



CUSTOMER CASE STUDY / BRAND PROMOTIONS AND PRIZE DELIVERY

T-Mobile pairs fast prize delivery with a fully branded experience

For its MagentATM promotion, T-Mobile needed to distribute funds quickly and meet very specific brand and program requirements. TruCentive supported prize delivery for both the live events and the online drawing.

THE OPPORTUNITY

Deliver on a high-energy promotion

T-Mobile's MagentATM promotion combined live ATM experiences with an online prize drawing. The team needed fund distribution that moved quickly and reflected the same distinctive brand as the campaign.

THE APPROACH

Bring speed and brand alignment together

TruCentive supported rapid fund distribution across both parts of the promotion. The delivery experience aligned with T-Mobile's corporate style and program requirements, connecting campaign execution with prize fulfillment.

Prize delivery reinforced the campaign's identity. The familiar T-Mobile look connected the excitement of participation with receiving a prize, making fulfillment a natural extension of the promotion.

THE EXPERIENCE

Connect the live and online experience

The campaign offered two ways to participate. With TruCentive supporting both, T-Mobile could carry its brand through to prize delivery, giving the promotion a consistent finish across live events and the online drawing.



Built around the campaign

Rapid fund distribution

Keep pace with a timely promotion.

T-Mobile brand experience

Carry the brand through to delivery.

Live and online support

Meet requirements across both.

Fast prize delivery. A consistent brand experience.

Bring your next promotion to life with TruCentive.