

TelcoVideo

Situation NRTC (National Rural Telecommunications Cooperative) was launching TelcoVideo, an IPTV video programming service designed to provide rural telephone cooperatives with access to popular digital video and audio channels readily available to populations in urban and metropolitan areas. TelcoVideo offered more than 350 channels, including over 80 channels of high-definition programs, and was regarded as a critically important component in NRTC's service portfolio.

NRTC needed to develop the service as a brand and build greater awareness of TelcoVideo among its member telcos, and looked to The Design Channel to create a brand identity and provide a wide range of marketing communications support for the new service.

Solution TDC worked closely with NRTC to develop messaging, print and digital marketing assets. We initially created a TelcoVideo logo and tagline ("Powerful Programming. Smart Support.") and then developed a promotional campaign to support TelcoVideo's rollout at an industry tradeshow. Our work included trade show graphics, sales collateral, print advertising, direct mail and email pieces, as well as a micro website. Interwoven throughout was messaging that reinforced the quality programming offered by TelcoVideo; the comprehensive operational and technical support available to help telcos offer the service to their customers; as well as the availability of resources and training for building and managing each telco's video business.

Result The materials were enthusiastically received by NRTC and were immediately implemented. NRTC regional business coordinators also praised the work and regularly requested and used the tools we created to engage prospects and enlist customers.

- logo and tagline
- branding theme

Research Modes Used:

Stakeholder Interviews

Industry Research



Powerful Programming. Smart Support.



GROWING YOUR PROGRAMMING IS GOOD.
GROWING YOUR BUSINESS IS EVEN BETTER.



TelcoVideo
Powerful Programming. Smart Support.

It's programming at its most powerful expert support. TelcoVideo is here. TelcoVideo gives you more than just a great programming solution from NRTC designed to success. And provide you with the resources, grow your business and simplify your operation. support is as extensive as our programming.

Please come by and visit our booth (#717) at the TelcoTV Conference & Expo



National Rural Telecommunications Cooperative
866-672-6782 • www.nrtc.coop

GET PROGRAMMING THAT'S
IN SYNC WITH YOUR NEEDS



TelcoVideo
Powerful Programming. Smart Support.

Flexible programming. Friendly guidance. TelcoVideo from NRTC helps your video business work better.

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- direct mail promotion



VISIT US AT THE NTCA 2009 FALL CONFERENCE

INTRODUCING TELCOVIDEO

POWERFUL PROGRAMMING

Learn how TelcoVideo offers complete programming solutions for your business – from negotiating rates and contracts to handling reports and payments to programmers, and everything in between. You'll see just how easily we can fill your pipeline with today's most popular channels and competitive packages.

SMART SUPPORT

In addition to giving you greater programming muscle, we'll show you how we provide an unparalleled range of support and resources to help you launch and grow your IPTV business. Marketing tools, staff training, online contract management systems and programming updates are just a few of the advantages you'll get with TelcoVideo.



NTCA 2009 Fall Conference
Sheraton New York Hotel & Towers
New York, NY

Visit us in Conference Room E • Executive Conference Center
September 14th and 15th • 3:30 p.m. to 6:30 p.m.

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National Rural Telecommunications Co.
2121 Cooperative Way
Harrison, VA 20176

IPTV programming solutions
to grow your business.

- conference banner up
- poster
- hangtags



- promotional email
- banner ads
- website

