

## **Cox captures and retains customers—and breaks sales records.**



- Build awareness of the growing number of new services; gain new customers and expand current customers' usage
- Achieved the best quarterly results in over two years in 2001; record broken again in 2003

### **Issue: New services must win over new and current customers.**

Cox Communications is a nationwide digital cable television and telecommunications services provider with more than six million residential and commercial customers. In the late '90s, the company began to grow its available services from a single standard cable service to digital cable, high-speed Internet, digital telephone and other offerings. Cox Communications in Hampton Roads approached Seventh Point in October of 1999 for help in building awareness of the new services, as well as and promoting the sale of these services to current and potential customers.

### **Insight: Use the medium to sell the medium.**

Seventh Point understood that Cox must be positioned as the leader in television entertainment options, high-speed Internet and digital telephone services in the Hampton Roads area. What better medium to use than television itself to bring this message home? We felt the media buy should consist primarily of television spots, supplemented by radio. Messaging should include strong calls-to-action.

### **Implementation: Produce ads for TV and radio—and track them exponentially.**

- Seventh Point created television and radio spots that emphasized the value in acting quickly to take advantage of monthly offers
- We implemented tracking for all Cox offers, budgets, phone calls, customer connects and competitor offers

### **Impact: Sales set new records and Cox gets the greatest-ever return on its ad spend.**

- After the first full year with Seventh Point, Cox achieved its best quarterly results in two years in first quarter 2001—and even better results in first quarter 2003
- Cox received close to \$1 million worth of added value in 2002 alone
- As evidenced by post-buy analysis, promotional summary reports and tracking, Cox Communications of Hampton Roads received a better return on its media dollar spending over all previous years
- The company continued to demonstrate increases in brand awareness, new customers and existing customers' use of services long after the completion of the campaign
- Based on the success of Seventh Point's efforts, Cox approached Seventh Point again for help with various other marketing goals

