**Verizon’s “Better Matters” campaign showcases visual metaphors (02 here)**

 "It better work."  It's what everyone expects from any product or service every time they use it, and that's the message of Verizon’s "Better Matters" ad campaign. "Better is how we differentiate our brand in the marketplace," said Melissa Garlick, Senior Vice President Brand Creative Marketing for Verizon (PR Newswire, 2015).

According to AdWeek, the campaign’s central analogy, illustrated with a series of colorful metaphors in a dozen TV ads from agency Wieden + Kennedy, holds that a higher-quality network leads to a better quality of life, especially when it comes to everyday convenience (Coffee, 2015).

In "Scuba" (figure 4.X), a French instructor compares the flow of wireless data to that of oxygen through a series of tubes. The message is clear: Verizon's product is a “lifeline.”

 Figure 4.X

Source: Retrieved from <https://www.adweek.com/brand-marketing/wieden-kennedy-waxes-metaphorical-first-full-campaign-verizon-166791/> (place in search bar if link fails to open)

In another spot, an unnamed student admirer of the high school “it” couple, Corey and Samantha, speaks of how Verizon's coverage is as constant and reliable as their relationship. She speaks of how strong and smooth the couple is in similarities to Verizon's network, noting she's never even seen them blink.

A cartoon spot uses the metaphor of humanoids trying to squeeze through a narrow door to explain its “better” network. It answers the question: What good is a door if it doesn’t have the capacity to handle large amounts of data? The spot ends showing bodies freely moving through Verizon “big door.”

Comparisons are pointed in another ad: “their” hourglass can move data, but slowly; the Verizon version of the hourglass morphs into a wide cylinder that when turned upside down, data literally flows instantly.

In other spots, Verizon explains how data moves most effectively from one point to the next by traveling in a straight line rather than through a crazy straw.

The theme of this work is impossible for anyone to miss: Verizon's network allows for a more unencumbered flow of data than those of its competitors.

Creative directors Allen and Kreher echoed that message, telling *Adweek,* "The challenge was explaining some pretty dry facts in a way that would resonate." The varied nature of this campaign "ensured that production would be a huge challenge, but it resulted in a ton of good work that helps Verizon stand out from the competition."