



What we did:

Increased T-Mobile's brand attributes by engaging the LGBTQ+ community through a donation write-a-thon during Pride month, 2019.

How we did it:

- Launched the T-Mobile #UnlimitedPride write-a-thon where we challenged our writers to share authentic stories, and educated them on the role the Stonewall riots played in the history of Pride.
- With the goal of 10,000 entries, we committed to donate \$1 to GLSEN, up to \$10,000, for every story submitted!
- The LGBTQ+ profile was fully rebranded with #UnlimitedPride.
- 4 of Wattpad's top LGBTQ+ influencers shared their own stories.

Results:

Our community was thrilled with the write-a-thon! The campaign resulted in:

- **More favorable brand rating** (+21 points) and brand consideration (+22 points) among those who engaged with the campaign.
- **Increased brand awareness** post-campaign exposure (95% vs. 86% over control).

14,066

story submissions

7 in 10

who engaged with the campaign were **more likely to recommend T-Mobile**



jediempres

Jun 17

Happy to support this with one of my stories!



Katherynnicolee

Jun 30

So excited!!! 