



The Call

Verizon connected NFL draftees to their Day 1s—and we have the receipts.

THE BACKGROUND As the technological backbone of the NFL Draft in Green Bay, Verizon's network provided the critical connectivity that players and fans needed.

INSIGHT Fans are tired of polished press conferences; they crave the unscripted, raw vulnerability of the "human under the helmet" during life's most transformative moments.

IDEA We turned our network into a bridge for intimacy, powering "The Call" – an exclusive window into the first moments after accomplishing their dreams.

EXECUTION We partnered with five top picks, including Ashton Jeanty and Tetairoa McMillan. Seconds after leaving the stage, we captured their first emotional video calls to the families and coaches who fueled their journey. By broadcasting these genuine, tear-filled celebrations across social, we showed that while NFL teams pick the players, Verizon connects the people.



“Shout-out to Verizon for putting this together and getting us on the phone. It was an amazing moment.”

Ashton Jeanty



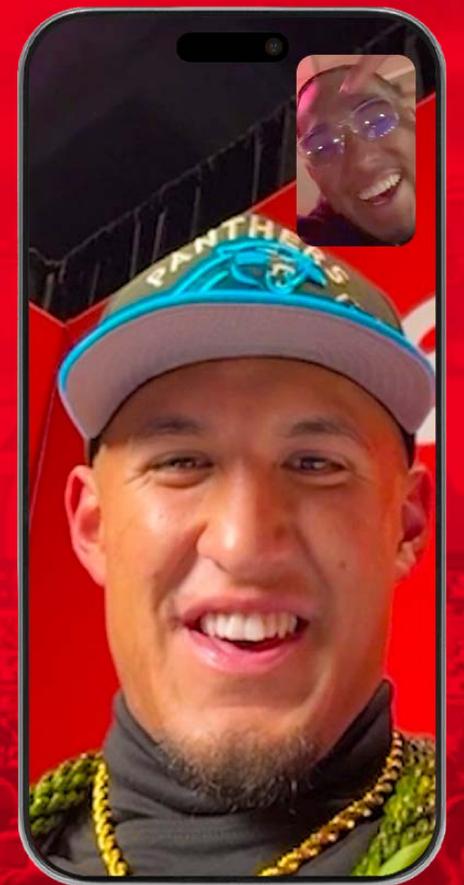
Maxwell Hairston called Pastor Rodney McFarland Jr



Matthew Golden called Little League Coach Shaun McConnell



Ashton Jeanty called RB Coach James Montgomery



Tet McMillan called Childhood Friend Noah Fifita

