

# Cincinnati Bell Business AnyDistance

*This two-year control package for Cincinnati Bell's business long distance service helped overcome the super brand's presence while delivering \$256,608 in incremental revenue.*

## Challenge

Competing against nationally-recognized long distance providers is no easy task – especially when the product is perceived as a commodity. Our job was to attract attention, overcome complacency and convince businesses to switch to Cincinnati Bell's AnyDistance long distance package.

## Solution

A head-to-head comparison and a compelling offer made AnyDistance long distance a product to be reckoned with.

- Promoting a flat-rate "bucket" of minutes (as low as 4-cents a minute) made it clear that this was no ordinary business long distance service.
- A head-to-head price comparison demonstrated Cincinnati Bell's price advantage.
- 300 extra free minutes of long distance service proved to be irresistible.

## Results

- 1.6% incremental response rate
- 538% ROI with a payback period of 6 months

**Switch today and take control of your long distance expenses.**

AnyTime you leave Cincinnati Bell is an excellent way to manage your monthly telephone bill. At one time, long distance calls can add up to substantial savings. Now you can think...

- You get 300 minutes for \$30 a month – that's just 4¢ a minute.
- You can call from your business line anytime, any day – across states, across the state or across the U.S.
- To save and avoid extra calls use the same line rate.
- Additional minutes are just 30¢ each.

**Compare today and start saving right away.**

Cincinnati Bell AnyTime 500	Verizon Business Long Distance	Sprint Business Long Distance	AT&T Business Long Distance
\$30	\$34.50	\$37.50	\$31.50
4¢	6.5¢	7.5¢	4.5¢

**Budgeting is easy. So is switching.**

- With AnyTime you pay 3¢ less precisely what you'll spend each month, which greatly simplifies planning.
- Switching to AnyTime 500 is simple. Use our call and line that's available in all 50 states to begin enjoying the savings. There's no contract.
- Need more or fewer minutes each month, or a plan that includes international calls? Just call 1-813-565-3037 and we'll adjust our other service plans from 37¢ to 50¢ a minute.

**How much will you save every month with Cincinnati Bell AnyTime 500?**

- \$14.50 compared to 1000 Minutes Sprint Business Long Distance
- \$17.50 compared to 1000 Minutes Verizon Business Long Distance
- \$11.50 compared to Sprint Unlimited Calling

Comparable rates for you determine the table. For details, find our pricing center that you need to...

**and you get 300 FREE minutes if you act now.**

Call and order any of our AnyDistance long distance plans before June 30, 2011, and we'll reward the deal with 300 FREE extra long distance minutes the year from these minutes.

Call 1-813-565-3037 to order. Simply, this special offer ends 6/30/11.

**Cincinnati Bell**  
A World of Service