

## CASE STUDY

**Sprint**

**Industry:** Retail

**Vehicle:** Handout

**Products:** Transl8r Cards

**Features:** 3 Custom Card Designs

In order to reach some of the most active cell phone users in the country, Sprint had more than 10,000 Transl8r Cards produced to assist in its store grand opening promotions. The cards were handed out by street teams before the store opened and then again during and after the grand opening. During the promotion Sprint realized the “cool factor” of the Transl8r Cards and began handing them out at youth targeted events like college football games, in order to increase brand awareness and to foster current customer relationships.



transl8r CARDS		
H	Heart	A rose (R-)
T	Tonight	Amal link - female (T-)
ASAP	As Soon As Possible	Amry fax (A-)
B4N	Bye For Now	Bacy (B-)
BIAF	Be Back In A Few	Smile (I-)
BI	Be Back Later	See u @ Night (N-)
BF	Boyfriend -or- Best Friend	Big Hug (H-)
BR	Be Right Back	Waiting (W-)
BTW	By The Way	Skate (S-)
C-P	Sleepy	Chef (C-)
CTC	Care To Chat	Cover (C-)
CJZ	Carissa	Cyber (C-)
CYM	Check Your Mail	Cycling (C-)
DGA	Don't Go Anywhere	Daring (D-)
DKC	Don't Care Don't Care	No (N-)
E123	Easy as One, Two, Three	Enjoy the Sun (S-)
F0F	Falling on Your Laughing	Top Top Loudermouth (L-)
GFI	Go For It	Pug (P-)
GL	Good Luck	See you (S-)
GRR	Grrrr	Love Struck (L-)
IAC	I Am Confused	Kiss (K-)
ILU	I Love You	Yes (Y-)
LBR	Liar	No (N-)
MZAH	Kiss	Yes (Y-)
NM	Never Mind	Surf (S-)
OMG	Oh My Gosh	Screaming (S-)
O	Cutie	Stole (S-)
SYS	See You Soon	Sweating (S-)
U Up	Are You Up?	Undecided (U-)
WE	Whatever	Wearing a Walkman (W-)
		Wondering (W-)