

AT&T Wireless—Youth Banners

“EXPRESS YOURSELF 1”

Images	Text
AT&T Wireless logo	What does your phone say about you?
Glossy red phone	“Extrovert.”
Zebra phone	“Animal.”
Chrome	“Techno geek.”
Super small phone	“Wears tight pants.”
	Click here to express yourself with AT&T Wireless phones and accessories.

“EXPRESS YOURSELF 2”

Images	Text
AT&T Wireless logo	What does your phone say about you?
Glossy red phone	“Out-going.”
Zebra phone	“Wild child.”
Super small phone	“Gadget freak.”
Chrome	“Likes shiny things.”
	Express yourself with AT&T Wireless phones and accessories. Click here.

“BREAK UP”

Images	Text
Girl with very hurt look on her face.	There are times when you really need someone. And you need them now.
Two-way text message interface: “Mom, just broke up. Need ice cream.”	Go send a message to someone you love. Two-way text messaging from AT&T Wireless.

“DANGEROUSLY HIP”

Images	Text
Small phone in back pocket of jeans, which are jauntily leaning to one side.	Dangerously hip.
AT&T Wireless logo	Find the hottest phones at AT&T Wireless. Go there now!

“PICK A PLAN”

Images	Text
AT&T Wireless logo, plus phone.	I talk on a wireless phone... (HTML Radio buttons) <ul style="list-style-type: none"> • Only in emergencies.

	<ul style="list-style-type: none"> • Every so often. • Once or twice a day. • Until someone pries it from my head with a crowbar.
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“PERV”

Images	Text
Photo of a woman with one eyebrow raised.	What’s pink, vibrates, and leaves your hands free for “other things”?
Photo of the phone with the accessories.	A Nokia 5165 with hot pink face plate, vibrating ringer and hands-free earbud and mic.
Photo of woman making an “ewwww” face.	Perv.

“DRESS UP”

Images	Text
Rotating phone faces (zebra, red, leopard spots)	You’re not too old to play dress up.
AT&T Wireless logo	Over 140 face plates for the Nokia 5160 alone! Find the hottest phone accessories at AT&T Wireless.

“LIBRARY”

Images	Text
Person in library, or a librarian shushing someone	Talk as much as you want in the library.
AT&T Wireless logo	Two-way text messaging from AT&T Wireless. Click here for more plans!

“BE”

Images	Text
Images of young people doing neat things with their cell phones.	Be heard.
	Be seen.
	Be you.
	Go get the hottest phones and accessories from AT&T Wireless. Click here!

“ESSENTIALS”

Images	Text
Keys	Be mobile.
Pen, or money?	Be smart.
Tiny wireless phone	Be wireless. (Objects to scale.)
	Get the coolest phones at AT&T Wireless. Go there now!