

AT&T Broadband Connection Newsletter

This multi-system newsletter helped AT&T Broadband deliver locally-relevant highlights and partner offers to 12 million viewers each month.

Challenge

We were tasked with reaching AT&T Broadband's entire cable subscriber base with timely information about programs, events, products and services. With 180 systems, the hard part was localization, and promoting ONLY news that was relevant to each system in a cost-effective manner.

Solution

We created a template-driven newsletter that could be easily modified and altered to meet each system's unique communication requirements.

- Original editorial content and photos with "star power" made the newsletter visually compelling.
- We produced an average of 20 four-color versions, with 180+ custom black-plate versions.
- Web-enabled customization and ordering gave AT&T's systems content and on-line proofing access.
- We coordinated network sponsorships (Turner, MTV, HBO, etc.).
- As AT&T's graphic standards evolved, we revised the masthead's design and format as needed.
- Recall and readership were surveyed and benchmarked quarterly.



Results

- 40% of subscribers recalled using the newsletter to learn about new programming
- Subscribers showed higher satisfaction with their cable relationship over those not receiving it, translating to higher subscriber retention
- On-line creative approvals, ordering and reporting reduced client costs and streamlined timing