



Verizon Wireless | Launching a Retail Destination

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CHALLENGE

When Verizon selected Houston to launch its third Destination Store in the U.S., the company looked to position itself as a tech innovator in the market. With more customers purchasing technology online than ever before, Verizon aimed to reinvent the wireless shopping experience and draw consumers into its retail location.

OBJECTIVE

As Verizon's longstanding agency, Pierpont was charged with the task of establishing this new Verizon store as a destination for consumers to discover wireless solutions tailored to their unique lifestyles and interests. From fitness and music to business solutions and gaming, the store was designed as a "touch and feel" environment.

APPROACH

Pierpont adopted a strategy of aggressive consumer media relations outreach including engaging with lifestyle and tech bloggers; planning and managing strategic events targeting business, civic, and consumer audiences; and launching a buzz-building social media campaign complete with YouTube celebrities.

RESULTS

The Houston regional media market responded enthusiastically, resulting in significant coverage from local and trade outlets, as well as engagement with key audiences from millennials to community leaders. The Destination Store was successfully positioned as a unique, enjoyable shopping experience.