

LIVE!

T-Mobile "Holiday Snapshot Travel Trivia"

- Live's "Holiday Snapshot Travel Trivia" contest brought families together and drove multiyear subscriptions for T-Mobile
 - Callers and studio contestants won T-Mobile phones and service
 - Home viewers sharing photos online entered to win a dream vacation or a new phone
 - Military families had an additional chance to win a vacation
- Two months of On-Air Coverage Kicked off November 2008
 - Hosts demonstrated phones
 - T-Mobile was identified as sponsor with logos and mentions
 - Phones were given away each day for over a month
 - Promo spots created for "call to enter" message, T-Mobile's companion airfare offer and Military Thank You Giveaway
- Co-branded microsite included galleries and contest entry pages
 - Promotional emails sent to registered users
 - Banners driving visitors to enter the "Fly with T-Mobile" contest
- Results
 - Nearly 19,000 registrants

Bring your family closer this holiday with a family dream vacation from Live and T-Mobile!



Upload your favorite family photo and enter to win!



T-Mobile

Fly with your family in 2009!

Sign up for a 2-year T-Mobile plan and fly your friend or family member for free.

Visit your local T-Mobile retail store or

[CLICK HERE](#)

2-year agreement required; restrictions apply

A Special Thank You to our U.S. Armed Forces

presented by T-Mobile



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