



Ameritech Case Study

Situation Analysis / Background

For several years, Ameritech had launched direct mail offers for its consumer products targeting the Hispanic market with less than optimal results. Given that these products, including Caller ID, Three-Way Calling and VoiceMail, continued to sell well against the general market, Ameritech was considering placing its segmentation efforts indefinitely "on-hold."

Before doing so, Ameritech consulted with SJG to explore ways of proving the viability of marketing its products to the Hispanic segment. Ameritech's Three-Way Calling was one of these products.

Key Challenges

- Three-Way Calling was still somewhat unknown to many Hispanics and perceived to be costly and hard to use.
- Previous efforts consisted of straight Spanish-only translations of their general market copy and design. By default, the Spanish-language versions conveyed the same general market selling proposition, and as such, did not capture any culturally relevant selling messages on how this product fit into the lifestyle of the Hispanic consumer or educate the consumer on how it works.

Objectives

- Effectively introduce Three-Way Calling to the Hispanic market without altering the product or Ameritech's core brand positioning.

Strategy

- SJG leveraged TV due to the broad appeal of the product and its ability to provide a visual demonstration of product usage.
- Featured a humorous slice-of-life scenario to educate the consumer on how to use the product.
- Focused on family and how Three-Way Calling can provide innovative solutions to communicating with family members (key to Hispanic consumers).
- Emphasized its ease of use and convenience.
- TV was supported with an integrated platform of radio and direct mail efforts. Broadcast executions were flighted prior to direct mail to raise initial awareness, pre-sell the consumer on the product and more easily stimulate direct mail acquisitions.

Measurable Effectiveness / Results

- Outperformed general market campaigns 4 to 1!

