Agenda

- The Situation
- The Goal
- Target Market
- The Creative
- PR Campaign
- Strengths
The Situation

1. **Cable is dying**
   Move away from the concepts of an out-dated cable provider before it is too late.

2. **Focus on college students**
   This segment will be best fit to facilitate this transition.

3. **Execute proper timing**
   Propagate Comcast at the most influential time period.
Our Goal

1. Evolve Comcast’s image into a streaming service
2. Target college students to facilitate transition (Cable → Streaming)
3. Expand consideration set of target market
Target Market

- Off Campus Students
- Gen Z Natives
- Savvy Consumers
- Internet Users
Key Consumer Insights

Millennial Internet Usage  Brand Loyalty  Gen Z
Big concept

Move away from Cable + Reliably Fast Internet + Streaming Services = 

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REBRAND
The Creative
The puggle is real with Cable.

Bundle with xfinity, it’s the doggone right choice.

Xfinity.com/studentvisit/reTAILocation
Have ’em all under one roof.

Bundle with Xfinity, it’s the doggone right choice.
Retrieve the best deal.

Bundle with xfinity, it's the doggone right choice.
Winters coming, bundle up with xfinity
Winters coming, bundle up with.

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Bundle with Xfinity, it’s fur real
A group of dog friends sit together watching sports on television.

The dogs are each wearing their favorite sports team's jerseys and cheering loudly.

The cats next door peer through the windows, jealous of their reliable, fast streaming and dog party.
PR Campaigns
Partnership with Four Star Realty

DU Off Campus Housing
- Partner with off campus housing leasing agencies
- Realty companies allow Comcast to provide informational flyers for new tenants during the move in process.
Partnership with DU Athletics

- Host events and activities at games to increase visibility
  - Halftime games
  - Prizes
  - Give-aways
Pups & Petes

- Hosted by Comcast at local college restaurant
- During “move in” period
- Comcast representatives
- Sign up for free trial period
- Hand out print fliers
- 5% of proceeds donated to local shelter
Campaign Strengths

- Success with other campaigns
- Eye catching
- Captures essence of big idea
- Captivate target audience
- PR is engaging and creative
Thanks!

Any questions?