

THE SLOWSKYS USA

CATEGORY **ELECTRONICS & ENTERTAINMENT 2** | AGENCY **GOODBY, SILVERSTEIN & PARTNERS** | CLIENT **COMCAST**



PRESENTER

HAMISH CHANDRA
Senior Strategic Director,
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Raised in California, Hamish lived briefly in New York and frequently spends time in India. With an equally colourful career background, from Food Critic to Account Planner, he has even taught at the Miami Ad School. More recently, his work on Comcast (2006) led to a Gold Effie win in the US.



CAMPAIGN SUMMARY

Most Americans rely on home internet connections and demand ever increasing performance. However, there was some confusion in understanding that Comcast offered a better connection (Cable) than their competitors product (DSL). The competition was happy to perpetuate this perception; with lower pricing they flooded the market with messages implying parity between Cable and DSL.

Reminding ISP upgraders that the reason they chose to upgrade was speed, not price, the agency introduced 'the Slowskys', a suburban couple who embody the mindset of customers content with a slower pace of life. Comcast was able to expose it's competitor's weaknesses by highlighting it's own strengths and delivering hard-hitting product information such as, 'DSL is up to 7 times slower than Comcast'.

The campaign effort was led by TV and gave Comcast the competitive edge with existing customer retention, despite a price war, and a 16% increase in penetration by the end of the year.



CLIENT CREDITS

MARVIN DAVIS
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AGENCY CREDITS

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