

Comcast Segmented Campaign

In this breakthrough, award-winning campaign, distinct creative was crafted to align specialized audience interests with Digital Cable's most relevant programs.

Challenge

With over 100 channels of programming (and thousands of programs), Digital Cable's vastness is difficult to reduce into a simple, compelling consumer benefit. There's so much to comprehend. The common approach of "something for everyone" had been the mainstay proposition of cable operators. Relevance was hard to prove.

Solution

Household-level demographic analysis defined four distinct lifestage/programming needs: 1) Young & Mobile; 2) Families with Children; 3) Empty Nesters and; 4) Ethnic/Urban. In turn, four distinct direct mail packages were designed to align with each lifestage and viewing interests. Programs and lifestyle messages abounded. The underlying message we delivered on: "What matters most to you."

Results

- A Gold Mark Award was won for the best direct mail creative at CTAM's 19th Annual Summit Conference
- Results remain proprietary

