

Cox gets customers to demand on-demand



- Educate the market about on-demand programming and increase its usage 70 percent
- Actual sales increased 140 percent, doubling projections

Issue: A new service is set to launch with high sales expectations.

In 2002, Cox Communications launched Entertainment on Demand (EOD), a new service that allows customers to choose from hundreds of channels and control them like a VCR using a simple television remote. Two years later, Cox Communications turned to Seventh Point when it planned to release the product in the Hampton Roads market. Specifically, Cox wanted to inform the public about the many benefits of EOD and generate a 70 percent increase in sales.

Insight: Let customers experience the product firsthand in a home away from home.

Seventh Point knew that customers would love the fact that EOD eliminated the need for video stores and the hassles associated with them. We also knew there was significant appeal in a product that transformed the family room into a place to enjoy new movie releases using existing remote controls. We decided to reinforce both of these ideas through a live, interactive “family room” at local malls. More than a mere demo of EOD, we wanted to sell the benefits of getting great entertainment from the comfort of home.

Implementation: Create the Family Room Theater and promote it via live radio.

- Seventh Point created and implemented an interactive Family Room Theater promotion in four area malls—each supported by a video crew that would record consumer stories
- We scheduled live radio broadcasts from each of the four mall locations and negotiated positive DJ endorsements with four major radio stations throughout the month of April
- We supplied all copy for live radio spots for the week prior to each station’s remote, as well as key talking points and all radio remote copy
- We also drafted press releases announcing the new EOD product and distributed them throughout the Hampton Roads market, while performing local media pitches to drive the message home

Impact: Cox not only hits the sales target but doubles it

- EOD buys soared from an average of 20,000 per month to 48,000 per month throughout the duration of the campaign
- Sales increased by 140 percent—doubling Cox expectations
- Consumers actively engaged with the Family Room Theater, with many pausing to record their “worst video store nightmare” and enter their names to win prizes and coupons

