

Meet The New Boost Mobile

Today is a new day in the world of wireless! Boost Mobile is shaking up the wireless industry with the launch of our new 5G Boost Mobile Network and easy-to-understand offers with more flexibility for all consumers. Additionally, we are renovating our brand and digital purchasing experience, bringing an innovative and fresh approach to a stale wireless industry.

Boost is **combining Boost Mobile and Boost Infinite into a single brand—Boost Mobile**—making us the only carrier with both prepaid and postpaid mobile services under one name. This bold move challenges the big three carriers by providing a new option that delivers value and flexibility. It also reflects our belief that how you pay is not a product.

Consumers should have the freedom to purchase reliable, nationwide 5G service exactly the way they want it, on their device of choice, at an affordable price. Today Boost is introducing new simplified pricing with four unlimited 5G plans starting at \$25, less than half the cost of other carriers – along with our new unified digital experience at [BoostMobile.com](https://www.boostmobile.com). It's now easier than ever for our customers to explore and choose the right plan for their needs.

Boost Mobile's nationwide cloud-native Open RAN 5G network delivers customers a reliable 5G experience in wireless with blazing fast speeds and access to more towers than any other carrier, offering coverage across 99% of the country. And our new 30-day money-back guarantee lets new customers try the nationwide Boost Mobile Network risk-free and experience the speed and reliability of our network firsthand.

A New Look

Along with a new standalone 5G network, Boost Mobile is repositioning the brand and bringing a new perspective to the wireless industry.

It's an attitude and commitment grounded in customer truth and the view that old infrastructure is not built for new lifestyles. Consumers want simple choices and more flexibility.

The new Boost Mobile logo replaces the 'ramps' with 'infinity,' symbolizing an infinite commitment to progress, as Boost combines its pre-and postpaid services under a single brand.

The new visual identity emphasizes first impressions, emotional connections and cultural impact. This design represents the energy of Boost Mobile, attracting attention and creating an emotional bond with customers.

"We Built a Network" Brand Campaign

To support the launch of the new brand, Boost Mobile has a new humorous campaign, titled *We Built a Network*. The series of spots were directed by [Jonathan Krisel](#), writer and director of *Portlandia*, and depict a fictional group of Boost Mobile employees that built the 5G network and are living with the ramifications of it.

You can view the spots here:

- [New Network](#) :30
- [Employee Discount](#) :30
- [Ith Tho Good](#) :30
- [Risk](#) :15

The bold, playful and irreverent campaign, featuring TV, digital and out-of-home ads, highlights Boost Mobile's commitment to delivering unrivaled value in the wireless market. The campaign also emphasizes Boost Mobile's "legit" nationwide 5G network – the first and only cloud-native Open RAN 5G network. With unlimited 5G plans starting at \$25 a month forever, the ads highlight why Boost is so affordable: "the real risk is not making the switch."

"This campaign is all about showcasing the unique advantages Boost Mobile offers compared to the big three carriers," said Sean Lee, SVP of Consumer Product and Marketing for Boost Mobile. "We wanted to create a campaign that not only highlights Boost's unmatched affordability and cutting-edge 5G network technology but also connects with consumers in a fun and relatable way. Our message is clear: Boost Mobile delivers the best choice in 5G wireless, and with our risk-free 30-day money-back guarantee, switching is a no-brainer."

"As the first new network in 20 years, we're coming in to challenge the big three," said Katie Flynn, VP of Brand Marketing at Boost Mobile. "But with that comes low awareness and the need to create a bold, memorable brand

campaign to stand out in a crowded category.”

“We wanted a repeatable storytelling device that humanized the brand and made something as intangible as a new 5G network tangible,” said Matt Talbot, Co-founder and Chief Creative Officer of WorkInProgress. “Centering it at Boost Mobile HQ with Boost Mobile employees gives us all of that and more.”

Our fully integrated campaign, which is the first from our newly appointed AOR WorkInProgress, will run beginning July 23rd and will be supported by TV, social and digital ads.

Head to [BoostMobile.com](https://boostmobile.com) today to experience our new digital storefront and explore the new Boost Mobile!

<https://boostmobile.mediaroom.com/2024-07-17-Meet-The-New-Boost-Mobile>