**T-Mobile: 6-Second Series Spots A Home Run**

T-Mobile, which last month used the six-second format to promote its hurricane relief efforts during Fox's coverage of the World Series, said results suggest that the short-form spots boosted viewer engagement metrics such as brand recall, likability and message recall.

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<http://adage.com/article/media/tmobile-six-second-ads-world-series/311361/>

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<http://gaia.adage.com/images/bin/image/x-large/baseballclock2.jpg>