

Charter Communications SMB

Problem

How does a cable agency promote the launch of its new offering for small and medium businesses?

Solution

By using an OOH campaign to infiltrate the agency's top markets to gain exposure amongst this demographic.

Background

Charter Communications and Time Warner Cable merged to form a new cable agency called Spectrum. One of the key new offerings by Spectrum was its new "Small-Medium Business" option, which was a cable package geared towards small and medium business (SMB) owners. With Spectrum's new services being launched, the company was tasked with utilizing OOH to build awareness of the rebranding.

Objective

The objective of the campaign was to promote the launch of Spectrum's new offering for small and medium businesses. The goal was to communicate with SMB owners and persuade them to use Spectrum as their company's cable provider.

Strategy

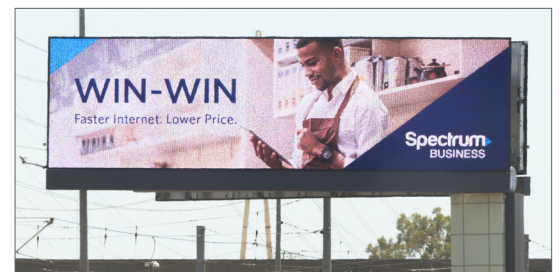
The strategy included a variety of OOH formats to infiltrate Spectrum's top five markets: New York, Los Angeles, Dallas, Tampa, and Orlando. The company wanted to gain exposure in these key markets through mass-coverage media formats that reached business owners throughout the day. Digital bulletin packages were targeted towards commuters on major roadways, except for in New York, where the company also had several high-impact units in Manhattan to generate inner-city buzz. Mobile billboards were used to fill any gaps in coverage like business people who were busy at work. The company ran into its first challenge in New York because one of the digital bulletins was located at Citi Field where the Mets play. A week prior to going live, it was informed that the creative wouldn't be accepted since the Mets have an affiliation with another cable provider. It needed a new location quickly and ended up being placed on a full-motion digital spectacular with higher impressions right near Madison Square Garden and Penn Station. There was also a hiccup with the creative team, due to uncertainty around which units had full-motion capabilities and which were static digital units. This led to a few creative delays, but the team was able to move back the flight dates by a week so that each placement was live for the full four weeks.

Plan Details

Markets: New York, Los Angeles, Dallas, Tampa, and Orlando

Flight Dates: Four weeks beginning either June 12 or July 10, 2017

OOH Formats Used: Bus Super Kings, Mobile Billboards, Digital Bulletins, and Spectaculars



Target Audiences: Small and medium business owners and employees
Budget: \$1.3 million

Testimonials

The client was very pleased with the performance of the campaign and the proof of performance photos. The OOH was a great addition to the overall media plan because of its visibility.

