

Cincinnati Bell Complete Protection

Customer testimonials, a timely news article and a compelling offer helped Cincinnati Bell double the sales of its home security product.

Challenge

Complete Protection, Cincinnati Bell's comprehensive home security service, faced domination from national providers with much larger marketing budgets.

Solution

We targeted new movers and homeowners in neighborhoods where crime was in the news.

- Neighborhoods with recent crime activity received priority targeting.
- Article reprints from local neighborhood newspapers helped present the sensitive topic of home security in a very real and credible way.
- Testimonials from existing Complete Protection customers were used in mail and radio spots to build trust while leveraging Cincinnati Bell's local neighbor-to-neighbor positioning.

Results

- 172 appointments generated 74 new accounts
- This has become Cincinnati Bell's new control approach for marketing Complete Protection

