

RCN CASE STUDY

The agency's new strategic marketing plan aimed to enhance culture, hire right, and boost sales.

AT A GLANCE

Challenges

- Audience identification
- Competition
- Identify Unique Value Proposition
- Relevant Offer
- Messaging and position
- Proper Channels

Results:

Drove a 94% increase in sales



Reduced churn by 66% amongst this target



OBJECTIVES

Develop a Hispanic audience business and marketing strategy in an effort to drive revenue through relevant offerings and culturally relevant communications.

SOLUTIONS

- Tailor culturally relevant campaigns and offers for the various ethnic groups within their marketplace.
- Develop in language communications which will allow the Hispanic audience feel more comfortable with the RCN products and build trust with the brand.
- Design co-op marketing strategies leveraging the relationships with the Hispanic programmers and culturally relevant editorial content.

FOUNDATION

