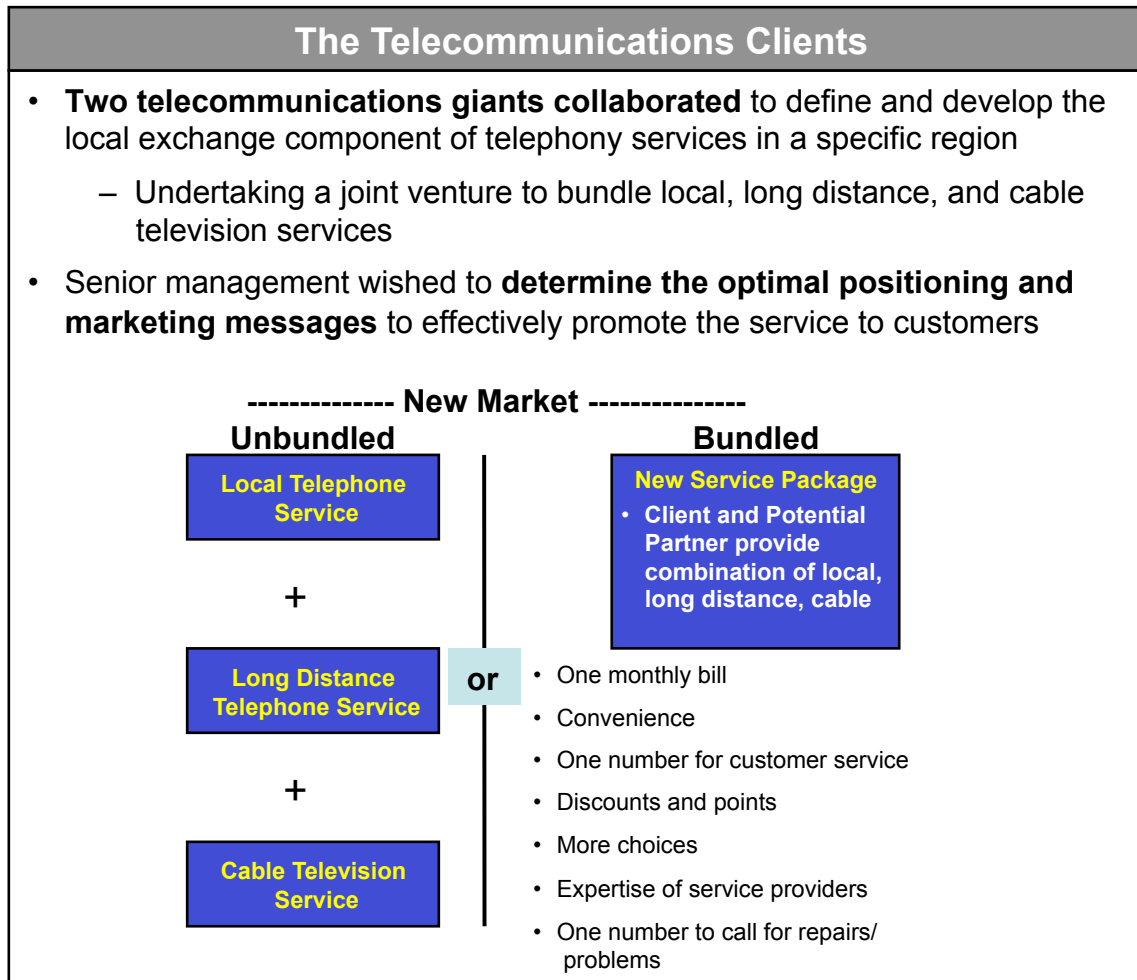


Partnership Branding - Telecommunication Case

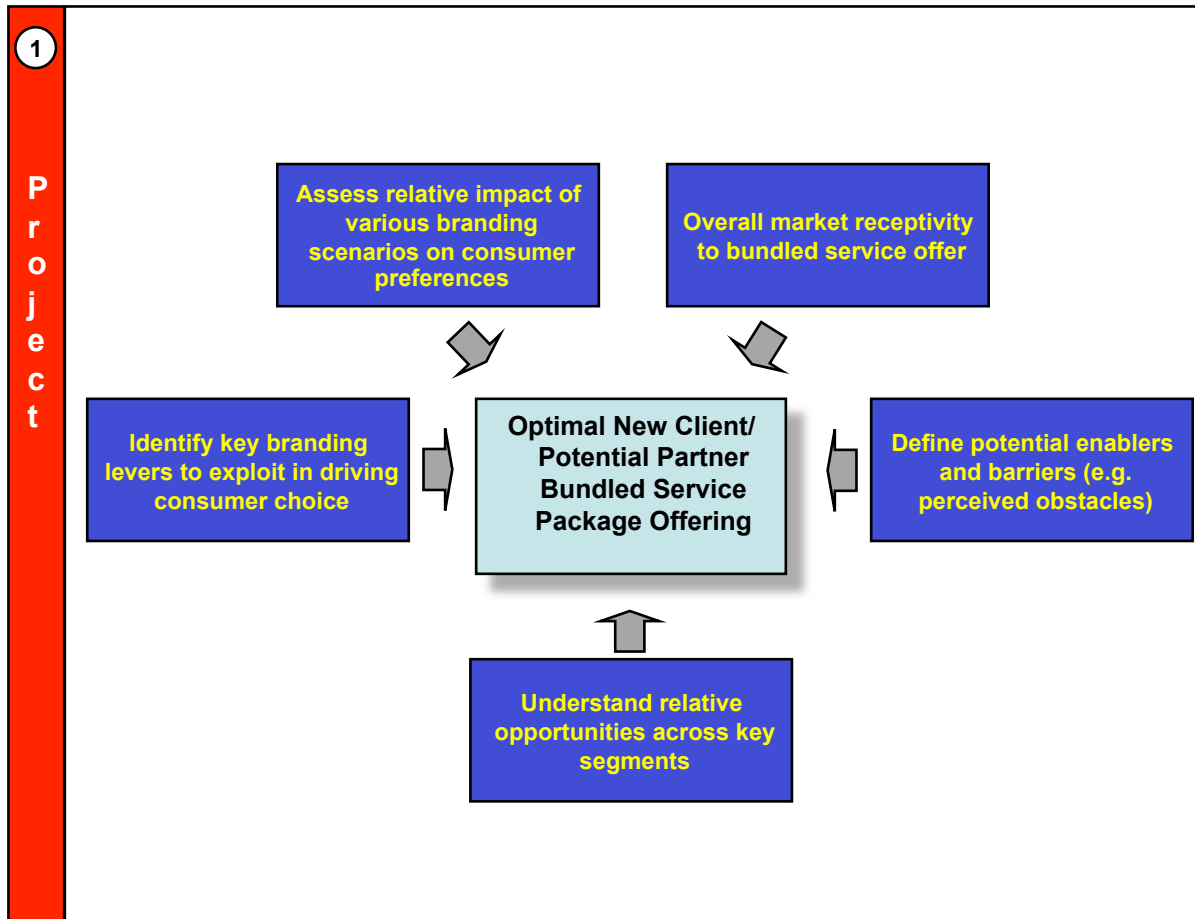
A large telecommunications provider wanted to develop an optimal branding/co-branding strategy for a new joint venture bundle offer.



Featured Client Case # 5 Partnership Branding	
1	Project <ul style="list-style-type: none"> • Develop a branding/co-branding strategy based on product bundling
2	Project <ul style="list-style-type: none"> • Develop a branding/co-branding strategy based on product bundling
3	Recommendations <ul style="list-style-type: none"> • Focus on leveraging Client brand name while targeting key customers with tailored messages
4	Results <ul style="list-style-type: none"> • Co-branded service package will yield greatest purchase intent

Partnership Branding - Telecommunication Case

In addition to developing a branding/co-branding strategy, the study objective was also to determine specific roles to be communicated by each provider.



Featured Client Case # 5 Partnership Branding

- 1 Project**
 - Develop a branding/co-branding strategy based on product bundling
- 2 Project**
 - Develop a branding/co-branding strategy based on product bundling
- 3 Recommendations**
 - Focus on leveraging Client brand name while targeting key customers with tailored messages
- 4 Results**
 - Co-branded service package will yield greatest purchase intent

Partnership Branding - Telecommunication Case

To accomplish this, MII used a phone-mail-phone method to solicit opinions about a direct mail piece, potential barriers to purchases, and perceptions of providers .

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- A **random sample** of consumers in the region were recruited to participate in the study with defined quotas
 - Client customers vs. other competitors' customers
 - Low vs. high monthly long distance spending
 - Cable and non-cable usage
- A **phone-mail-phone** methodology was employed to recruit respondents
- Service package options were testing using a **combination of monadic and a repeated measures** approach
 - Factors varied in each package offering related to branding, co-branding, and the offers overall
- **Questionnaire booklet** was designed to evaluate various reactions
 - Reactions to direct mail piece (appeal, take rates, likes, dislikes, perceived value)
 - Other brand package offerings (repeated measures section)
 - Topics requiring additional information/ explanation (gauge potential barriers to purchase interest)
 - Provider ratings and attitudes toward bundling (importance/performance)
 - Usage of various household services
 - Demographic/ classification questions

Featured Client Case # 5 Partnership Branding

1

Project

- Develop a branding/co-branding strategy based on product bundling

2

Project

- Develop a branding/co-branding strategy based on product bundling

3

Recommendations

- Focus on leveraging Client brand name while targeting key customers with tailored messages

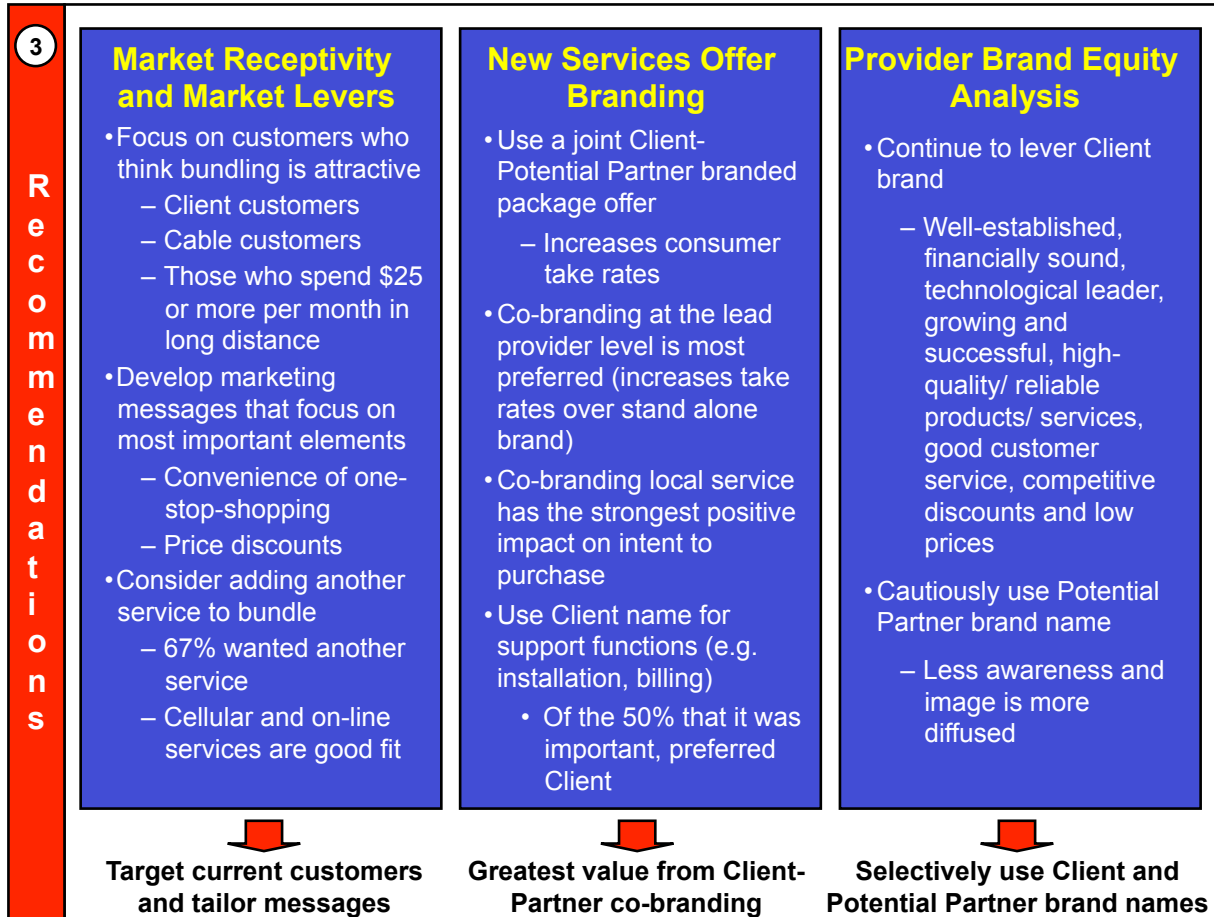
4

Results

- Co-branded service package will yield greatest purchase intent

Partnership Branding - Telecommunication Case

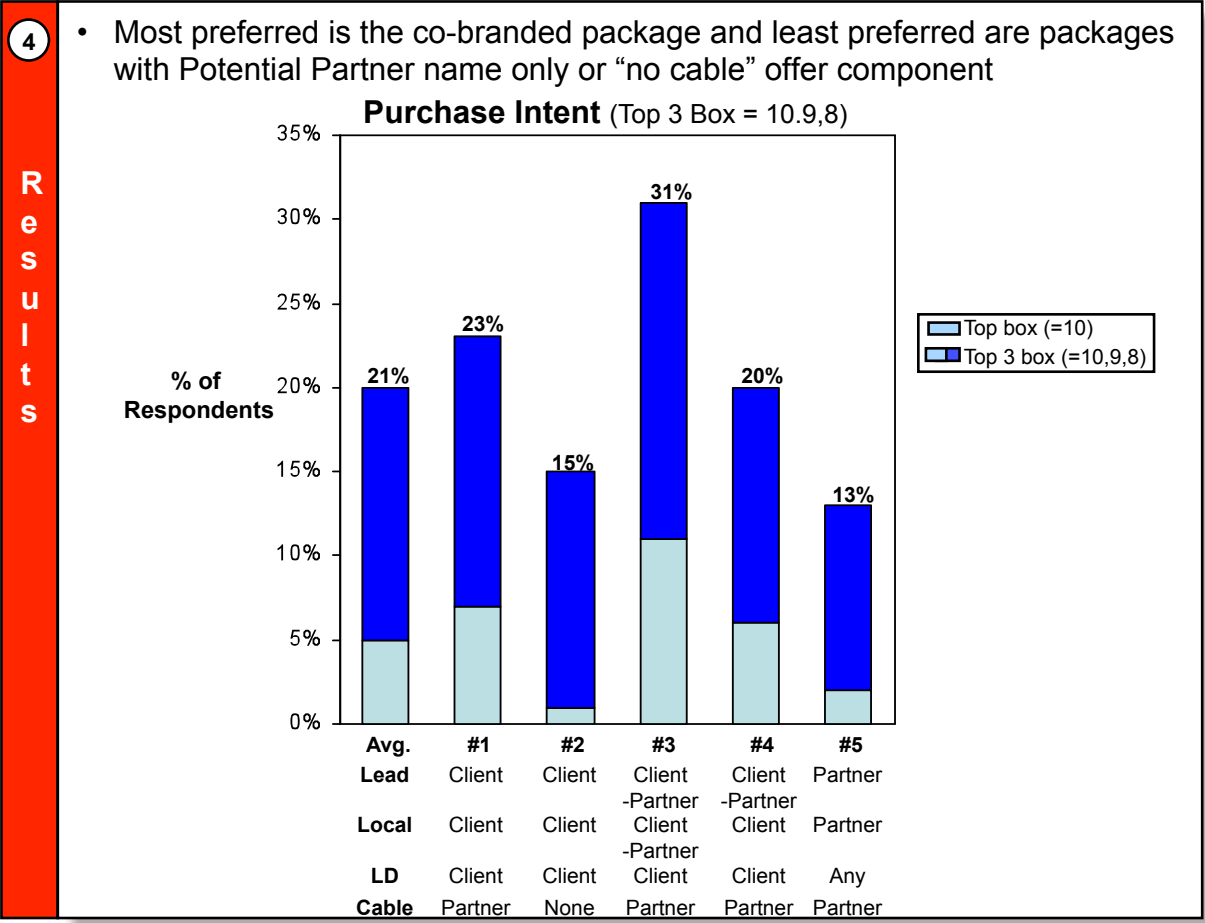
MII recommended leveraging the Client brand name and actively targeting Client, cable, and high spending customers with tailored messages.



Featured Client Case # 5 Partnership Branding	
1	<p>Project</p> <ul style="list-style-type: none"> • Develop a branding/co-branding strategy based on product bundling
2	<p>Project</p> <ul style="list-style-type: none"> • Develop a branding/co-branding strategy based on product bundling
3	<p>Recommendations</p> <ul style="list-style-type: none"> • Focus on leveraging Client brand name while targeting key customers with tailored messages
4	<p>Results</p> <ul style="list-style-type: none"> • Co-branded service package will yield greatest purchase intent

Partnership Branding - Telecommunication Case

Predicted results indicated clearly which service packages customers were more and least likely to purchase - e.g. customers preferred a co-branded package.



Featured Client Case # 5
Partnership Branding

1 Project

- Develop a branding/co-branding strategy based on product bundling

2 Project

- Develop a branding/co-branding strategy based on product bundling

3 Recommendations

- Focus on leveraging Client brand name while targeting key customers with tailored messages

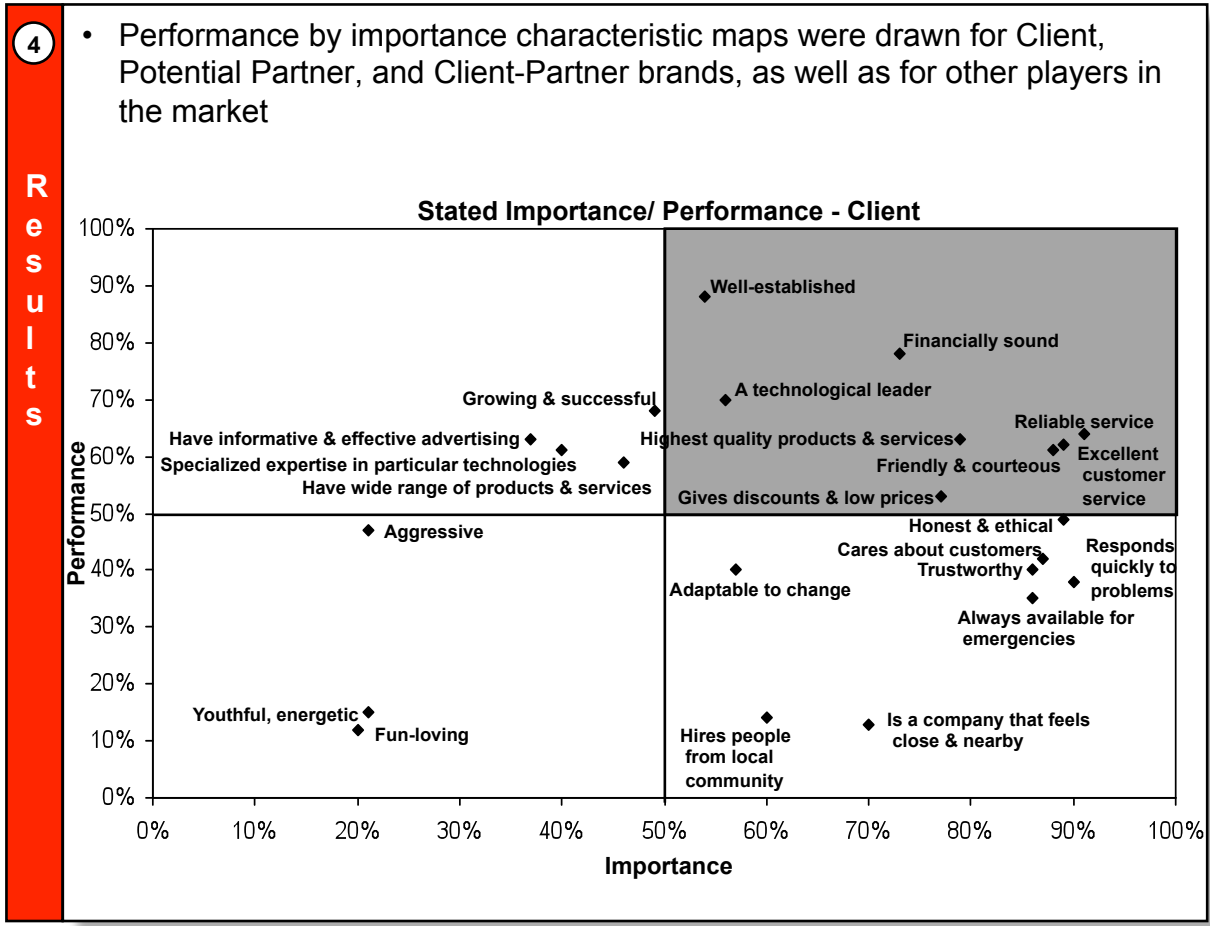
4 Results

- Co-branded service package will yield greatest purchase intent

Results

Partnership Branding - Telecommunication Case

MII was also able to individually map “characteristics” of Client, Potential Partner, Client-Partner co-brand, and other competitors.



Featured Client Case # 5
Partnership Branding

1 Project

- Develop a branding/co-branding strategy based on product bundling

2 Project

- Develop a branding/co-branding strategy based on product bundling

3 Recommendations

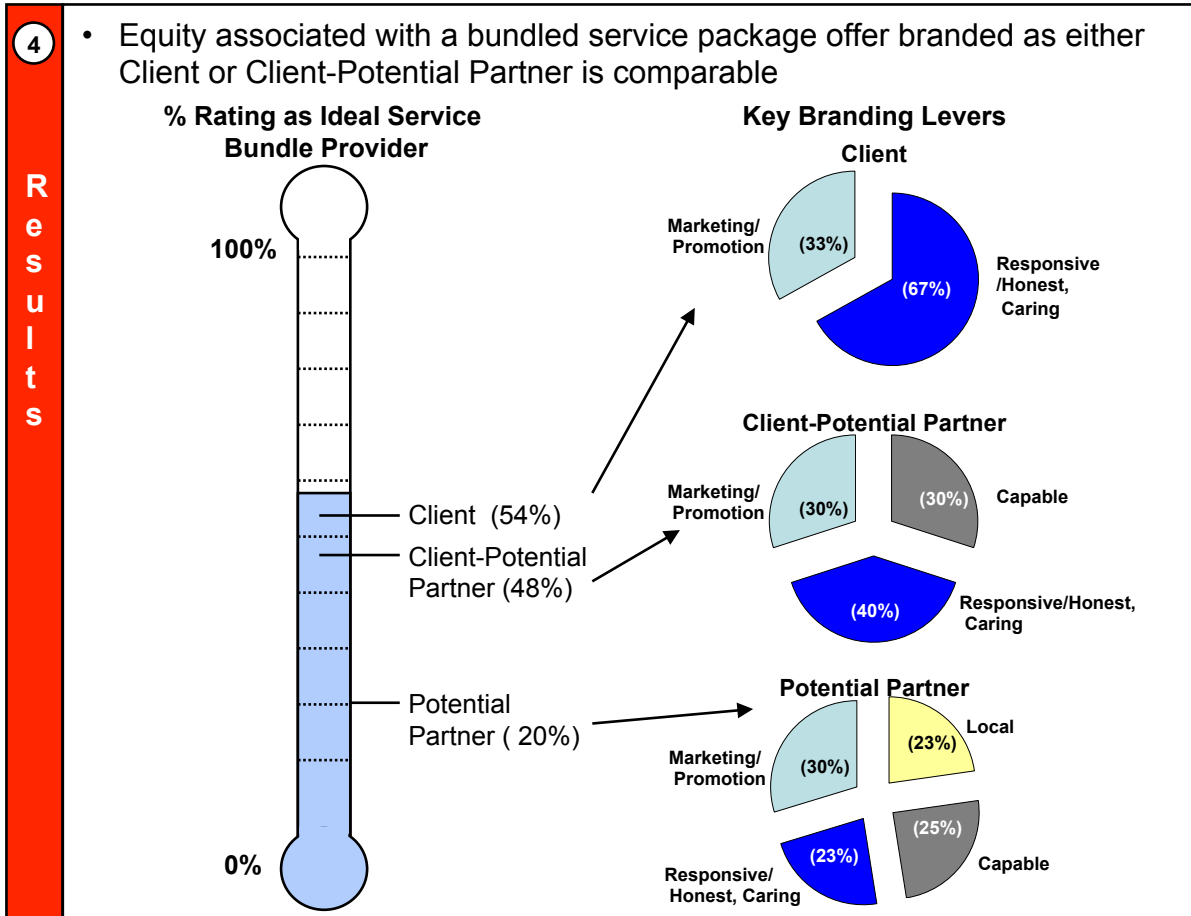
- Focus on leveraging Client brand name while targeting key customers with tailored messages

4 Results

- Co-branded service package will yield greatest purchase intent

Partnership Branding - Telecommunication Case

Through the decomposition of characteristics by provider, MII was also able to measure the relative effects of brand image factors on perception of ideal bundled service provider.



Featured Client Case # 5 Partnership Branding

- 1 Project**
 - Develop a branding/co-branding strategy based on product bundling
- 2 Project**
 - Develop a branding/co-branding strategy based on product bundling
- 3 Recommendations**
 - Focus on leveraging Client brand name while targeting key customers with tailored messages
- 4 Results**
 - Co-branded service package will yield greatest purchase intent