

Entry: **Cox Mobile**

What can't Cox Mobile tell us?

That is the question we dare to answer in this clever, humorous, and social-first campaign we created to spark interest and intrigue around Cox Mobile, the best-kept secret in a very noisy category.

Inspired by Errol Morris, Tony the Tiger and the Coen brothers, the campaign blended investigative journalism with cinematic storytelling to help Cox Mobile outsmart (not outspend) the competition. The intriguing creative, built for TikTok, Meta and Twitch, invites viewers to search for "Cox runs on..."

The creative resulted in higher engagement rates than category benchmarks.