

TELLING T-SHIRTS CAMPAIGN

Positioning Initiative For Local Direct Markets

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BACKGROUND

Media industries are undergoing tremendous change in attracting viewers, readers, and listeners. The advertising industry is cluttered with companies competing for each advertising dollar. At the local level are broadcast TV, cable TV, radio, newspaper, direct mail, billboards, and Internet advertising. Cable TV was making tremendous gains on capturing consumers' attentions.

The question becomes how to position Adelphia Media Services (AMS) and cable TV advertising to better attract those local dollars? What differentiates AMS from competing media companies? Are these reasons important to potential local advertisers? What would be the best way to reach these advertisers to share that story, and how do we break through the clutter?

GOALS & OBJECTIVES

The "Telling T-Shirts" campaign for Adelphia Media Services (AMS) was designed to position AMS as a company committed to connecting local consumers to local businesses by utilizing local research. Our single objective was to stimulate interest for our local services leading to trial. Initial results were expected as early as the first month with more results to follow.

PRODUCT DESCRIPTION

Cable insertion advertising is our core product. The core attribute of the product is the ability to target consumer segments geographically, demographically, and qualitatively. Other benefits include differences of media such as sight and sound. The advertising strategy and tactics that follow demonstrate the unique advantage of cable's platform.

STRATEGY

The campaign strategy was derived from proprietary research conducted in Q4 of 2003 that showed larger local advertisers are influenced heavily by 1) media representatives that understand business needs, 2) local market research, 3) ability to effectively target consumers, and 4) their business-to-business relationship with their advertising media representative. "Telling T-Shirts" leverages the core strength of our product — targeting — to communicate that AMS has the knowledge necessary to grow the business.

TACTICS

Adelphia Media Services chose direct mail and television to deliver the message over a six-week period in Q3 '04. Two television commercials clearly indicated that consumers of different products look for different things in programming yet watch cable television. The voiceover drives home the theme of AMS utilizing local market research to support local business. Two direct mail pieces, dropped approximately one week into each TV run, reinforced the TV by carrying essentially the same copy as the TV.

The commercial components of the campaign have potential for additional life after the initial airings by being entertaining, catchy, and not immediately dated.



RESULTS

By featuring the company's web site in all deliverables, AMS was able to measure campaign effectiveness. One month into the campaign, first time visits increased by 17% over the previous month. Multiple visits increased 23%. Average visit length increased 61%. Daily inquiries from the web tripled.

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