



ADAPTING A CONCEPT CORRECTLY

Latino prepaid phone user is tired of being ripped off.

35 UNLIMITED TALK, TEXT AND WEB
& NO DUM

So we switched it around—from dumb, we went to TRICKS. Paying for extra fees, diminished time,



less service...is DUM. GoSmart offers the opposite...NO TRICKS.



Culturally relevant message—visuals that are assimilated with tricks by Latinos.

