

The xfinity logo is displayed in red lowercase letters within a black circle. This circle is set against a larger, semi-transparent dark grey circle that overlaps the top-left portion of the main slide background.

Comcast

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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 .

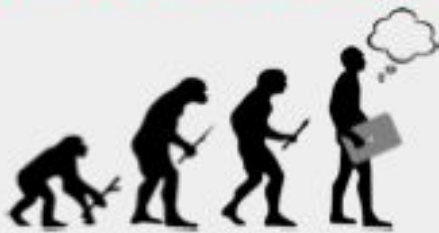
3

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

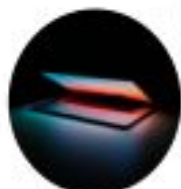


**Off Campus
Students**

**Internet
Users**

**Gen Z
Natives**

**Savvy
Consumers**



Key Consumer Insights

Millennial Internet Usage

Brand Loyalty

Gen Z





Big concept

Move
away from
Cable

+

Reliably
Fast
Internet

+

Streaming
Services

=



The background features a series of concentric circles in a light gray color, centered on a white background. The circles vary in size, creating a subtle pattern behind the main text.

REBRAND

The Creative

The puggle is real with Cable.



Bundle with **xfinity**, it's the doggone right choice

Xfinity.com/studentvisit/retaillocation

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**





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Agatha Jafari

EDITOR OF LAYOUT MAGAZINE

CONTRIBUTORS



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JO MONUSKA
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Video 

STORYBOARD



A group of dog friend 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?