

# Connection

## Life-size Cell Phone Debuts at NBA Halftime Show

GMR Marketing worked with Craftsmen Industries on a unique project for Alltel. The scope of work included fabrication of four Alltel-branded life-size cell phones, which were used as halftime entertainment at NBA games. The phone dimensions are six feet long and three feet wide and were constructed from aluminum, painted and an Alltel decal was applied to the face. The halftime challenge is explained as the following: two people compete to “text” the answer to a question read aloud by an MC. The buttons on the phone are spring-loaded so they allow the competitor to quickly and easily text their response using their feet. The answers are then projected onto the JumboTron. With each phone weighing over 200 pounds, Craftsmen’s fabrication team added concealed wheels under the phone for easy transportability. The Alltel texting competition debuted at a Charlotte Bobcats game in early January.

