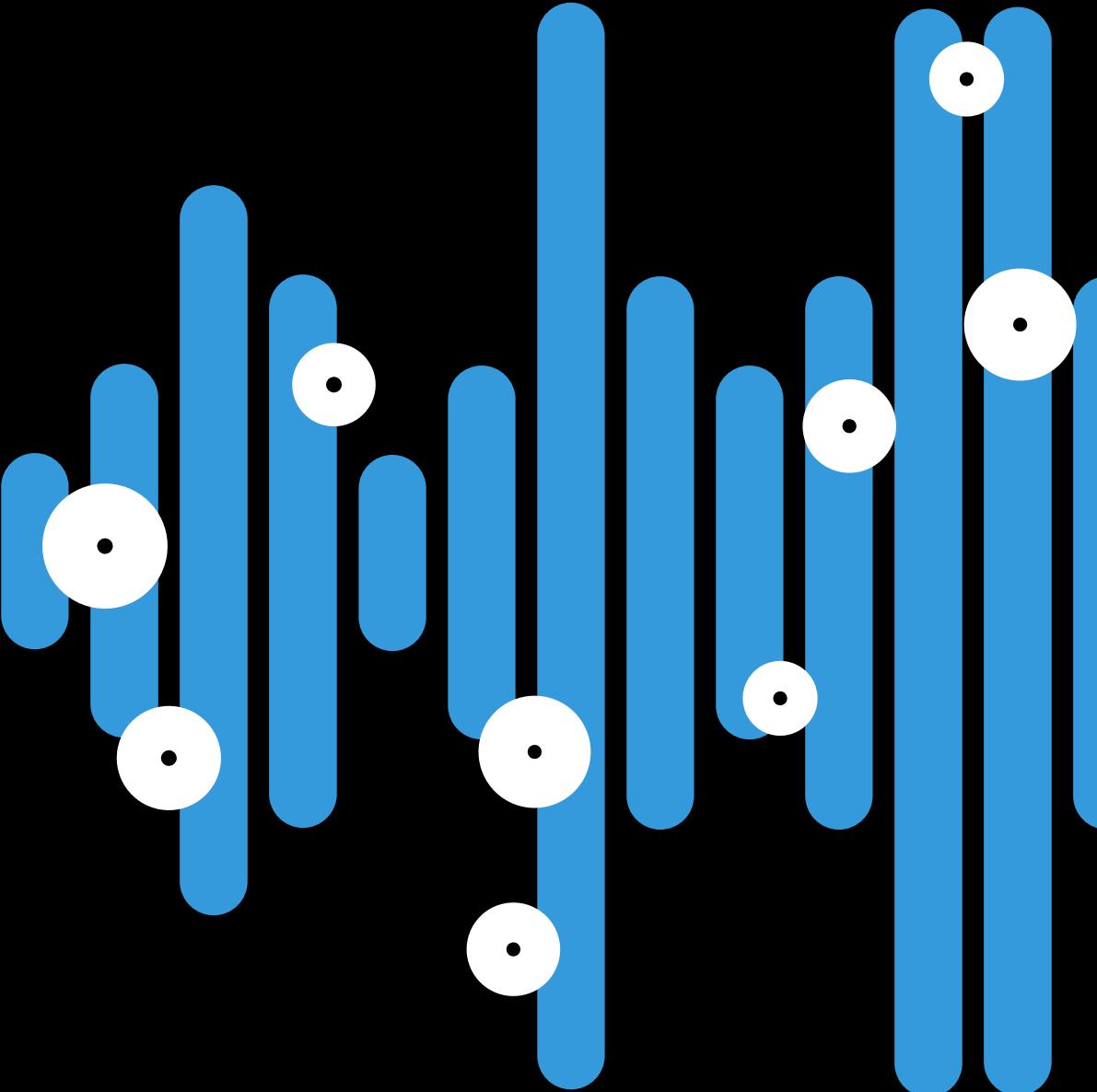


SiriusXM | pandora
PRESENTAN *el Pulso* CON
**MANUEL
TURIZO**

**Sirius XM | Pandora and
AT&T bring the heat for
Latin music fans**



SiriusXM
Media

AT&T

¡Saludos desde Miami!



SiriusXM | pandora

PRESENTAN *el Pulso* CON

MANUEL TURIZO

On Thursday June 26th, El Pulso made its vibrant return to Miami! This year's concert event was headlined by the Latin-GRAMMY nominated, multi-platinum selling Colombian artist, Manuel Turizo! His popularity among Gen Z helped draw a noticeably young and energetic crowd.

1,400+
Passionate Fans

25% ages 21–24



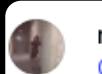
Social Media was EN FUEGO

Pandora, SiriusXM & Manuel Turizo promoted the event across social media platforms, generating excitement and RSVPs. In addition, fans captured and shared content highlighting their epic experience!

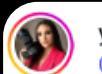
    #SIRIUSXPANDORA



andresvzla.vt  Como siempre todo excelente, brutal el show, Gracias El pulso 



mcuza1 Super show super event ! Keep them coming @siriusxm !



yailin.benitez.photography  Wow! what a special night. @manuelturizo is one of the best artists out there. Thank you for the opportunity to participate in such an intimate, so wonderful, so incredible concert. I am grateful. Congratulations on such a successful event. 



How AT&T Showed Up

Program Elements

Expedited Entry For AT&T Customers

- AT&T surprised and delighted 25 AT&T customers and their +1s (50 people total) with an upgrade from General Admission to Expedited Entry
- Brand ambassadors with AT&T t-shirts to manage attendee upgrade
- Pre-event reminder email brand inclusion teasing activation

Local Artist-Designed Swag

- Custom designed tote bag designed by local Miami Latin artist
- Pandora provided 2x Brand Ambassadors to manage distribution
- Distribution Booth footprint on-site

Premier Area Takeover

- AT&T was the exclusive sponsor of the premier area section
 - Branded Signage near entrance of premier section
 - Branded custom décor such as wrapping of the premier area with AT&T colors, logo & brand messaging, branded table toppers, blue pop lights in the area, AT&T branding on the wall
- AT&T logo (clickable) in RSVP event splash page
- AT&T logo (clickable) + CTA in Post-Show Thank You email



Expedited Entry For AT&T Customers

As an extended element of the partnership package, AT&T was able to 'surprise and delight' their customers by offering expedited GA entry to the event. Simply by being an AT&T customer, selected attendees were escorted to the front of the line. No strings attached, thanks AT&T!

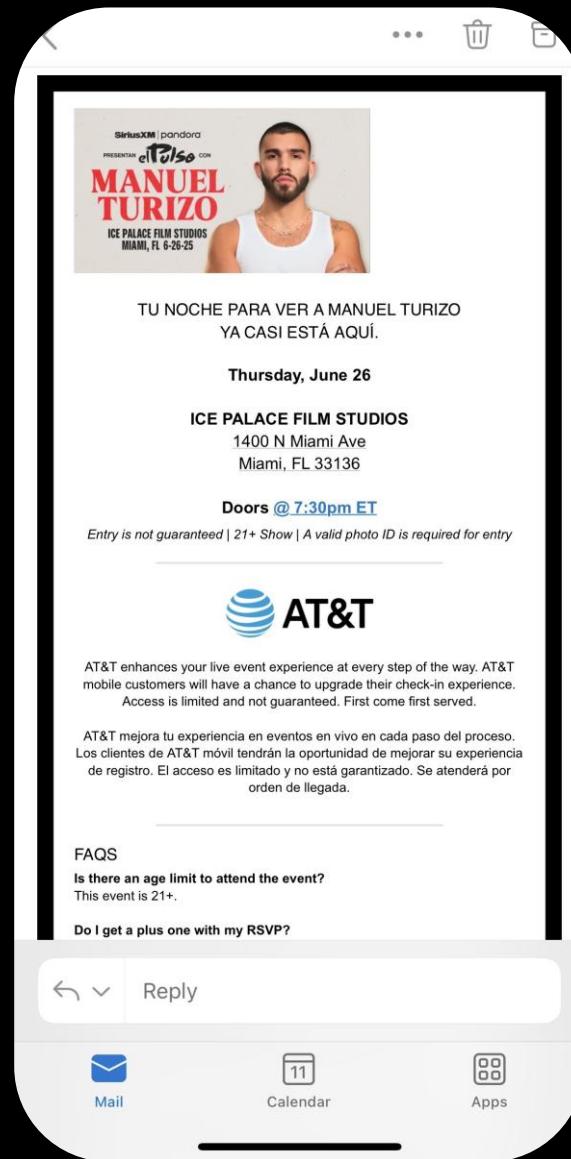
Naturally, this exclusive perk sparked some envy among other guests still waiting in line, while the selected AT&T customers who received the benefit were ecstatic! To further amplify the impact, we promoted the opportunity via a pre-event email, giving AT&T added visibility and engagement with attendees even before they arrived.

10
minutes

Total time for AT&T customers & plus ones to take advantage of added benefit

50

Lucky fans had their entry expedited



Local Artist Designed Tote

AT&T brought authentic Miami flavor to the event by partnering with local Cuban-American muralist **Ivan Roque**. Known for his culturally rich and symbolic artwork, Ivan created a one-of-a-kind AT&T tote design that paid homage to the city's heritage.

The response was electric. Attendees couldn't get enough of the totes, with inventory gone within the first hour for doors opening for the event. The activation also featured a beautiful AT&T display where Ivan connected with guests, sharing the inspiration behind his work and adding a personal, community-driven touch to the night.

By spotlighting a Miami-born artist, AT&T elevated its presence while honoring the city's cultural roots in a meaningful, memorable way.

800

Total tote bags distributed

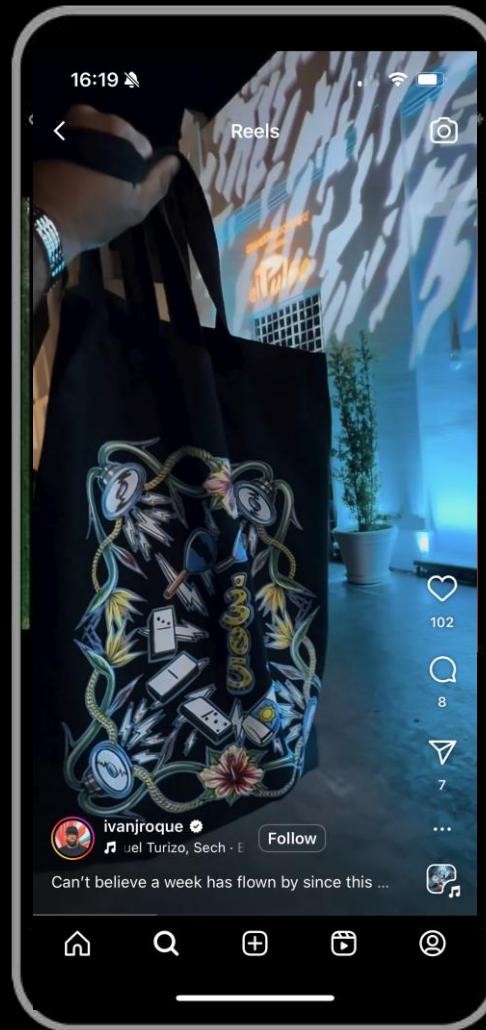
1hr

For all tote bags to be claimed by attendees



Added Value Artist Promotion

Ivan Roque was so excited about this partnership with AT&T that he even posted on his own socials! Ivan created an Instagram grid post and reel that captured the memorable evening. He was so grateful to be able to share his artwork with Miami attendees and to rep his art in his own city.



Premier Area Takeover

AT&T's first appearance at our Latin Miami event was unforgettable. They didn't just show up, they took over! AT&T claimed the entire Premier Area, transforming it into a vibrant, branded oasis that brought the fun. This premium section, home to our most high-profile attendees, was completed immersed in AT&T décor, brand messaging, and signature blue colors.

The Premier Area quickly became THE place to be. Guests enjoyed elevated hospitality and an unbeatable view of the main stage, showcasing the top tier value that AT&T brings. By owning this space, AT&T not only enhanced the attendee experience but positioned itself at the heart of the night's energy and excitement.

200

Total VIP guests in the
AT&T Premier Area



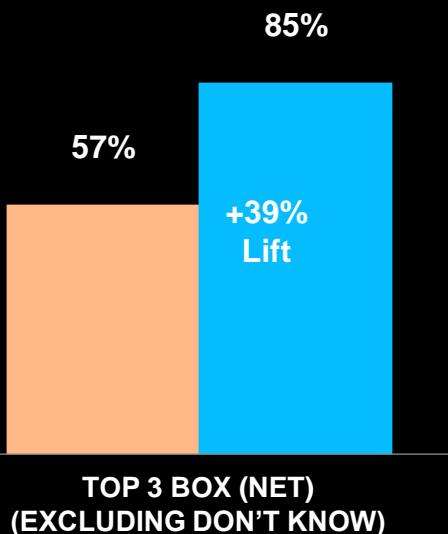
AT&T Hit All The Right Notes In Miami

AT&T was a top tier sponsor to gain the greatest impact from their activation at El Pulso.

They were a recognizable sponsor at our event with 90% of aided awareness. AT&T was among the top three sponsors to have the greatest impact on positive opinion and consideration following the event. AT&T was able to increase positive opinion with a +39% lift and increase consideration with a +37% lift.

Impact on Opinion of AT&T

Pre-Attendee Attendee



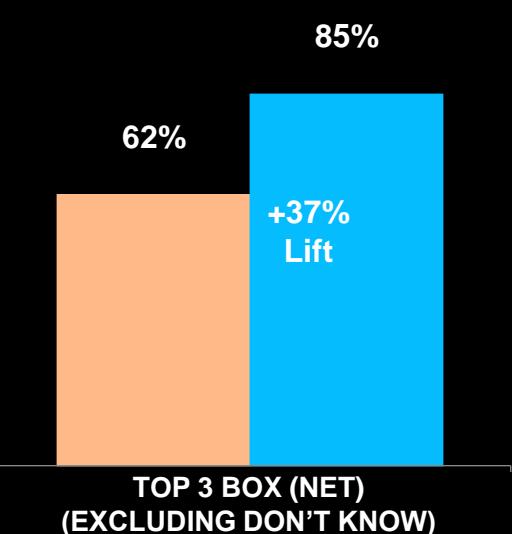
Pre & Post Event Question:

Using a scale of 0 to 10, where '0' is poor and '10' is excellent, please think about the different brands, products or service providers and please tell me your opinion of each.

Event Sponsor Average Lift: +33%

Impact on Consideration of AT&T

Pre-Attendee Attendee



Pre & Post Event Question:

Using a scale of 0 to 10, where '0' is not at all likely and '10' is extremely likely, please tell me how likely you are to consider the following brand the next time you are in the market for their product or services.

Event Sponsor Average Lift: +35%



Thank You

