

# When Lainey Wilson sang “Call a Cowboy,” Verizon let fans do the same. Literally.

**THE BACKGROUND** In 2025, Lainey Wilson dominated country music. As her lead partner, Verizon transformed her chart-topping anthem into a tangible brand moment.

**INSIGHT** Fans desire more than just tickets. They crave immersion – a bridge between the songs they love and the moments they live.

**IDEA** We manifested the music by turning a literal song lyric into a physical activation, giving fans a direct line to their idol’s world.

**EXECUTION** We stormed Nashville with a custom 5G phone booth at Lainey’s “Bell Bottoms Up.” Fans received a personal message from Lainey before actually calling a cowboy. That was just the start. Real cowboys then arrived on horseback, escorting fans down Broadway in a show-stopping procession.

This social content proved Verizon Access doesn’t reward customers with tickets; it engineers unforgettable, FOMO-inducing experiences.



# 1

Fans entered the booth



# 2

Got a message from Lainey



# 3

Called a Cowboy for a ride to the show