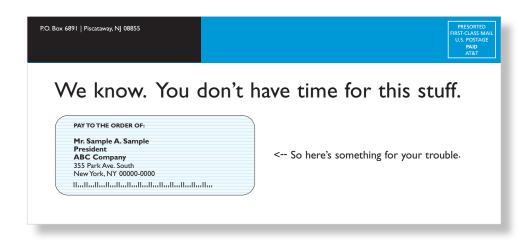
PROJECT SUMMARY





DM CASE STUDY

A detailed case study on how to reach segments within a market. I wrote all of the samples shown while working for Gillespie Advertising.

Gillespie

AT&T Case Study

Background

AT&T Metro Markets provides telecommunications services, including long Distance, Local, and IP/Data transmission, to the Small Business marketplace. The long distance business has become increasingly more competitive over the past several years, and AT&T experienced diminishing returns. The company identified a need to:

- Cost-effectively acquire more profitable long distance customers
- Retain and grow its long-distance revenue
- Increase the penetration of IP and Data Networking products to this customer base.

Challenge

In order to revitalize AT&T's acquisition strategy, Gillespie was challenged to develop a new segmentation view for the small business marketplace that included the attitudes and behavior of owners/managers, in addition to the historic indicators of firmagraphics, revenue and tenure. Effectively, we wanted to dimensionalize the small business owner as an individual and find the "person" behind the businessperson. This enabled AT&T to realign its positioning, products and offers to more effectively appeal to the business "person." A continuous communication stream was developed and was highly targeted to these segments throughout all channels, including the web.

Solution

We discovered that the audience was made up of three very unique types of small business owners, based on behavior and attitude:

- **Driven Expansionists** "I am an independent operator who wants the 'IN' solutions. I have to be connected at all times, so I look for suppliers who make me look smart. If they do that, and make the process easy, they have a CHANCE at turning me into a loyalist."
- **Tech Knows** "Let's get one thing straight: I know more about communications products and services than you do. Don't inform me. Show me why you are better."
- **Cornerstones** "I wish all the suppliers wouldn't sound so condescending when they talk to me. They don't even get my name right half the time."

We created a communications stream that addressed different target audiences and products on an individual level.

The new approach used a variety of creative approaches but adhered to tried-and-true tactics, including:

- Easily skimmed letters;
- Highlighted benefits;
- Easy response mechanisms;
- Tracking methodologies in place for fast analysis.

Impressive Results Attributed to Segmentation and Creative Execution:

- Strategic segmentation and targeted creative produced the first turnaround in results in 10 years for AT&T Small Business.
- Improvement in all segments.
- Improvement shown in all new creative as compared to existing control mailings.
- Improvement results 26% lift over the goal response rate.
- Faster rate of return over control faster revenue and higher profits.

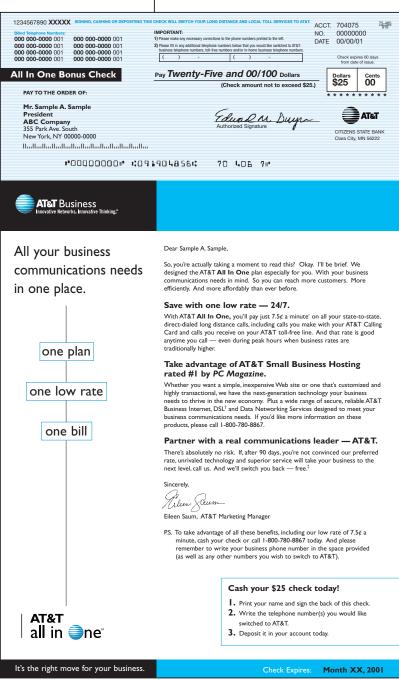
Creative Designed for:

AT&T Driven Expansionist Segment



Driven Expansionist Attitude Summary:

"I am an independent operator who wants the 'IN' solutions. I have to be connected at all times, so I look for suppliers who make me look smart. If they do that, and make the process easy, they have a CHANCE at turning me into a loyalist."



Considerations for Creative Tone:

- Has to be a fast read
- Needs up-to-date messaging
- Target wants to "Look and feel smart"

Creative Designed for:

AT&T Tech Knows Segment

P.O. Box 6891 | Piscataway, NJ 08855 PERMIT NO. 55682 New economy. Shmoo economy. PAY TO THE ORDER OF: Mr. Sample A. Sample It's still your connections that count. ABC Company 355 Park Ave. Sou New York, NY 00000-0000

Tech Knows Attitude Summary:

"Let's get one thing straight: I know more about communications products and services than you do. Don't inform me. Show me why you are better."



Now more than ever, it pays to have the right connections.



Your AT&T Long Distance Signing Bonus is just the beginning.

Dear Sample A. Sample,

At AT&T, we know today's "new economy" is really about using new technologies to help you reach more customers, sell more products and, ultimately, increase your bottom line. And now we can help you start meeting all your next-generation needs today — with everything from the latest e-Commerce services to a great long distance plan.

Save now and save later with AT&T Long Distance.

Cash the above \$25 AT&T Long Distance Signing Bonus, and you'll automatically be signed up for AT&T Long Distance at just 7.5¢ a minute.* And that low rate is good anytime you call even during peak hours when business rates are traditionally higher.

- Pay just 7.5¢ a minute on all:

 State-to-state, direct-dialed long distance calls
- AT&T Calling Card calls
 Calls you receive on your AT&T toll-free line

Be the master of your own domain name with Small Business Hosting Services rated #1 by PC Magazine.

Whether you want a simple, inexpensive Web site, or one that's customized and highly transactional, our award-winning Small Business Hosting Services has an option that's right for you. Plus a wide range of secure, reliable AT&T Data Networking, Business Internet and DSL Internet services[†] that can be designed to meet your business communications needs. Visit http://www.ipservices.att.com/sbh7 or call 1-800-235-3218 for more information.

No-risk guarantee when you move up to AT&T.

If, after 90 days, you're not convinced our preferred rate, unrivaled technology and superior service will take your business to the next level, call us. And we'll switch you back — free. So cash your check or call I-800-235-3218 today.

Tilui Saum

Eileen Saum AT&T Marketing Manager

P.S. As an AT&T long distance customer, you'll also be able to take advantage of special offers on Internet, e-Commerce and Data services. For more information on these services and more, call 1-800-235-3218.

Award-winning **Small Business Hosting Services** Rated #1 by



Features include:

- · Same-day activation
- 24/7 tech support
- Detailed Web usage reports
- · And more!

Cash your check today!

- I. Print your name and sign the back of this check
- 2. Write the telephone number(s) you would like switched to AT&T.
- 3. Deposit it in your

Considerations for Creative Tone:

- Lead with "In the know" messaging
- Still has to feel like a customer communication (not go too techy)
- Bolster claims with endorsement from technical expert, PC Magazine

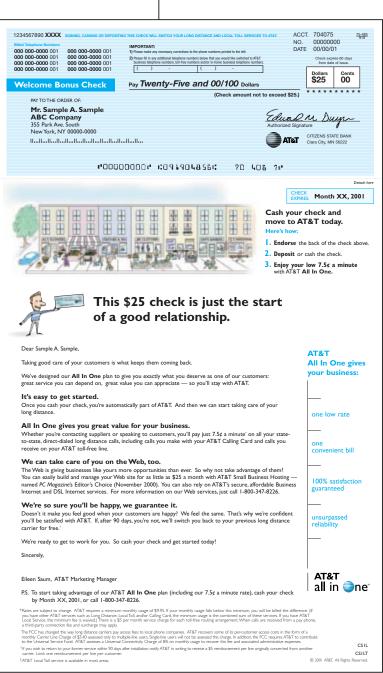
Creative Designed for:

AT&T Cornerstones Segment

You take good care of your customers. We want to do the same for you. PAY TO THE ORDER OF. Mr. Sample A. Sample ABC Company 355 Park Ave. South New York, NY 00000-0000 Institutional institution of the same in the same in

Cornerstones Attitude Summary:

"I wish all the suppliers wouldn't sound so condescending when they talk to me. They don't even get my name right half the time."



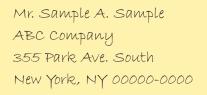
Considerations for Creative Tone:

- Values friendly care
- Needs to be reassured

AT&T Cornerstones Segment

Cornerstones Attitude Summary:

"I wish all the suppliers wouldn't sound so condescending when they talk to me. They don't even get my name right half the time."



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Considerations for Creative Tone:

- Values friendly care
- Needs to be reassured

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Thanks!

What are the **3** NICEST WAYS to show your customers you care?

HINT: Here's one. (check inside)

- State-to-state, direct-dialed long distance calls
- Calls you receive on your AT&T toll-free line
- AT&T Calling Card calls

2. OUR BENEFITS

- One convenient bill
- Online account information and billing options
- 100% satisfaction guarantee
- Access to award-winning Small Business Hosting and AT&T Business Internet and DSL Internet Services

For more information on AT&T's Web services, call 1-800-XXX-XXXX.

3. OUR TREAT

Cash your \$20 Welcome Bonus Check to move to AT&T.

- 1. Give them a really good deal.
- 2. Make their life a little easier.
- 3. Treat them to a nice lunch.

Dear Sample A. Sample,

You know what it takes to make your customers happy. And so do we. That's why we know you'll find our AT&T All In One plan a great value. It offers you a low rate, and makes managing the long distance part of your life a lot easier. As for lunch, well, it's on us. Just cash your \$20 Welcome Bonus Check to treat yourself when you move AT&T. Cash your check today, or call 1-800-XXX-XXXX!

Thanks,

Signature

Title, AT&T Business