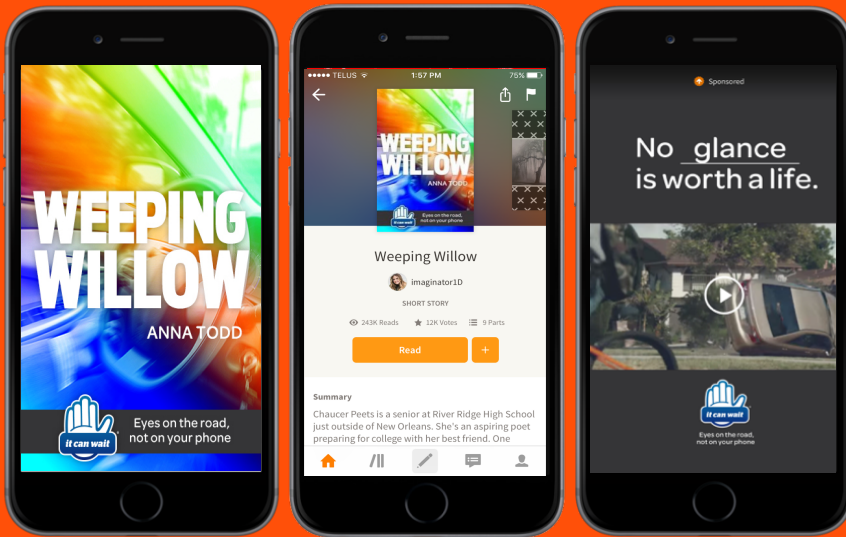


AT&T “It Can Wait”



What we did:

Harnessed the power of storytelling to stop texting and driving and created awareness about AT&T’s “It Can Wait” campaign.

How we did it:

We commissioned our top influencer, Anna Todd, to write a serialized fictional story with a texting and driving theme. Interstitial ads within the story drove to official AT&T It Can Wait campaign videos.

Results:

Meet Weeping Willow—a gripping original story that cautions readers about the consequences of texting and driving.

97%

Of Weeping Willow readers said that they would now be more likely to ignore their phones while driving

6M+

social impressions on and off Wattpad

[Click to see more](#)