



Verizon

Challenge

Get feedback on Verizon Wireless's new teen prepay brand FREEUP.

Solution

Buzz MG conducted six "In-The-Mix" 90 minute discussions with African-American, Caucasian, and Hispanic youth between the ages of 16 and 24.

Results

VZW was given insightful feedback on how youth view the FREEUP brand and VZW competitors, including Virgin Mobile, Nextel, and Cingular.