



Boost Mobile and Liquid Death Partner to Tackle Wireless Industry Nightmares With Psycho 'Cellphone Bill'

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Righteous Gemstones actor and comedian Tony Cavalero portrays 'Cellphone Bill,' a character created for Boost Mobile by Liquid Death.

'Cellphone Bill' campaign underscores Boost Mobile's work to take on the traditional wireless industry.

Ad highlights that there are 'no traps' when customers sign up for Boost Mobile's \$25/mo. FOREVER bring your own device (BYOD) 'Escape Plan'.

LITTLETON, Colo., Sept. 2, 2025 /PRNewswire/ -- [Boost Mobile](#) is partnering with [Liquid Death](#) to take on Boost's larger wireless industry competitors. For too long, the biggest carriers have misled consumers with hidden fees, confusing contracts, and routine price hikes passed off as business as usual. Verizon's price increase that went into effect yesterday is just the latest example of this playbook. Boost Mobile exists to break that cycle. With transparent, no-contract plans, customers pay only for what they truly need, saving hundreds each year while getting the service, clarity, and value they deserve.



Today, Boost Mobile is launching a new advertising campaign featuring Cellphone Bill, a new character created by Liquid Death and portrayed by *The Righteous Gemstones* actor and comedian [Tony Cavalero](#), to wake people up and encourage them to evaluate their wireless plans.

Liquid Death stands out in its industry with unique packaging, a sustainability mission and unmistakable, entertainment-first marketing. Similarly, Boost Mobile is not afraid to call out the mess other nationwide carriers have created, starting with the traditional wireless service contract.

The Ad Campaign

The campaign launching today includes Boost Mobile's first advertisements featuring Cellphone Bill, the new character created by Liquid Death and played by Tony Cavalero. Cellphone Bill is a psycho luring unsuspecting victims and holding them captive with wireless contracts. He personifies the real horror: bloated, high-priced wireless service from the Big Three.

The Cellphone Bill campaign, which was also produced and shot by Liquid Death's internal production company Death Machine, highlights the need for people to break free from wireless plans that hold them captive for years. While most wireless carriers are raising prices, Boost Mobile is committed to providing high-value wireless service starting at just \$25/mo. FOREVER, with no long-term contract and no price increases – no catch.

"This latest Boost Mobile ad campaign hits on our goal to communicate with customers that we offer transparency for the connectivity services they need and want, unlike the traditional wireless carrier," said Sean Lee, SVP of Consumer Product and Marketing at Boost Mobile. "It's been inspiring to work with Liquid Death to create the Cellphone Bill character and campaign. We've been big fans of their creative approach to connecting with audiences and knew they'd channel that same energy to reach our target audience."

"Few of us have glowing things to say about our wireless contract, which is why we created 'Cellphone Bill' as the personification of those horrors," said Dan Murphy, Senior Vice President of Marketing at Liquid Death. "This campaign brings Liquid Death

creative to the wireless world for the first time, and we're excited to partner with Boost Mobile, a fellow disruptor, to do so."

Head to CellphoneBill.com today to get a look into Boost Mobile and Liquid Death's new campaign.

Boost Mobile Offers Customers "Escape Plan"

As part of the campaign, Boost Mobile is now offering an "Escape Plan". Customers can get Boost Mobile's Unlimited plan for just \$25/mo. FOREVER.

"Many U.S. consumers are stuck in wireless contracts, financing new phones," said Lee. "Boost Mobile knows people are holding onto their phones longer than ever before. So, our BYOD "Escape Plan" for just \$25/mo. FOREVER is a great option for consumers who are looking for transparent pricing with access to a leading nationwide network."

To learn more about how to plot your escape from the Big 3, head to BoostMobile.com today.

To view the full advertisements featuring Cellphone Bill, please visit the links below:

- "Trapped" - [Here](#)
- "Family Plan" - [Here](#)

About Boost Mobile

Boost Mobile offers the best value in wireless with simple, flexible and transparent plans starting at \$25/mo. for unlimited connectivity. Customers enjoy no annual service contracts and the freedom to upgrade their devices. Experience Boost Mobile's risk-free 30-day money-back guarantee and learn more about our services on Facebook, Instagram and YouTube. Boost Mobile is a brand under EchoStar Corporation (NASDAQ: SATS). For more information go to BoostMobile.com.

About Liquid Death

As one of the fastest growing non-alcoholic beverage brands, Liquid Death uses comedy and entertainment to make health and sustainability 50 times more fun. We take low-calorie beverages and package them into infinitely recyclable cans that compete with the fun marketing of unhealthy brands across energy drinks, beer, and junk food. Our product lines include mountain water, soda-flavored sparkling water, iced tea, and more. A portion of Liquid Death's proceeds goes to nonprofits who are helping fight plastic pollution and further our #deathtoplasic sustainability mission. For more information on Liquid Death please visit liquiddeath.com.

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