



SERVICES

- Branding and Messaging
- Graphic and Web Design

COX GOVERNMENT SOLUTIONS

■ SITUATION ANALYSIS

Cox Communications is an award-winning national provider of telecommunications solutions. As a full-service, facilities-based provider of voice, video and data solutions, Cox's products and services provide the network diversity, continuity of operations and security that government and military organizations require.

With much success as a residential cable provider, Cox wanted to increase its visibility among government customers, particularly to the Department of Defense (DoD) customer base in Hampton Roads, Virginia.

Based on the success of a previous project, Cox turned to Boscobel again to provide the strategy and tools to complement its sales activities in Hampton Roads.

■ OBJECTIVES

- Bolster market awareness for Cox among government customers in the Hampton Roads area.
- Relay depth of services to customers and prospects.
- Educate Cox sales force on messaging to resonate with government customers.

■ TACTICS

To help Cox increase its baseline brand awareness—and better penetrate the Southeastern Virginia market—Boscobel developed an integrated marketing communications plan outlining strategies and tactics designed to heighten Cox's visibility among its core constituents, key prospects and the media. It also provided recommendations on messaging, key publications, trade shows and networking opportunities.

The integrated marketing plan resonated with Cox, and Boscobel's scope of work was increased to also write and design a multimedia sales kit specifically for the public

sector. In all, Boscobel developed a pocket folder, overview data sheet, PowerPoint presentation, Web site and a style guide specifically for the Hampton Roads sales team.

The style guide ensured all materials developed for the public sector audience adhered to the Cox corporate standards—to maintain the brand equity of Cox commercial business line—while asserting its reputation as a proven and trusted partner of the government. Boscobel extended the Cox brand while adding government-specific messages and design specifications.

Boscobel also wrote, designed and launched a new Web site specifically for Cox's government audience. Though the project initially began as a refresh of the copy on the existing Web site, Cox was so pleased with the new look-and-feel Boscobel developed for their public sector sales kit that they requested a brand new site.

RESULTS

Boscobel's style guide and marketing kit ensured Cox's entire public sector sales team would be familiar with how to market for the government.

When Cox was awarded a Local Services Acquisition (LSA) contract by the General Services Administration (GSA), it was immediately able to announce the news to current and prospective government clients with a press release and produce a direct mail letter quickly and easily with the government-oriented messaging Boscobel developed.

To continue the momentum from a recent contract win, Boscobel launched Cox's new Web site in just one month. And because of Boscobel's quick turnaround, prospective customers were directed to CoxGovernment.com as a one-stop resource to learn more about Cox's extensive services for the government.