



Marketing Script

The script below is for audio and video scripts only. Use the [Sprint University Style Guide](#) for audio or video script formatting guidelines and for some examples of audio and video clips.

Audio	Visual
<i>All sound elements: dialogue, narration, music description, sound effects, etc. that sync with corresponding visuals on the right.</i>	<i>Scene settings, actions, transitions, graphics, screen text, or any other instructions for eMedia.</i>
Custom branded intro.	Shape the connection.
Sprint is on the cutting edge of mobile marketing. Find your spark with our high octane sponsorships, modern marketing best practices, and challenging professional opportunities.	<i>Fast paced, high energy montage of NASCAR footage, employees at a Sprint-sponsored event ...</i>
<p><i>Upbeat music underneath.</i> Come help us spread the word about Sprint’s brand and our total commitment to:</p> <ul style="list-style-type: none"> • Value • Simplicity • Mobility • Connection 	<ul style="list-style-type: none"> • Value • Simplicity • Mobility • Connection
<p>We’ve got the right mix of art and science to build brand awareness and spread our message! Creativity? Check! Compelling message? Check! Statistically-driven media optimization technologies? <i>[record scratch]</i> <i>[‘Harvard’ tone]</i> For the more analytical set, let me assure you that Sprint leverages data analysis to:</p> <ul style="list-style-type: none"> • Perform better against the competition • Open target markets • Pinpoint marketing opportunities. <p>But don’t just take my word for it ...</p>	<p style="text-align: center;"><i>On screen actor.</i> <i>Lab coat, glasses, beret, artist pallet</i> <i>On green screen, dodging the words:</i> <i>Creativity</i> <i>Compelling message (or just “Message”)</i> <i>At the sound of the record scratch, pan in to a closer look at the actor’s dead pan face.</i></p>
<p>Pinsight Media+ testimonial to discuss:</p> <ul style="list-style-type: none"> • Using social media expertise • Designing for a mobile audience • Partnering with App Developers • Ad platform - case study (like myHomeWork - http://pinsightmedia.com/developers/case-studies) <ul style="list-style-type: none"> ○ What was the problem/opportunity? ○ Walk us through the solution. 	<p style="text-align: center;"><i>Relaxed interview.</i></p>
<p>Check out the total rewards offered at Sprint. Benefits - infographic; Total Rewards, Work/Life balance</p>	<p style="text-align: center;"><i>Infographic on benefits.</i></p>



<p>Join our group of influencers to strategically spread the word about Sprint's rock solid brand and help us shape the connection.</p>	<p>Visit [insert path to functional group-specific page]</p>
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Business Sales Script

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<p>Custom branded intro. Sprint knows business. It's changing and growing faster than ever. Help us take our business customers to their next level. Just like the businesses we serve, we're in this to win.</p>	<p>Accelerate the connection. Talent or employee walking near iconic Sprint building...camera slowly pans out to reveal that it's a Sprint building at the end of dialogue. (Showing that Sprint understands the needs of business because it's also a business.)</p>
<p>Day-in-the-life: Selling Complete Solutions Employee testimonial ... Walk us through the process of selling to a business customer:</p> <ul style="list-style-type: none"> • How do you find the pain point? • What's the process of proposing a solution? Who is involved? • Explain how you work cross-functionally to implement the solution. • Can you describe the rewards for yourself and for and the business? 	<p>We sell complete solutions. Either man-on-the-street type interview with a manager or edited clips from an 'in-the-hall' or 'by-the-cube' relaxed interview.</p>
<p>Business Account call centers V/O: "At Sprint, we're listening to business. We have dedicated call centers to handle the special needs of larger scale accounts." Testimony from employee answering questions around:</p> <ul style="list-style-type: none"> • How do you develop a relationship with your business accounts? • What does Sprint offer to larger scale businesses in the way of customized solutions? • How do we partner with growing businesses and what, specifically, do we offer them? • Describe the successes and rewards of working with business accounts. 	<p>Interview employee at a business sales call center.</p>



Benefits message.	Infographic on benefits.
Sprint offers complete solutions to business accounts, using Sprint-powered innovation to move business forward. Help us accelerate the connection.	Visit [insert path to functional group-specific page]



Prepaid Script

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<p>The overall look to this video needs to be different. It's appealing to "hipsters," so maybe de-saturated, Instagramized-70's feel, documentary, some Icelandic tunes underneath...</p>	<p>Be the connection.</p>
<p>Info on possible interviewees:</p> <ul style="list-style-type: none"> • Moulison, John [PPD] John.Moulison@sprint.com Director • Cernadas, Priscilla V [PPD] Priscilla.V.Ramdin@sprint.com ISM • Mohamed, Ahmed [PPD] Ahmed.2.Mohamed@sprint.com AE <p>** Retail managers have green lighted Ahmed for representing the brand. **</p>	
<p>IAE: "In 2014, I helped these people cut the cord. Prepaid service from Boost, Virgin and Assurance means freedom, value and simplicity. They get a straightforward bill. No surprises. No contract."</p>	<p>Prepaid IAE standing in the parking lot of a prepaid dealer (can be implied)...surrounded by Boost/Virgin/Assurance customers:</p> <ul style="list-style-type: none"> • Skater • Young couple • Older lady • Bus driver; blue collar • Urban artist <p>Popups for each customer:</p> <p>Skater - Boost; not ready for a long-term commitment</p> <p>Young couple - Virgin Mobile; saving for a house, can't afford financial surprises</p> <p>Older lady - Assurance; life-line; family can relax and let her live her life</p> <p>Bus driver - Virgin Mobile; loves the low rate; hates complex bills</p> <p>Artist - Boost; travels a lot; reBoosts on the go</p>



<p>“My job is about building relationships. It takes time and effort to get to the doors I have and initiate a relationship with new doors. I get in there, face to face, and build that trust.</p> <p>I make at least 144 visits a month. The nice thing is, the company assists me with a vehicle. So I feel, you know, I have their interests up front and they have my back.</p> <p>We’re compensated well. Best in the industry, if you ask me. No charge backs for authorized reps. We have support with customer issues, marketing, that sort of thing.</p> <p>What motivates me about this job, apart from being a social person -- and I like being out there with people -- is coming up with new leads and being able to take on the challenge of getting new business.”</p>	<p>IAE getting into car. Turned toward camera...one arm on door and other on car top...or some other casual pose. Camera aware but face not always in frame. Conversation is rough cut together.</p>
<p>“In this job, you can be yourself and be in a challenging role with great benefits. It’s for people who like to go against the grain to succeed. Come on and help us be the connection.”</p>	<p>Branded ‘out-tro’ ...visit [insert path to functional group-specific page]</p>



Management Script

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<p>Custom branded intro.</p>	<p>Shape the connection.</p>
<p>Upbeat music.</p> <p>V/O: Want a career managing diverse projects, working with fast moving technology, and exposure to a wide variety of components?</p>	<p>Clips of various team-type environments.</p>
<p>At Sprint, we have a diverse team of managers. Their teams tackle a whole range of solutions for internal and external customers.</p> <p>We have excellent opportunities to manage new business. Just ask _____.</p> <ul style="list-style-type: none"> • What's it like to spearhead a project from conception to delivery? • Do you feel that you effect a direct change on the way we do business? • Talk a about how your job connects people. • How do you model to your team: <ul style="list-style-type: none"> • Importance of a great customer experience to create loyal customers • How to find the right solution 	<p>Either man-on-the-street type interview with a manager or edited clips from an 'in-the-hall' or 'by-the-cube' relaxed interview.</p>
<p><i>[John Cassida - contact]</i></p> <p>A great opportunity for managers is PMP certification. Sprint can help you get certified.</p> <p>Testimonial from employee who used Education Assistance to get certified as PMP.</p> <ul style="list-style-type: none"> • How long have you had your PMP certification? • How did you get your certification? • How does PMP certification help you as a manager? 	<p>Similar interview style.</p>



<p>Check out the total rewards offered at Sprint. Benefits - infographic; Total Rewards, Work/Life balance</p>	<p>Infographic on benefits.</p>
<p>V/O: Take your experience and functional expertise to a new level as a program or project manager at Sprint. Help us shape the connection. For more information, visit _____.</p>	<p>Visit [insert path to functional group-specific page]</p>



Product Script

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Custom branded intro.	Shape the connection.
We live and breathe Innovation at Sprint. We need you to help us grow solutions that make connecting easier, faster and more fun. For you...and our 50 million plus customers.	<i>Montage of happy customers.</i>
<p>Sprint innovation has brought unique experiences to the world of communication.</p> <p>Need name. - <i>If there isn't an actual employee available, use the script below.</i></p> <p>Testimony from enthusiastic employee stating message:</p> <ul style="list-style-type: none"> • Can you give some examples of how we are leading the way in technological innovation? <ul style="list-style-type: none"> ○ Discuss Sprint Spark, other differentiators 	<i>Clips from an 'in-the-hall' or 'by-the-cube' relaxed interview.</i>
<p>Employee discusses opportunities:</p> <ul style="list-style-type: none"> • What projects have pushed you professionally? • How has collaboration helped to mold the customer experience? • Talk to me about getting the first look and use of our latest devices and services. • Has your job at Sprint allowed you to grow personally as well as professionally? 	
Benefits - infographic; Total Rewards, Work/Life balance	
Use the differentiator in you to help answer the needs of the mobile crowd. Help us shape the connection.	Visit [insert path to functional group-specific page].



****Actor script if an actual employee is not available. ****

In the world of telecom, innovation is good. Innovation that brings super-fast wireless speeds, well, that's reeeeeally good! So, imagine being on a team that comes up with something as revolutionary as Sprint Spark. Talk about a great customer experience!

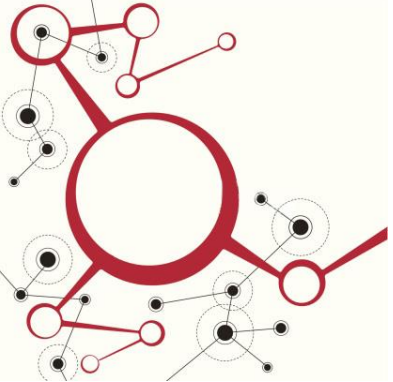
At Sprint, projects will push you to disrupt, to break the mold. It's how we lead the way in technological innovation.

As an innovator, you'll get first look and use of our cutting edge products and services. And you'll find opportunities for meeting your personal and professional stretch goals.



Network Script

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<p>Custom branded intro.</p>	<p>Build the connection.</p>
<p>The backbone of our company is our network and technology team.</p>	<p><i>BRANDED Network visual depicting the system beating like a heart.</i></p>
<p><i>Tailor, Pinal [NTK] MGR TELECOM DSGN ENGRNG</i></p> <p>Employee testimonial - (aim is to show multiple jobs touching a large initiative...and the outcome):</p> <ul style="list-style-type: none"> • Service assurance is an important factor in keeping customers happy, how does your job help to keep the network up and running efficiently? • Can you talk about any new products and services? • Tell us how development is focused on being green and reducing environmental impact. • Who is your group collaborating with? 	 <p>Similar to, but branded.</p>
<p>V/O:</p> <p>We're creating technology that makes Sprint stand out, while keeping a laser focus on the customer experience. Our network and technology groups provide opportunities for innovation in:</p> <ul style="list-style-type: none"> • Developing and validating new technologies, • Testing and quality assurance, • Continual improvement in the network performance, ...and green initiatives. Sprint GETS the importance of environmental responsibility. 	<p>Opportunities to make an impact.</p> <p>Developing new technologies. Quality assurance Improving the network. Green initiatives.</p>
<p>Check out the total rewards offered at Sprint. Benefits - infographic; Total Rewards, Work/Life balance</p>	<p><i>Infographic on benefits.</i></p>
<p>Find your professional challenge here and help us as we build the most consistently reliable network. Help us build the connection</p>	<p>Visit [insert path to functional group-specific page]</p>

