

Several factors make Internet Essentials unlike any previous Comcast product launch:

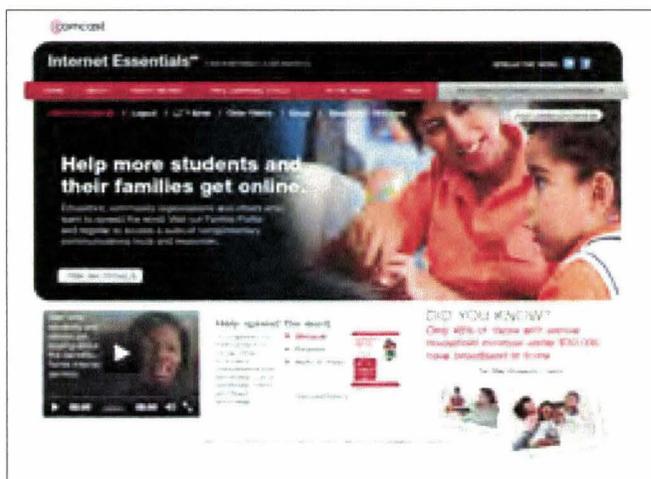
- First, there was no direct way to identify potential customers and, therefore, we needed to rely on other means to get the message to eligible households.
- Second, we had to create a demand for broadband in some communities that were essentially “broadband resistant” — communities that had not embraced this technology due to factors beyond just cost, such as perceived relevance and low digital literacy.
- Third, we had to build trust with customers in this market. Our early research revealed that our target audience was resistant to direct marketing efforts, instead relying on trusted community partners to inform them about programs, products and offers that worked for them. Ironically, many eligible customers we surveyed thought the offer was “too good to be true.”

Our research suggested that a potential customer might need to hear our message multiple times from trusted sources before taking action. We therefore focused our engagement campaign on a number of important audiences, including local school districts, local and national community-based organizations, churches and government officials. We also supplemented this with coordinated paid media and earned media campaigns to help deliver a repetitive and consistent message about Internet Essentials.

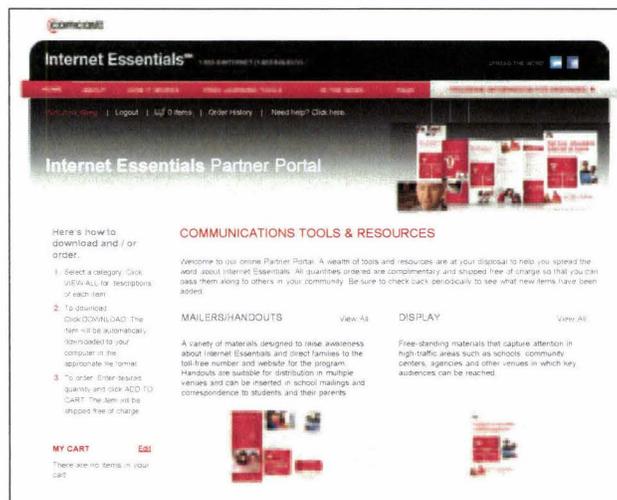
### Internet Essentials Website and Partner Portal

Understanding the importance of working with partners to promote the program, we focused on developing an infrastructure that would allow us to scale outreach unlike anything we had done previously and far beyond our original commitments to the Federal Communications Commission (FCC). Our operating philosophy is simply that if we are going to ask people to help us spread the word about Internet Essentials, we have to make it easy for them to do so. The central building block for our outreach plans was a dedicated website in both English (InternetEssentials.com) and Spanish (InternetBasico.com), which serves as a one-stop destination for information, resources and collateral on Internet Essentials.

Built into this website is a unique Partner Portal, InternetEssentials.com/partner. Using the Partner Portal, anyone can download materials directly or order materials for which we do not charge and which are shipped for free no matter the quantity ordered. By the end of 2011, over 10,000 individuals and organizations had registered for the Partner Portal, the portal had experienced over 100,000 unique visits, and partners had requested 11.5 million pieces of promotional collateral – all at no charge to the partner organizations.



Internet Essentials Partner Portal Website



## “Hyper-local” Paid Media

We also designed and executed an ambitious paid advertising campaign not required by our initial commitment to the FCC.

Our approach to paid media was based on a deep “hyper-local” strategy identifying geographic areas and media outlets where our advertising efforts would have the most impact. We considered factors such as the concentration of children eligible to receive free school lunches and geographic dispersion.

Based on these criteria, our geographic focus included the top 11 major metropolitan areas in our service area, targeting the vast majority of households with students eligible to receive free lunches through the NSLP who were estimated to live in our largest markets.<sup>3</sup> We launched our media buys to coincide with back-to-school weeks in each market and ran them for a total of six weeks.

We implemented a radio strategy, including tactics such as live radio remote event broadcasts hosted by local personalities at which we distributed information about Internet Essentials. We also purchased advertisements in newspapers and community publications to reach our audience within target school districts. The approach of using traditional media tactics, in a hyper-local way, created a sense of relevance and connection for our audience that a more macro-level media buy could not deliver.

As an overlay to the consumer paid media plan, we also purchased advertisements in select publications with the goal of reaching influencers within the educator community — primarily teachers who were interacting with eligible students and families on a daily basis. Thus, we ran print advertisements in both *Education Week* and *Teacher* magazines and placed digital advertisements in their online versions and companion publications.



Denver Internet Essentials launch event attendees include (left to right), Mawukle Yebua, Student, Denver South High School; John Barry, Superintendent, Aurora Public Schools; Rich Jennings, Regional Vice President of the Mile High Region, Comcast; Michael Hancock, Mayor, Denver; John Hickenlooper, Governor, Colorado; David L. Cohen, Executive Vice President, Comcast; Tom Boasberg, Superintendent, Denver Public Schools; Jeff Dolan, Vice President of Government and Regulatory Affairs, of the Mile High Region, Comcast

National Center for Education Statistics (NCES) and Comcast calculations.

Free school lunch  
feeds their bodies.

Affordable Internet  
feeds their minds.

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**Today, every family needs Internet access at home.** It's become essential to how children do homework, how parents search for jobs, and how families connect to information — and to each other. Now, with **Internet Essentials<sup>SM</sup> from Comcast**, the Internet is more affordable than ever. If you have a child who receives free school lunches, you may qualify.

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**Call 1-855-8-INTERNET to learn more.**

[InternetEssentials.com](http://InternetEssentials.com)



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