

# Cincinnati Bell ZoomTown® B2B

*This targeted launch campaign for business high-speed Internet services leveraged the existing consumer brand's reputation and surpassed revenue goals by \$5 million.*

## Challenge

Cincinnati Bell was late to market with business-class high-speed Internet service. Better known national brands were the dominant players in town. Our charge was to introduce Cincinnati Bell's Business-Class DSL and ADSL on limited funds, to establish credibility quickly, and to generate qualified leads for follow-up by their sales force.

## Solution

Initially, we took advantage of Cincinnati Bell's popular consumer product, ZoomTown, adopting that brand name to promote the new business-class version in targeted business print and direct mail.

- House-file prospects most likely to buy were identified through CHAID analysis, and then segmented into groups with distinct product and service needs, based on scale.
- A graphically strong, business-like series of postcards and ads touted the arrival and benefits of ZoomTown for business with headlines that declared: FINALLY... STOP WAITING/START WORKING ... GO FASTER/DO MORE ... and GROW APART/WORK TOGETHER.
- As ZoomTown's offering expanded, follow-up brochures and postcards were sent promoting dedicated e-mail, business e-mail and web hosting services.

## Results

- Total revenue goals for the year were exceeded by \$5 million
- 114% of ADSL sales goal attained
- 104% of DSL sales goal attained
- 500% increase in e-mail and web-hosting revenue

**STOP WAITING.  
START WORKING.**

**GO FASTER.  
DO MORE.**

**GROW APART.  
WORK TOGETHER.**

**Finally!**

**AT LAST THERE'S RELIABLE DSL INTERNET SERVICE BUILT FOR BUSINESS**

ZoomTown's new Business DSL can enhance your Internet presence, eliminate the miles between distant facilities, and keep your employees connected when they're working from home. You get the tools you need at a price you can afford - no matter how small you are or how big you get.

Business DSL is delivered over the region's most fail-safe network, it's Cisco® powered and fully redundant, so it's always up and running.

You can also count on great local service and support. We've been helping businesses succeed for 37 years, which means we're here to stay. And you can start taking worry-free Internet service for granted, just like your phone.

Call today for a free consultation. Sign up by 7/15/01 and get your equipment and installation FREE, too - that's a \$450 dollar value.

**513-566-3249**  
Or contact your Cincinnati Bell representative.

Business DSL - Stop waiting, start working.  
**ZoomTown.com**  
a Broadwing company