

AT&T Kills 'Rethink Possible' Slogan for New Mobility Tagline

Andrew Berg

AT&T today launched a new branding campaign that appears aimed at bringing together its many products under one message, with an emphasis on mobility.

Under the tagline "Mobilizing Your World", AT&T is launching a series of four new television spots that will kick off during coverage of the 2014 Masters Tournament on ESPN and CBS.

The new television spots feature the Beach Boys song "Wouldn't It Be Nice," and highlight AT&T's mobile products, uVerse TV service, as well as its connected home and connected device offerings.

In a blog on the company's website, Esther Lee, senior vice president of brand marketing, advertising & sponsorships for AT&T, said the company's old slogan--"Rethink Possible"--will no be replaced at the end of commercials and advertisements with the new "Mobilizing Your World" messaging.

Lee said the move is about recognizing the importance of mobile and the convergence of other platforms.

"'Mobility' is THE disruptive technology of our time," she wrote.

The new spots were created by BBDO NYC and include two small business spots ("Food Truck" and "Better Business"), which AT&T says will depict "the range of businesses that can benefit most from AT&T's capabilities and resources."

Check out one of the new spots below:

Source URL (retrieved on 01/31/2015 - 12:48pm):

<http://www.wirelessweek.com/news/2014/04/t-kills-rethink-possible-slogan-new-mobility-tagline>