

# IT'S ALL TV TO THE VIEWER — 2004 AGENCY CAMPAIGN IN THREE DISTINCT DELIVERABLES

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... TO THE VIEWER™

### **OBJECTIVES**

The “It’s All TV — Agency” campaign for Adelphia Media Services was designed to change media planner and buyer perceptions of cable television by leveraging the strength of cable TV viewership. The primary objective was to affect perceptual change before the 2005 planning and buying cycle with larger regional ad agencies to drive 2005 revenue. Our secondary goal was to increase incremental revenue in 2004.

### **STRATEGY**

The communication strategy was to present cable TV and broadcast TV as one medium by using credible sources and research from within the advertising community. In addition, an effort was made to communicate that cable can be easy to buy with the right tools, and Adelphia Media Services is making the right tools available to the ad buying community. Supplemental to the direct mail were sales presentation customized by market, which included local Nielsen data supporting the campaign.

### **TACTICS**

Adelphia Media Services chose three direct mail pieces to deliver the message and incent targets to arrange a sales presentation. Piece one, mailed in Q1 2004, was a lunch box consisting of a video presentation and sweepstakes. Piece two, mailed in Q2, was a toolbox with premiums and literature announcing our one invoice, one bill system. Piece three, mailed in Q3, was a DVD player offer.

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## THE LUNCH BOX — AGENCY PIECE I

### Summary

Adelphia Media Services targets advertising agencies and media buying firms, educating them about the benefits of advertising on cable television: Target, Frequency and now Reach. It's a great time to buy cable.

### The Presentation

Agency Piece I is designed as a TV, so the target looks into the package through a mylar screen as if they are viewing a television. Inside the package is a Looney Tunes lunch pail featuring either Daffy Duck or Bugs Bunny, courtesy of Cartoon Network.

The lunch pail ties into a spiff contained within the pail itself - lunch money. Twenty-five dollars was sent to each target with the copy "have lunch on us while you view the enclosed CD..." Also on the lunch money envelope was a quote from a TVB presentation, "The truth about cable? They're eating our lunch."

An informational brochure features quotes, headlines, and facts about cable TV viewing. The campaign argument is on the back of the bi-fold brochure.

As an incentive for the target to request a meeting, each target is given the opportunity to enter the "Summer Sizzles Sweepstakes." The grand prize winner will receive his/her choice of three luxury getaway packages.



Actual lunch box mailer and contents are included for your examination.

## THE TOOLBOX — AGENCY PIECE 2

### Summary

As a follow up mailer to the same target, Adelphia Media Services educates the media planners and buyers about the tools made available to them by Adelphia Media Services. "Buying cable is easy when you have the right tools, and Adelphia Media Services has the tools to service your needs."



Actual toolbox mailer and contents are included for your examination.

### The Presentation

Dropping the week of May 24, 2005 was our "service message." Agency buyers want three basic things from us: 1) eyeballs on TV – viewers to help reach buying goals, 2) ETDBW - Easy to Do Business With, and 3) efficient pricing model. Our campaign focuses primarily on 1 and 2.

The service piece revolves around ETDBW. The stance is "because consumers don't differentiate between broadcast and cable TV, we think buying cable TV should be just as easy."

For this marketing effort, we've placed our entire national footprint online - [www.itsalltv.com](http://www.itsalltv.com) - so buyers can now research our coverage areas faster. Our coverage is online by DMA, sys code, zip code, city, state – any way a buyer might break it down. Insertable networks, basic research, coverage, and contact with our sales representatives are "just a click away." Future planned enhancements to the site include in-depth market profiles and programming highlights searchable by demographic, market, and time of year.

**THE TOOLBOX — AGENCY PIECE 2** (continued)

The BIG deal is that for the first time we are offering a local agency the ability to place one order across a particular geography on the front end and receive one invoice on the back end. This is huge for a couple of reasons. First, this level of service is only being offered currently to national and regional advertisers buying an Interconnect or entire DMA. Second, this offering could significantly reduce costs for local and smaller regional agencies because the buying process and reconciling process are shortened. An example of this now would be a buyer wishing to buy only cable TV in Virginia within the Washington DC DMA, such as the Virginia Lottery. Rather than placing up to seven different orders and receiving seven different invoices, as in the past, they now can place one order and get one invoice.

The packaging for the service message to these same 300 targets is a toolbox. Copy on the box is "The right tools are just a click away - itsalltv.com" and "With the right tools buying cable is easy." Inside the toolbox are reinforcing facts about cable TV viewing from the first mail piece. These facts are placed in the tool tray. Just under the tray is a heavy mail card detailing our service commitment. Under that card will be a Rolodex card that points to our web site. And finally, three premium items from network partners - a set of gardening gloves from HGTV, a Swiss Army knife from Food Network, and a tape measure from TLC. No sweepstakes or cash is offered this time around.

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### THE FREE DVD PLAYER OFFER — AGENCY PIECE 3

#### Summary

As the third mailer to the same target, Adelphia Media Services provides an incentive to those agencies or firms that have yet to set appointments for a presentation. "Put Adelphia Media Services' high-tech tools to work for you."

Targets who had responded with a meeting were sent a similar but slightly different CD-ROM video mailer to reinforce the "It's All TV to the Viewer" message and support cable television buys for 2005. "Warning, Warning, Warning... We have your viewers" starts the CD-ROM. Choosing cable advertising should be a part of the initial media buy and not an afterthought.



Actual free DVD player box mailer and contents are included for your examination.

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## **RESULTS**

### **Agency Piece 1**

A whopping 38 percent response rate! This was measured by counting the number of targets with whom the AMS sales force successfully scheduled meetings. The piece went to 300 senior buyers and planners nationwide representing regional and local agencies and buying services. The first piece achieved a significant increase in web site usage, first time visitors, returning visitors, depth of visit, and time using the site.

### **Agency Piece 2**

The second piece achieved a significant increase in web site usage, first time visitors, returning visitors, depth of visit, and time using the site.

### **Agency Piece 3**

The third piece was timed and coordinated to arrive just prior to budget planning for many agencies. The campaign achieved an immediate positive response for areas that had good communication, follow-up and tracking. Because of tracking measures, accountability was clear for successes and failures. A significant number of presentations allowed the sales personnel to meet with and educate key agency decision-makers and make significant progress for 2005 sales. Agency relationships must be nurtured, and as of this writing the final figures are not yet complete for all 2005 sales that should be attributed to this last piece and total for the campaign. Preliminary results dictate that AMS is receiving substantial growth directly attributable to targeting this under-performing broadcast-friendly agency business.

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### **Overall Summary**

Our trend analysis and forecasting was on target. Research led us to believe that our greatest growth would come from agency business, and in particular from agencies that were not cable-friendly. The focus was to get more of our fair share of the business. Overcoming challenges/perceptions for that group will take a while. Change can be difficult. Fortunately AMS has made a significant start to changing the way some agencies do business regarding their clients' advertising dollars.