

AT&T Broadband Telephony Campaign

A head-on comparison of local phone services and a compelling offer helped AT&T Broadband's Oregon and Southwest Washington markets achieve their highest direct mail response rate in 2002.

Challenge

Inertia is a powerful competitor. So is a life-long relationship with a traditional phone service. Pair the two and the task of moving people to cable-telephone service looks ominous at best.

Solution

We decided that the best way to beat a commodity was to make an apples-to-apples comparison.

- Dollar for dollar, we demonstrated how much could be saved over traditional phone service.
- We sweetened the deal with incentives: free installation and free long distance and voice mail for two months.

Results

- 193,000 self-mailers generated 3,113 calls for a 1.61% response rate. 100,000 follow-up postcards to non-responders generated an additional 1,708 calls for a 1.7% response rate.
- For AT&T Broadband's Oregon and Southwest Washington markets, this was their best direct mail response rate in 2002.

Here's one example of how you could save up to 34% on your local and long distance home phone bill:

VERIZON	QWEST	AT&T BROADBAND
Pay up to 34% more with Verizon!	Pay up to 23% more with Qwest!	SAVE up to 34% with AT&T Broadband Home Phone Service!

Act now and you'll also get **FREE installation and 2 FREE months of Long Distance and Voice Mail!**

How you save a better choice for your local phone service. Only AT&T Broadband gives you equal access to all services you need for your local and long distance and your 200 great savings. There's more to the story!

• *Minimum local calling charge and support • *AT&T support • *AT&T support • *AT&T support

Call 1-866-717-725 to switch Monday-Saturday 8 a.m. - 8 p.m. Every - the offer ends December 31, 2002.

Switch to AT&T Broadband Home Phone Service and save more than \$200 a year over Verizon and Qwest.

Act now and you'll also get **FREE installation and 2 FREE months of Long Distance and Voice Mail!**

How you save a better choice for your local phone service. Only AT&T Broadband gives you equal access to all services you need for your local and long distance and your 200 great savings. There's more to the story!

• *Minimum local calling charge and support • *AT&T support • *AT&T support • *AT&T support

Looking to save? Call 1-866-717-7174.

Phone service is phone service... unless you're talking cash.

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Switch to AT&T Broadband Home Phone Service and save more than \$200 a year over Verizon and Qwest!