Redefining Value: The Strategic Vision Behind Verizon's Total Wireless Rebrand



Inspiration awaits at Brandweek. Join C-suite leaders from Glossier, Nespresso and Diageo in Phoenix, Arizona this Sept. 23–26 for exclusive insights and hot takes. Last chance save 20% (ends July 15)—register now.

In this episode of The Speed of Culture podcast, Suzy founder and host Matt Britton interviews Verizon Value CMO Cheryl Gresham and CRO David Kim. They explore the innovative strategies behind rebranding Total by Verizon to Total Wireless, fostering strong connections with diverse communities and maintaining a competitive edge.

Verizon Value is renowned for its robust network and innovative consumer solutions. With the recent rebranding of

its value segment to Total Wireless, Verizon is poised to better serve the needs of budget-conscious consumers while maintaining top-tier service quality.

Gresham brings extensive marketing expertise to Verizon Value, where she has served as CMO since 2021. With a proven track record of driving brand growth and innovation, she previously held key marketing roles at industry giants such as Taco Bell and McDonald’s.

Kim, CRO at Verizon Value since March 2023, has dedicated his career to the wireless industry, working with top brands like Boost Mobile and T-Mobile. Together, Gresham and Kim bring a wealth of experience and strategic insight to Verizon Value’s mission of delivering high-quality, affordable wireless services to a diverse consumer base.

“We did a lot of research about how to fit in the best way and complement and add to the communities. I think you’re going to be pleasantly surprised at how Total Wireless is going to show up,” Gresham says on the podcast.

Listen to Cheryl Gresham and David Kim on The Speed of Culture podcast and gain insights into strategic rebranding, consumer engagement and driving innovation in the wireless industry.

Key takeaways:

00:05:26 Broadening Horizons With Verizon Value: Verizon’s acquisition of TrackPhone, including brands like Straight Talk and Visible, has significantly expanded its market reach. This integration allows Verizon to cater more effectively to value-focused consumers by offering a diverse array of services. By seamlessly integrating these brands, Verizon can provide tailored solutions to a broader audience, proving that thoughtful acquisitions and integrations are essential for diversifying offerings and strengthening market presence.

00:09:03 Unveiling Total Wireless: The rebranding of Total by

Verizon to Total Wireless marks a significant shift toward a more consumer-centric approach. With a fresh look and compelling new value propositions, this rebrand aims to disrupt the market and deliver superior options to value-conscious consumers. Gresham underscores the importance of brands continually reassessing and revitalizing their offerings to stay relevant in a competitive landscape. Total Wireless is set to redefine the standard for value-focused wireless services, demonstrating that innovation and consumer insight are key to market disruption.

00:11:09 Listening to Consumers: Listening to consumer feedback is crucial for developing products and services that truly resonate. Kim explains how Verizon Value's proactive strategy—engaging directly with customers in stores—uncovered essential insights into their pain points and preferences. This hands-on engagement led to the creation of a compelling value proposition with consistent pricing and enhanced data speeds. The lesson is clear: Actively seeking and incorporating customer feedback can drive meaningful innovation and boost satisfaction.

00:17:34] Deepening Community Engagement: Verizon Value's commitment to underserved communities is highlighted through its strategic approach. Kim outlines how deeply integrating into these communities and understanding their unique needs has led to tailored value propositions, such as international calling plans and family packages. This is about more than just offering services—it's about building relationships. Verizon Value's strategy demonstrates that being an integral part of the community strengthens ties and reinforces brand loyalty and trust.

00:26:02 Simplifying Consumer Experiences: Simplifying the customer experience, especially for older generations who might struggle with modern technology, is a priority for Verizon Value. The company is dedicated to making content and

services more accessible and user-friendly. This effort is part of a broader initiative to bridge the digital divide and ensure everyone, regardless of tech savviness, can benefit from modern technology advancements. By streamlining processes and offering straightforward solutions, Verizon Value empowers consumers to fully engage with the digital world. This commitment to simplicity enhances user satisfaction and fosters inclusivity, allowing a broader audience to stay connected and informed.

Recommended articles
https://www.adweek.com/brand-marketing/redefining-value-the-strategic-vision-behind-verizons-total-wireless-rebrand/