T-Mobile Doubles Down on the Power of Brand, Unveiling a Next-Generation Creative Ecosystem

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Building on its legacy of bold, category-defining creativity, T-Mobile taps Anomaly to shape the brand's next chapter, Highdive to lead enterprise-wide creative strategy and advertising, and supercharges in-house T-Studios with AI-powered production

BELLEVUE, Wash.--(BUSINESS WIRE)--Nov. 2, 2026-- T-Mobile (NASDAQ: TMUS) today unveiled the next evolution of its brand and creative ecosystem, appointing Anomaly as strategic brand transformation partner, naming Highdive lead creative advertising agency and advancing AI-enabled creative production through its in-house T-Studios.

This press release features multimedia. View the full release here: https://www.businesswire.com/news/home/20261101797522/en/

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The investments build on years of category-defining creative and marketing with partners that have helped make T-Mobile one of America's most distinctive brands. As the company's ambitions expand beyond wireless, it's bringing together world-class strategic thinking, breakthrough creativity and AI-powered technology to amplify that impact and unlock new opportunities for growth.

Anomaly will help shape the brand's next chapter as T-Mobile explores opportunities in new industries, Highdive will lead enterprise-wide creative strategy and full-funnel advertising development, and T-Studios will integrate AI-powered capabilities to accelerate and scale creative production.

“T-Mobile has built one of the most distinctive brands in America by challenging conventions, embracing bold ideas and rewriting the rules of wireless,” said Lucy McLellan, Executive Vice President and Chief Brand & Communications Officer at T-Mobile. “That creative ambition has always been central to who we are, and it's what will propel us into our next chapter.

“We're entering an extraordinary new era for brand building, where exceptional talent, bold creativity and emerging technology are coming together to unlock possibilities we've never had before. By combining world-class strategic and creative talent with the power of AI, we're raising the bar for what's possible — creating bigger ideas, greater cultural impact and new opportunities to extend the power of the T-Mobile brand.”

Defining the Next Chapter of the T-Mobile Brand

Anomaly will partner with T-Mobile leadership to shape the future of the brand, building on its distinctive positioning and extending its relevance, influence and impact.

As T-Mobile looks to accelerate growth beyond wireless and capitalize on opportunities in emerging industries, Anomaly is tasked with defining the enterprise-wide brand strategy that creates the right to win today and tomorrow. It will help translate the company's bold business and AI ambitions into a distinctive advantage for the brand. The partnership will focus on extending the power of the T-Mobile brand to support its next era of growth, building on the strength of what has made it iconic while unlocking long term transformation for the future.

“T-Mobile has never been afraid to change the conversation. Going beyond wireless demands that same instinct,” said Khara Wagner, Partner and Chief Executive Officer, Anomaly Los Angeles. “Our job is to shape the strategy that carries the brand into its next era, transforming what it stands for so it can stretch into places it’s never been, and that’s the kind of challenge Anomaly was built for. We’re thrilled to partner with T-Mobile as it writes its next chapter.”

Powering Breakthrough Creativity Across the Enterprise

Highdive will lead T-Mobile's enterprise-wide creative strategy and advertising development, bringing bold thinking, distinctive storytelling and culturally resonant ideas to the company's brand and business priorities.

As lead creative advertising agency, Highdive will be responsible for integrated, full-funnel creative campaigns — from brand-building ideas to product and service storytelling and conversion-driving creative. The partnership is designed to deliver breakthrough work that builds brand equity, connects with customers across the entire journey and drives measurable business impact.

“The partnership works because the fit is real: two companies that constantly challenge the status quo,” said Megan Lally,

Co-Owner and Chief Executive Officer of Highdive. “T-Mobile refuses to play by the old rules of wireless, and Highdive refuses to play by the old rules of advertising. Together with T-Mobile, we will break through the category noise with big ideas that move masses.”

Advancing Creative Production with AI

T-Mobile is investing in the next generation of creative production through its in-house T-Studios, integrating AI-powered tools and capabilities to accelerate content development, streamline workflows and expand creative possibilities.

By combining the expertise of its creative teams with emerging technology, T-Mobile aims to bring ideas to life faster, adapt content more dynamically and produce high-quality creative at greater scale — giving its teams more freedom to focus on strategic thinking, innovation and storytelling.

These capabilities will also help T-Mobile evolve how its brand and content show up in an increasingly AI-driven world. As customers turn to AI-powered search, assistants and emerging platforms to discover information, T-Mobile is building the ability to develop and adapt relevant, authoritative content more continuously, helping its brand, products and services show up accurately across traditional, digital and emerging channels.

Building on a Legacy of Innovation

The new partnerships and investments reinforce T-Mobile's belief in creativity as a competitive advantage. By bringing together brand strategy, enterprise-wide creative leadership and AI-enabled production, T-Mobile is building on the capabilities that have made its brand distinctive while positioning it for its next era of growth.

About T-Mobile US, Inc.

As the supercharged Un-carrier, T-Mobile US, Inc. (NASDAQ: TMUS) is powered by an award-winning 5G network that connects more people, in more places, than ever before. With T-Mobile’s unique value proposition of best network, best value and best experiences, the Un-carrier is redefining connectivity and fueling competition while continuing to drive the next wave of innovation in wireless and beyond. Headquartered in Bellevue, Wash., T-Mobile provides services through its subsidiaries and operates its flagship brands, T-Mobile, Metro by T-Mobile and Mint Mobile. For more information please visit: https://www.t-mobile.com.

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