

VERIZON/BRANDED ASSET MANAGEMENT GROUP

Verizon FiOS

[CHALLENGE]

The challenge was to launch a new product successfully in the complex and rapidly evolving arena of consumer technology. In 2004, Verizon became the first telecommunications company to engage in full-scale deployment of “fiber-to-the-premises” – fiberoptic cable to facilitate high-speed Internet connectivity in private homes. The company selected Keller, Texas, as the community in which to initiate a national rollout of this new premium tier of residential service, branded FiOS.

[STRATEGY]

Witherspoon used “guerrilla marketing” techniques to create a presence and build buzz about FiOS at local events, festivals and other gathering places.

[SOLUTION]

Witherspoon selected, coordinated and supervised six models between ages 18 and 24. Referred to as the “Street Team,” the models’ primary duty was to interact with Keller residents and spread the FiOS message during high school football games and at local festivals and hot spots. The campaign culminated in a block party attended by some 4,000 Keller residents. Witherspoon encouraged a carnival atmosphere by designing colorful signage and other event-related artwork displayed at the entrance to the party. In addition, Witherspoon coordinated catering and children’s entertainment for the event, as well as logistical details such as shuttle parking and event setup and cleanup. Witherspoon also designed the overall “look and feel” of an interactive game lab that enabled potential customers to “test drive” FiOS.

[RESULTS]

Campaign results exceeded the expectations of Verizon’s executives: More than 20 percent of those eligible for the service signed up within five months of its availability.

