

H2 Media Opps: Sprint moves media account

May 31, 2017 by Josh Stone

Horizon has reportedly beat WPP's GroupM and incumbent Mediavest | Spark, NYC in the final round to win Sprint's \$630 million media account. I assume Horizon's NYC office will lead the way, but we'll keep you posted as we learn more.

Sprint, the US's #4 carrier by subscribers and formerly #1 in the Vulnerable Account Index, has been running aggressive promotions for many quarters, including unlimited plans, to steal share from its larger telecom rivals, AT&T (allocated \$1.6 billion to media last year) and Verizon (spent \$1.3 billion on media last year). But, now these two recently launched their own unlimited plans, ending Sprint's ability to charge customers half the price of these plans.

Sellers - As such, expect Sprint to turn to their new creative AOR, Droga5 (more info here), to make new ads that will set them apart in this cluttered space. Start engaging Horizon now to secure Sprint's massive traditional and digital budgets through the end of the year and beyond. Sprint spends a ton in many different channels, opening up lots of potential revenue for sellers who can reach mass audiences cost effectively.

Given their spending power and cost cutting goals, I also assume that Sprint will continue moving more of their digital budget into programmatic buying. So, stay too-of-mind with HX, NYC, as well.

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Media Spend: The bulk of the \$630 million Sprint spent on advertising last year went to broadcast ads, mainly network and cable TV, according to Kantar Media. The remaining \$100 million was split between radio, newspaper and digital ads.

TV Breakdown: \$466.3 million has gone to national TV ads the last year (see show targeting right), almost double the \$294 million allocated last year, iSpot.tv reports.

Digital Breakdown: However, during the same period, display spending fell the past year to \$21 million for 3.2 billion impressions, from \$47.1 million for 12.8 billion impressions.

Sprint
Est. TV Spend: 05/30/2016 - 05/30/2017
Data provided by iSpot.tv

- NFL Football
- Super Bowl LI
- South Park
- NASCAR Racing
- Rio Olympics
- Other

