HAWKS IN A TREE. HE PRESSES A BUTTON ON HIS PHONE, AND IT SUMMONS ONE OF THE HAWKS TO FLY OVER TO HIM. HE HOLDS UP HIS HAND AND THE BIRD GRABS ONE OF HIS FINGERS WITH ITS FEET. THEN IT LIFTS HIM UP INTO THE AIR, AND FLIES HIM OUT OF THE PARK AND TO A TRACFONE STORE, WHERE IT SETS HIM BACK DOWN.

SPOKESMAN: **I like different.**

WE CUT TO A TIGHT SHOT OF THE STORE AS HE GOES IN.

VO: **Welcome to different. Chose from all phones, all plans and all networks under one roof.**

CUT TO CLOSESHOT OF THE STOREFRONT.

SUPER: **TracFone. A new way to wireless.**

LOGO: **TRACFONE**

“Shoes”

WE OPEN ON A SPOKESMAN IN AN APARTMENT. HE HOLDS UP A TRACFONE.

SPOKESMAN: **It’s about time for a different way to do wireless. Where you can get all plans, phones, and networks...in one store. No contracts, no hidden fees, and unbiased advice to help you make a great choice. Different is terrific.**

WE PAN OVER AND SEE A PAIR OF SHOES. THEY BEGIN TAPPING BY THEMSELVES. THEY SOUND GREAT.

THEY THEN TAP OVER TO OUR GUY AND GO ONTO HIS FEET.

HE THEN STARTS TAPPING OUT OF THE ROOM. IT’S MAKING HIM TAP AMAZING.

THEN ON THE ELEVATOR.

THEN DOWN SOME STEPS.

THEN DOWN A CITY SIDEWALK.

HE THEN TAPS RIGHT INTO A TRACFONE STORE.

SPOKESMAN: **I can get used to different.**

WE CUT TO A TIGHT SHOT OF THE STORE AS HE GOES IN.

VO: **Welcome to different. Chose from all phones, all plans and all networks under one roof.**

CUT TO CLOSESHOT OF THE STOREFRONT.

SUPER: **TracFone. A new way to wireless.**

“Bakery”

WE OPEN ON A SPOKESMAN WALKING OUT OF A BAKERY. HE HOLDS A UP TRACFONE IN ONE HAND AND AN ÉCLAIR IN THE OTHER.

SPOKESMAN: **It’s about time for a different way to do wireless. Where you can choose your plan, phone, and network…in one store. And get unbiased advice to help you make the right choice. Different is terrific.**

HE TAKES A BITE. WHEN HE DOES, HE GETS A BIT MORE MUSCULAR.

HE THEN TAKES ANOTHER BITE AND GETS MORE MUSCLES.

HE TAKES A THIRD AND FINAL BITE AND BECOMES REALLY MUSCULAR.

HE WALKS OUT OF THE BAKERY AND INTO A TRACFONE STORE NEXT TO IT. SOMEONE ACCIDENTALLY BUMPS INTO HIM AND THEY GET SCARED AND SAY SORRY.

SPOKESMAN: **Don’t worry, it’s all good.**

WE CUT TO A TIGHT SHOT OF THE STORE AS HE GOES IN.

VO: **Welcome to different. Chose from all phones, all plans and all networks under one roof.**

CUT TO CLOSESHOT OF THE STOREFRONT.

SUPER: **TracFone. A new way to wireless.**

LOGO: **TRACFONE**

The Feel-Good Network
TRACFONE
CP+B

The Feel-Good Network

With hidden fees and unexpected frustration, wireless has always left a bitter taste in people's mouths. But now, Tracfone is the new way to wireless, one that empowers customers to choose everything they want from mobile, without the hidden fees or contracts. Finally, a carrier people can feel good about.

“Eminem”

OPEN ON A PHONE BOOTH IN A PARK. INSTEAD OF A TYPICAL PHONE, THERE’S A SMART PHONE. THE PHONE RINGS, AND A PASSING ELDERLY WOMAN AND HER HUSBAND STOP. SHE LOOKS AROUND, ENTERS THE PHONE BOOTH, AND ANSWERS. EVERYTHING IS SHOT FROM A HIDDEN CAMERA.

WOMAN: **Hello?**

EMINEM: **Hi. May I ask who’s speaking?**

WOMAN: **Mary…**

CUT TO EMINEM, A FAMOUS RAPPER, WHO IS ON THE OTHER END OF THE LINE. THROUGHOUT THE RAP, WE CUT BETWEEN EMINEM AND THE SHOCKED AND SMILING ELDERLY WOMAN.

EMINEM: **Mary…check it.**
I hit up this girl, said her name was Mary.
With a face so sweet that it taste like cherry
Got a glow in her voice like she some woodland fairy
She a firework doe, she like Katy Perry.
But her phone so whack, cuz she could have more
All phones, plans, and networks at the Tracfone store
Ain’t no hidden commitments, tricks, or fees,
So you get whatever phone and plan and network you please
Now I gots ta go. I’m all out of time,
But the next time you use your phone just remember this rhyme.
Peace.

“Eminem” con’t.

WE SEE MARY LAUGHING AND SMILING AND TELLING HER HUSBAND WHAT JUST HAPPENED.

SUPER: **The feel-good network.**

WE SEE SHOTS OF THE STORE.

SUPER: **All phones, plans and networks under one roof.**

CUT TO CLOSESHOT OF THE STOREFRONT.

SUPER: **TracFone. A new way to wireless.**

LOGO: **TRACFONE**

“Fastest Talking Man”

OPEN ON A PHONE BOOTH BY A BUS STOP. INSTEAD OF A TYPICAL PHONE, THERE’S A SMART PHONE. THE PHONE RINGS, AND A PASSING MAN STOPS, LOOKS AROUND, ENTERS THE PHONE BOOTH, AND ANSWERS HESITANTLY. EVERYTHING IS SHOT FROM A HIDDEN CAMERA.

MAN: **Hello?**

CUT TO THE FASTEST TALKING MAN, WHO IS ON THE OTHER END OF THE LINE.

FAST TALKER: **Hi, this is the fastest talking man in the world. May I ask who’s on the other line?**

CUT BACK.

MAN: **David?**

AS THE FASTEST MAN TALKS, WE CUT BETWEEN HIM AND DAVID TO SEE DAVID’S SHOCKED AND IMPRESSED REACTIONS.

FAST TALKER: **Well, David, I know you don’t have too much time, so get ready. This is gonna be fast. Ever heard of Tracfone? It’s the nation’s largest no-contract phone provider, offering all phones, plans, and networks. And now, they’ve turned it into a store, so you can find the exact mobile plan you want, by only visiting one place. Am I going too slow? I’ll go faster. (faster) And you don’t have to deal with any hidden fees or contracts because you can switch out your phone or cancel your service whenever you want. You can even manage your plan straight from your smart phone. I went a little slower so you could get everything, but do you have any questions?**

“Fastest Talking Man” con’t.

THE FASTEST TALKING MAN GIVES NO TIME FOR DAVID TO RESPOND.

FAST TALKER: **All right, David. Have a good day, and don’t worry. The bus will be there soon.**

WE’LL CAPTURE DAVID’S NATURAL FEEL-GOOD REACTIONS WHEN WE HANG UP THE PHONE.

SUPER: **The feel-good network.**

WE SEE SHOTS OF THE STORE.

SUPER: **All phones, plans and networks under one roof.**

CUT TO CLOSESHOT OF THE STOREFRONT.

SUPER: **TracFone. A new way to wireless.**

LOGO: **TRACFONE**

“Scooby-Doo”

OPEN ON A PHONE BOOTH AT A PLAZA. INSTEAD OF A TYPICAL PHONE, THERE'S A SMART PHONE. THE PHONE RINGS. A PASSING MAN HEARS THE PHONE, HESITANTLY ENTERS THE PHONE BOOTH, AND ANSWERS IT. EVERYTHING IS SHOT FROM A HIDDEN CAMERA.

MAN: **Hi?**

CUT TO SCOTT INNESS, SCOOBY DOO'S VOICE ACTOR, WHO IS ON THE OTHER LINE.

SCOOBY: **Reh-ro! Who ris?**

MAN: **Daniel...**

SCOOBY: **Raniel! Hehehehehe!**

SHAGGY: **Scoob, stop messin' around! We gotta solve this mystery! Daniel, we're tryin' to find why people keep going to other carriers when they can choose any phone, plan, and network they want at the new Tracfone store.**

SCOOBY: **Right! Rand don't need credit card or credit check!**

SHAGGY: **Nice, Scoob! Ready for a Scooby snack.**

SCOOB: **SCOOBY SNACK?**

LOUD CRASH.

SHAGGY AND SCOOBY: **YIKES!**

SHAGGY: **Let's make like a banana and split!**

“Scooby-Doo” con’t.

WE SEE DANIEL’S NATURAL FEEL-GOOD REACTIONS.

SUPER: **The feel-good network.**

WE SEE SHOTS OF THE STORE.

SUPER: **All phones, plans and networks under one roof.**

CUT TO CLOSESHOT OF THE STOREFRONT.

SUPER: **TracFone. A new way to wireless.**

LOGO: **TRACFONE**

“Shaggy”

OPEN ON A PHONE BOOTH AT A TRAIN STATION. INSTEAD OF A TYPICAL PHONE, THERE’S A SMART PHONE. THE PHONE RINGS. UNSURE OF WHAT TO DO, A PASSING WOMAN WALKS IN AND ANSWERS. EVERYTHING IS SHOT FROM A HIDDEN CAMERA.

WOMAN: **Hello?**

CUT TO SHAGGY, WHO IS ON THE OTHER LINE.

SHAGGY: **Hey. It’s Shaggy. (to the beat of Angel)**
And girl, I’m about to hit you wit more
Any phone, plan, and network you’re lookin’ for
You can find it all at da Tracfone store
Get da plan dat you need just by walkin’ through the door.
And dere ain’t no need for credit cards or credit checks
Ain’t no cancellation fees or nothin’ complex
Just good service served up wit some respect
So I’ll see you dere, girl, meet me at de front desk.

SHAGGY HANGS UP.

WOMAN: **(Excited) Oh my God.**

THE WOMAN TRIES TO FIND SOMEONE TO TELL.

“Shaggy” con’t.

WOMAN **(Excited) It’s Shaggy!**

SUPER: **The feel-good network.**

WE SEE SHOTS OF THE STORE.

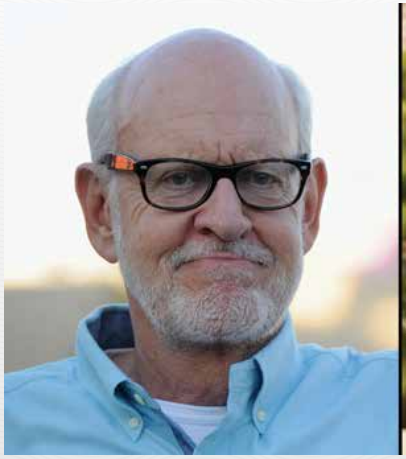
SUPER: **All phones, plans and networks under one roof.**

CUT TO CLOSESHOT OF THE STOREFRONT.

SUPER: **TracFone. A new way to wireless.**

LOGO: **TRACFONE**

“Cookie Monster”



OPEN ON A PHONE BOOTH IN A PARK. INSTEAD OF A TYPICAL PHONE, THERE’S A SMART PHONE. THE PHONE RINGS, AND A PASSING WOMAN STOPS, LOOKS AROUND, ENTERS THE PHONE BOOTH, AND ANSWERS HESITANTLY. EVERYTHING IS SHOT FROM A HIDDEN CAMERA.

WOMAN: **Hello?**

CUT TO FRANK OZ, COOKIE MONSTER’S VOICE ACTOR, WHO IS ON THE OTHER END OF THE LINE.

COOKIEMONSTER: **Hello. Me Cookie Monster. What your name?**

CUT BACK.

WOMAN: **Karen...**

COOKIEMONSTER: **Hello, Karen! You sound tired. I know what you need...COOKIES! Oh...now me want cookies, too. I know! Let’s get cookies at new Tracfone store! It also have all phones, plans, and networks, with no hidden deals or contracts. And no need credit card, credit check, or deal with cancellation fees. But best part is, they has all the cookies you can get! Mmmm this phone looks like cookie...maybe I’ll take a bite...**

COOKIE MONSTER HANGS UP, LEAVING KAREN SPEECHLESS AND CHUCKLING.

SUPER: **The feel-good network.**

WE SEE SHOTS OF THE STORE.

SUPER: **All phones, plans**
and networks under one roof.

CUT TO CLOSESHOT OF THE STOREFRONT.

SUPER: **TracFone. A new way to wireless.**

LOGO: **TRACFONE**

TRACFONE CP+B

Stunt

For one day, when people call Tracfone customer service,
they'll speak with a voice actor instead of a typical customer service rep.

The People-Powered Network

TRACFONE CP+B

Let's show how relevant TracFone is when it comes to consumer empowerment, by making it the world's first democratically run wireless provider. We'll open up (some of) our operational decisions to anyone who has our service. We're going to provide people with an entirely new way to do wireless, by empowering them like no other wireless company can.

TV

“Choose Your Spokesperson”

OPEN ON FOOTAGE OF THE ALL-NEW TRACFONE STORE. WE SEE ALL OF THE DEVICES, ALL THE PLAN POSTERS, ALL OF THE NETWORKS REPRESENTED ALONG WITH HAPPY CUSTOMERS AND FRIENDLY LOOKING STAFF.

VO: **At TracFone we’re launching an entirely new way to do wireless. We’re not only going to let you choose from every phone and every network without a contract, we’re also letting you choose how we run the company. And it all starts with giving our customers the chance to choose TracFone’s official spokesperson.**

A TWEET POPS UP ON SCREEN: “@TRACFONE, SAMANTHA BEE, PLEASE PLEASE PLEASE!!!”

SAMANTHA BEE APPEARS AND PICKS UP RIGHT WHERE THE VO LEFT OFF:

SAMANTHA: As you evaluate the candidates, think about who best personifies…

A TWEET POPS UP ON SCREEN: “@TRACFONE, WE NEED CUBA GOODING JR.”

SAMANTHA BEE IS INSTANTLY REPLACED BY CUBA GOODING JR.

CUBA: **…qualities like unlimited choices…**

A TWEET POPS UP ON SCREEN: “@TRACFONE, TWO WORDS: PHIL COLLINS”

CUBA IS INSTANTLY REPLACED BY PHIL COLLINS.

PHIL: **…and transparency, honesty…**

A TWEET POPS UP ON SCREEN: “@TRACFONE. HOW ABOUT AN ANIMATED TALKING PHONE?”

“Choose Your Spokesperson” con’t.

PHIL COLLINS IS INSTANTLY REPLACED BY AN ANIMATED TALKING CELL PHONE.

PHONE: **...and democracy!**

CUT BACK TO STORE, WHERE SAMANTHA BEE, CUBA GOODING JR. PHIL COLLINS, AND THE ANIMATED TALKING PHONE ARE ALL STANDING TOGETHER AND TALKING TO CAMERA.

ALL IN UNISON: **Only TracFone lets you choose your phone, your network, your plan and how you’d like us to run your wireless company.**

ART CARD: **Vote at your nearest TracFone store or tracfone.com/choose.**

SUPER: **The people-powered network.**

SUPER: **Tracfone. The new way to wireless.**

LOGO: **TRACFONE**

“Your Next Location”

OPEN ON FOOTAGE OF THE ALL-NEW TRACFONE STORE. WE SEE ALL OF THE DEVICES, ALL THE PLAN POSTERS, ALL OF THE NETWORKS REPRESENTED ALONG WITH HAPPY CUSTOMERS AND FRIENDLY LOOKING STAFF. THE TRACFONE SPOKESPERSON (WHO, BY NOW, HAS BEEN CHOSEN BY OUR CUSTOMERS) TALKS TO CAMERA.

SPOKESPERSON: **TracFone is completely changing the way the wireless industry works. Not only are we the only ones who let you choose from every phone and every network without a contract, but we’re also the only ones who let you help run the company. And now that you’ve chosen me as your official spokesman–thank you, by the way–it’s time for you to tell us where you’d like us to open the next brand new TracFone location.**

WE PULL OUT AND REALIZE THAT THE STORE WE’VE BEEN SEEING IS ACTUALLY SITTING ON TOP OF A TRUCK THAT’S DRIVING DOWN THE HIGHWAY.

SPOKESMAN: **So tell us, should the next TracFone superstore open in:**

CUT TO THE TRUCK WITH THE TRACFONE STORE ON IT DRIVING PAST THE GOLDEN GATE BRIDGE.

SPOKESPERSON VO: **San Francisco?**

CUT TO THE TRUCK WITH THE TRACFONE STORE ON IT DRIVING PAST THE SPACE NEEDLE IN SEATTLE.

SPOKESPERSON VO: **Seattle?**

“Your Next Location” con’t.

CUT TO THE TRUCK WITH THE TRACFONE STORE ON IT DRIVING PAST THE GRAND OL’ OPRY IN NASHVILLE .

SPOKESPERSON VO: **Nashville?**

CUT BACK TO THE TRUCK WITH THE TRACFONE STORE ON IT DRIVING UP A HILL IN SAN FRANCISCO.

SPOKESPERSON VO: **Or San Francisco again, but like, a different part of town?**

CUT BACK TO THE SPOKESPERSON IN THE TRACFONE STORE.

SPOKESPERSON VO: **Only TracFone lets you choose your phone, your network, your plan and how you’d like us to run your wireless company.**

ART CARD: **Vote at your nearest TracFone store or tracfone.com/choose.**

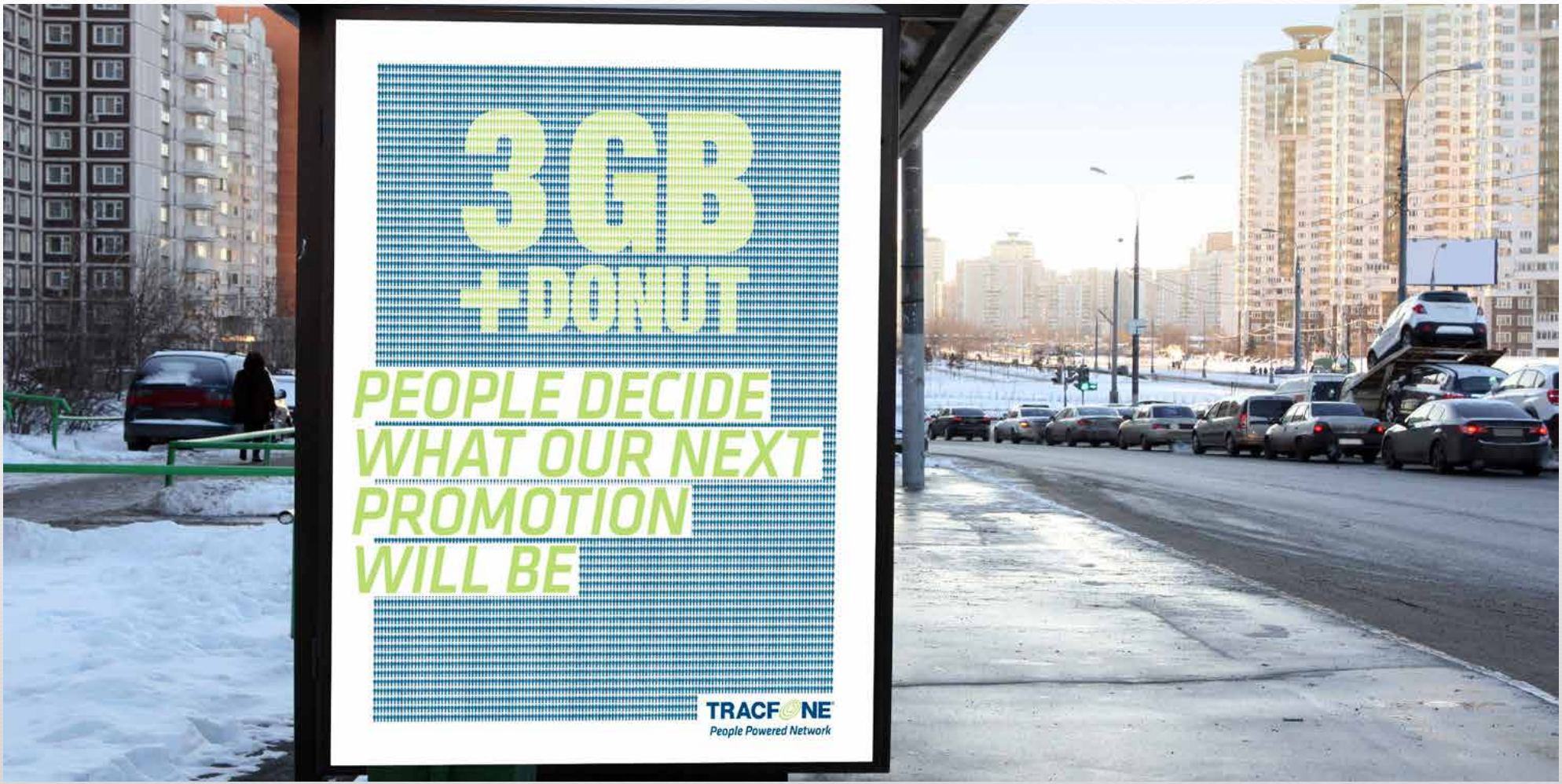
SUPER: **The people-powered network.**

SUPER: **Tracfone. The new way to wireless.**

LOGO: **TRACFONE**

OOH

JCDecaux
STORE
PEOPLE GET TO CHOOSE WHERE OUR NEXT STORE WILL BE.
TRACFONE
People Powered Network


3CB
+DONUT
PEOPLE DECIDE
WHAT OUR NEXT
PROMOTION
WILL BE
TRACFONE
People Powered Network

Let's Get Things Straight
TRACFONE
CP+B

Let's Get Things Straight

Other carriers have had hidden traps for so long, people now accept them as normal. Tracfone brings a new way to wireless, where everyone is empowered to choose what they think is right. In other words, the bait-and-switch days are over.

“First Date”

WE OPEN ON A MAN AND A WOMAN IN A FANCY RESTAURANT. THEY'RE ON THEIR FIRST DATE. THE MAN ACTS IN A CHARMING WAY.

WOMAN: **Tell me about yourself.**

MAN: **Well, my name is Michael. I'm 29. I'm a doctor, but my true passion is teaching kids at the orphanage where I volunteer. I'm a sucker for wine, dogs, and cheesy movies. And really, I'm just looking for a steady relationship.**

THE WOMAN LOOKS TOTALLY ENTRANCED. SUDDENLY, WE HEAR A VOICEOVER THAT REVEALS HIDDEN FACTS ABOUT MICHAEL. IT SOUNDS LIKE THE VOICEOVER THAT READS SIDE EFFECTS IN PHARMACEUTICAL ADS. AS MICHAEL AND THE GIRL HEAR THE VOICEOVER, THE SITUATION BECOMES MORE AND MORE AWKWARD.

VO: **Michael is actually a 31-year-old who lives with his mom. His true passion is playing video games, he steals from tip jars, he's married, and one time, he abandoned a puppy on the side of the road.**

THE TWO LOOK DUMBFOUNDED.

SUPER: **Let's get things straight.**

CUT TO INSIDE SHOTS OF TRACFONE STORE.

VO: **The new Tracfone store. Choose all phones, plans, and networks with no hidden fees and no contract surprises.**

CUT TO TIGHTSHOT OF THE STOREFRONT.

SUPER: **Tracfone. The new way to wireless.**

LOGO: **TracFone Wireless**

“Interview”

WE OPEN ON A JOB INTERVIEW TAKING PLACE IN AN OFFICE.

INTERVIEWER: **So, Jake. Why you?**

JAKE: **Well, I have six years of experience running the same department at your biggest competitor. I have developed experience in both global and local markets. But really, the biggest thing I have to offer is my dedication, passion, and respect for the difference you make as a company.**

INTERVIEWER: **Congratulations. When can you start?**

BOTH LOOK EXCITED, AS THEY SHAKE HANDS. A VOICEOVER BEGINS, SAYING TERRIBLE HIDDEN FACTS ABOUT JAKE. IT SOUNDS LIKE THE SIDE EFFECTS AT THE END OF PHARMACEUTICAL ADS. AS THEY HEAR THE VOICEOVER, THE TWO BECOME INCREASINGLY AWKWARD, BUT THEY NEVER BREAK THEIR HANDSHAKE.

VO: **Jake is a college dropout. His hobbies actually include cheating on exams and raising weasels in his parents’ garage. He was fired at his last job for lack of productivity, and he didn’t wash his hands before coming in.**

JAKE SMILES UNCOMFORTABLY. THE INTERVIEWER IS DUMBFOUNDED.

SUPER: **Let’s get things straight.**

CUT TO INSIDE SHOTS OF TRACFONE STORE.

VO: **The new Tracfone store. Choose all phones, plans, and networks with no hidden fees and no contract surprises.**

CUT TO TIGHTSHOT OF THE STOREFRONT.

SUPER: **Tracfone. The new way to wireless.**

LOGO: **TracFone Wireless**

TRACFONE CP+B

“Nanny”

WE OPEN ON A COUPLE TALKING TO A BABYSITTER AS THEY PREPARE TO GO OUT FOR THE EVENING. THE BABYSITTER IS A MIDDLE-AGED WOMAN, WHO LOOKS LIKE THE PERFECT NANNY.

BABYSITTER: **Don’t worry. I’ve been babysitting for years. Johnny is 100% safe with me. You guys just enjoy your evening.**

WOMAN: **You’re a saint.**

THE WOMAN HANDS HER BABY OVER TO THE NANNY. SUDDENLY, WE HEAR A VOICEOVER THAT REVEALS HIDDEN FACTS ABOUT BECKY. IT SOUNDS LIKE THE VOICEOVER THAT READS SIDE EFFECTS IN PHARMACEUTICAL ADS. AS THEY ALL HEAR THE VOICEOVER, THE SITUATION BECOMES MORE AND MORE AWKWARD.

VO: **Becky isn’t a babysitter. In fact, she’s never watched over anyone before. She owned a plant once. That plant is now dead. Becky also likes to steal things. It’s what landed her in jail for a couple of years. If you look at her arm, you’ll see a tattoo of her gang sign. (woman looks). She invited this gang to a party.**

THE DOORBELL RINGS.

VO: **At your house.**

THE WOMAN LOOKS A MIX OF ANGRY AND TERRIFIED.

SUPER: **Let’s get things straight.**

CUT TO INSIDE SHOTS OF TRACFONE STORE.

“Nanny” con’t.

VO: **The new Tracfone store. Choose all phones, plans, and networks with no hidden fees and no contract surprises.**

CUT TO TIGHTSHOT OF THE STOREFRONT.

SUPER: **Tracfone. The new way to wireless.**

LOGO: **TracFone Wireless**

“Cage Diver”

WE OPEN ON A BOAT IN THE MIDDLE OF THE OCEAN. A CAGE DIVER IS TALKING TO A FAMILY OF TOURISTS IN A SHARK CAGE, MOMENTS BEFORE THEY LOWER INTO THE WATER.

DIVER: **Remember, this is a piece of cake, as long as you stick to the safety guidelines. These bars will keep out any great white. And if you ever feel unsafe, just blow your emergency whistle, and I’ll come in and get you.**

THE SMILING FAMILY BEGINS LOWERING INTO THE WATER. WE HEAR A VOICEOVER THAT REVEALS HIDDEN FACTS ABOUT THE DIVER’S OPERATION. IT SOUNDS LIKE THE VOICEOVERS THAT READ SIDE EFFECTS IN PHARMACEUTICAL ADS. AS THE DIVER AND FAMILY HEAR THE VOICEOVER, THE FAMILY LOOKS AT EACH OTHER AWKWARDLY, IMMEDIATELY REGRETTING THEIR DECISION.

VO: **This instructor learned everything he knows about boating from Shark Week and found this cage in a junkyard. Also, those whistles don’t blow underwater, which could be a problem since his first mate just dropped gallons of chum overboard.**

SUPER: **Let’s get things straight.**

CUT TO INSIDE SHOTS OF TRACFONE STORE.

VO: **The new Tracfone store. Choose all phones, plans, and networks with no hidden fees and no contract surprises.**

CUT TO TIGHTSHOT OF THE STOREFRONT.

SUPER: **Tracfone. The new way to wireless.**

LOGO: **TracFone Wireless**

Wireless Hell

We'll drive people to a digital contest, but when people sign the Terms and Conditions to enter, they'll be sucked into Wireless Hell, a digital maze, where you get lost among sneaky contracts and hidden fees. The only way to escape is to find a hidden Tracfone.

Reco

Can we be the first-ever phone provider to remove all fine print?
Even if that just means making it bigger.

Let’s Clear Things Up
TRACFONE
CP+B

Let's Clear Things Up

Other carriers trick you with sneaky lingo and flashy promotions, but when you look at their offerings, they're contradicting and difficult to understand. At Tracfone, it's simple. You're empowered to choose from the largest selection of no-contract phones, plans, and networks, with no sneaky traps. It's the new way to wireless that just makes sense.

“Ozzy”

WE OPEN ON A CELL PHONE STORE, WHERE A COUPLE IS ABOUT TO ASK A SALESMAN A QUESTION.

GUY: **Excuse me –**

THE SALESMAN TURNS AROUND. IT’S OZZY OSBOURNE.

GUY: **It says there’s no contract, but it also says we need to finance the phone for two years…**

OZZY GIVES AN EXPLANATION THAT IS IMPOSSIBLE TO UNDERSTAND BENEATH HIS ACCENT.

OZZY: **(incomprehensible) Well it’s not technically a contract. It’s more of a concession that states you’ll incur periodical remittance on your phone for the duration of your allotted period. It’s merely a harmony in opinion, undisclosed to consumers when said consumer inquires about the backend logistics of his or her established indenture.**

HE SMILES WHEN HE’S DONE, AS IF HE’S DONE A GREAT JOB. THE COUPLE LOOKS EVEN MORE CONFUSED THAN BEFORE.

VO: **Let’s clear things up.**

WE SEE SHOTS OF THE STORE DURING THE VOICEOVER.

VO: **The new Tracfone store. Choose from all phones, plans, and networks, without the hidden fees and contracts.**

SUPER APPEARS OVER TIGHT SHOT OF STOREFRONT.

SUPER: **Tracfone. The new way to wireless.**

LOGO: **TracFone Wireless**

“Sheldon”

WE OPEN ON A CELL PHONE STORE, WHERE A WOMAN IS ASKING A SALESMAN FOR HELP. THE SALESMAN IS SHELDON FROM THE BIG BANG THEORY.

WOMAN: **Excuse me. I want to keep my phone but get a new plan. How do I do that?**

SHELDON: **We would need to take your current phone and connect it to Spectrum, and due to the advanced functionality of modern-day cellular devices, it’s becoming increasingly difficult to distribute the finite quantity of spectrum available to our particular box location, and therefore, available to your personal smart device.**

THE WOMAN LOOKS TOTALLY CONFUSED.

WOMAN: **So…can I do it or not?**

SHELDON: **Good Lord, were you listening at all? I’ll start over.**

VO: **Let’s clear things up.**

WE SEE SHOTS OF THE STORE DURING THE VOICEOVER.

VO: **The new Tracfone store. Choose from all phones, plans, and networks, without the hidden fees and contracts.**

SUPER APPEARS OVER TIGHT SHOT OF STOREFRONT.

SUPER: **Tracfone. The new way to wireless.**

LOGO: **TracFone Wireless**

“Jim Tom”

WE OPEN ON A MOBILE STORE. A GIRL IS TALKING TO A SALESMAN. IT’S JIM TOM FROM MOONSHINERS.

GIRL: **So how do I add more data to my plan?**

JIM TOM HAS SUCH A STRONG SOUTHERN ACCENT AND USES SO MUCH SLANG THAT WE HAVE NO IDEA WHAT HE’S SAYING.

JIM TOM: **Well let’s take a lookie here. Oh Lord have mercy! Yer already hitched up to a plan. So yer jus gotta take this here telephone ‘nd find yerself one o’ dem thing-a-ma-jigs, ya know, tha ones that add on tha kinda bahooey yer lookin’ fer. And once yer got that, good gracious, yer set!**

THE GIRL LOOKS LOST. JIM TOM SMILES AND SPITS A LOOGIE AT THE GIRL’S FEET. SHE LOOKS IN DISBELIEF.

VO: **Let’s clear things up.**

WE SEE SHOTS OF THE STORE DURING THE VOICEOVER.

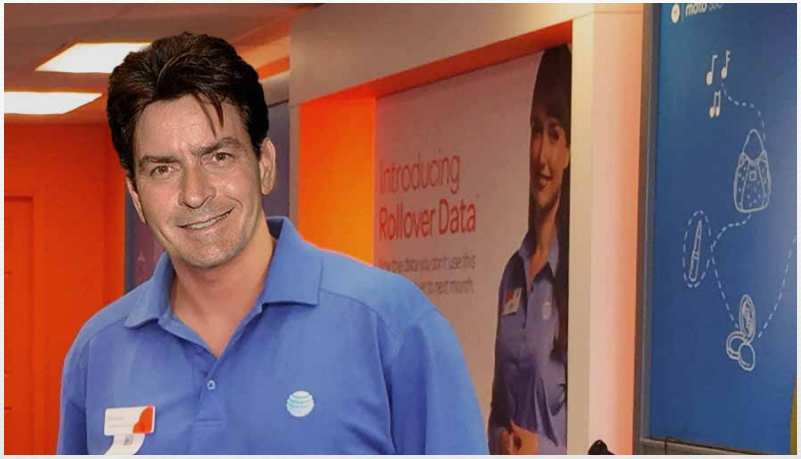
VO: **The new Tracfone store. Choose from all phones, plans, and networks, without the hidden fees and contracts.**

SUPER APPEARS OVER TIGHT SHOT OF STOREFRONT.

SUPER: **Tracfone. The new way to wireless.**

LOGO: **TracFone Wireless**

“Charlie Sheen”



WE OPEN ON A CELL PHONE STORE, WHERE AN ELDERLY WOMAN APPROACHES THE CHECKOUT COUNTER WITH A QUESTION.

WOMAN: **Hi there. I want to add another phone to my plan. How does that work?**

CUT TO THE EMPLOYEE BEHIND THE COUNTER. IT’S CHARLIE SHEEN.

SHEEN: **Sweetheart, it works how any of it works. Patience, acceptance, phones, electricity. It’s just signals (gestures with hands), you know, firing, just like, firing around, and, you know. If the phone doesn’t add, it’s a fool. It’s weak. You’ve got one speed: go. And you just, you just go. And, you know, if that works out, you won’t be like the rest of them. You get me? You just won’t.**

THE ELDERLY WOMAN LOOKS LOST.

CUT TO SHEEN, NODDING AS IF HE DID A GREAT JOB.

SHEEN: **...Winning.**

VO: **Let’s clear things up.**

WE SEE SHOTS OF THE STORE DURING THE VOICEOVER.

VO: **The new Tracfone store. Choose from all phones, plans, and networks, without the hidden fees and contracts.**

SUPER APPEARS OVER TIGHT SHOT OF STOREFRONT.

SUPER: **Tracfone. The new way to wireless.**

LOGO: **TracFone Wireless**

Be careful
what you agree to.
TRACFONE CP+B

Be careful what you agree to.

Everyone has a wireless horror story. Hidden fees, misleading contracts and shady tricks used to be the norm. TracFone brings a new way to wireless, empowering customers by letting them choose what they feel is right for them. The old days of wireless are over.

“Surgery”

WE OPEN INSIDE OF A HOSPITAL ROOM

A MAN IS WAKING UP FROM SURGERY. HIS DOCTOR IS STANDING BY HIS BED.

DOCTOR: **Hello, Mr. Martinez. The surgery was a success.**

MAN: **Oh good.**
(He looks down at his chest)
Why are there bandages on my chest if it was an appendix surgery?

DOCTOR: **Well, because we added another nipple.**

MAN: **What?!?**

THE DOCTOR LOOKS AT HIS CHART.

DOCTOR: **That’s what you agreed to. Minus appendix, plus 30% and an extra fee for the third nipple.**

SHE SHOWS HIM THE CHART.

MAN: (FREAKING OUT)
Why would I need a third nipple?

DOCTOR: **I don’t know your life. Let’s see how it looks.**

SHE BEGINS TO UNWRAP THE BANDAGES.

VO: **Be careful what you agree to.**

“Surgery” con’t.

THE CAMERA PANS AROUND THE STORE.

VO: **The new TracFone store. Choose from all plans, phones and networks with no contracts and no hidden fees.**

CUT TO EXT. TRACFONE WIRELESS STOREFRONT

SUPER: **TracFone. The new way to wireless.**

“Skydiving”

WE OPEN ON THE INSIDE OF A PLANE

A GROUP OF PEOPLE ARE WEARING SKYDIVING GEAR. THE DOOR IS OPEN. IT’S LOUD AND EVERYONE IS YELLING.

INSTRUCTOR: **Y’all ready to rip?**

THE FIRST SKYDIVER JUMPS OUT, CHEERING. OTHER SKYDIVERS JUMP, ONE BY ONE. A FIRST-TIME SKYDIVER PULLS THE INSTRUCTOR ASIDE.

FIRST TIMER: **When do we harness ourselves together?**

INSTRUCTOR: **What? You’re doing the wingsuit!**

FIRST TIMER: (starting to panic)
Noooo, I’m doing tandem, with you! It’s my first time.

INSTRUCTOR: (looking at some paperwork)
No way, dudette. You signed up for the wingsuit.

SHE LIFTS HER ARM TO SEE THE WING SHE HADN’T NOTICED BEFORE.

FIRST TIMER: **Heck no! I’ll fly back with the pilot.**

INSTRUCTOR: (pointing at the paperwork)
No early termination allowed. And I’m the pilot.

THE INSTRUCTOR JUMPS OUT OF THE PLANE. THE FIRST TIMER IS LEFT ALONE ON THE PLANE, STARING AT THE WINGS ON HER SUIT.

“Skydiving” con’t.

VO: **Be careful what you agree to.**

INT. TRACFONE WIRELESS STORE.

THE CAMERA PANS AROUND THE STORE.

VO: **The new TracFone store. Choose from all plans, phones and networks with no contracts and no hidden fees.**

CUT TO EXT. TRACFONE WIRELESS STOREFRONT

SUPER: **TracFone Wireless, The new way to wireless.**

“Cat Adoption”

WE OPEN INSIDE OF AN ANIMAL SHELTER

A MAN AND HIS 6-YEAR-OLD DAUGHTER ARE WAITING. AN EMPLOYEE WALKS IN WITH A LARGE COVERED CAGE.

EMPLOYEE: **You ready to meet your new kitty?**

THE GIRL AND HER DAD CHEER EXCITEDLY. THE EMPLOYEE LIFTS UP THE CAGE’S COVER. THE CAT IS A HUGE COUGAR. THE DAD JUMPS BACK IN FEAR. HE STOPS THE EMPLOYEE AS SHE GOES TO OPEN THE CAGE.

DAD: (afraid)
Whoa, whoa, whoa - Is that even a cat?

THE EMPLOYEE UNLOCKS THE CAGE.

EMPLOYEE: **Yep, big ol’ cat. (looking at her clipboard) That’s what you signed up for - a 400% increase on the cat for just a small extra fee.**

THE COUGAR IS OUT OF THE CAGE. THE GIRL FEARLESSLY PETS IT. THE COUGAR PICKS UP THE GIRL BY THE SCRUFF OF HER NECK AND DRAGS HER AWAY.

GIRL: **That tickles!**

VO: **Be careful what you agree to.**

INT. TRACFONE WIRELESS STORE

“Cat Adoption” con’t.

THE CAMERA PANS AROUND THE STORE.

VO: **The new TracFone store. Choose from all plans, phones and networks with no contracts and no hidden fees.**

EXT. TRACFONE WIRELESS STOREFRONT

SUPER: **TracFone Wireless, The new way to wireless.**

“Tattoo”

WE OPEN INSIDE OF A TATTOO PARLOR

A MAN IS GETTING A TATTOO ON HIS BACK.

TATTOO ARTIST: **Finishing touches.... and done.**

THE TATTOO ARTIST GRABS A HAND MIRROR SO HE CAN SEE IT. IT’S A PORTRAIT OF AN OLD WOMAN.

MAN: (shocked)
What?!? What’s this??

TATTOO ARTIST: **It’s Ted’s grandma.**

TED, ANOTHER TATTOO ARTIST, SMILES AND WAVES FROM ACROSS THE SHOP.

MAN: (upset)
But this isn’t what I asked for!

THE TATTOO ARTIST PULLS OUT SOME PAPERWORK.

TATTOO ARTIST: **But you agreed to it.**
(looking at paperwork)
For an extra 10% fee you switched to grandma.

MAN: **That’s ridiculous.**

TATTOO ARTIST: **Now you went and hurt Ted’s feelings. That’s another 10% fee.**

HE WALKS OVER TO PAT TED ON THE SHOULDER.

“Tattoo” con’t.

VO: **Be careful what you agree to.**

VO: **The new TracFone store. Choose from all plans, phones and networks with no contracts and no hidden fees.**

CUT TO EXT. TRACFONE WIRELESS STOREFRONT

SUPER: **TracFone Wireless, The new way to wireless.**

Thank you.
TRACFONE
CP+B