

CUSTOMER SUCCESS STORY: COMCAST SPORTSNET



THE OBJECTIVE

Comcast SportsNet wanted to improve their presence in the Chicago sports broadcasting market. They decided to begin this initiative with a baseball campaign, and turned to Brainforest to develop a thematic campaign for the 2006 season.

THE SOLUTION

Leveraging the incredible success of the 2005 season for both the Sox and Cubs, Brainforest created "The Capitol of Baseball" campaign. We then rolled it out in billboards, signage, marketing materials and advertising all over the Chicago area—increasing the awareness of Comcast as the place to go for in-depth local baseball coverage.

Brainforest is a creative agency rooted in strategy. Your brand has fleeting, valuable opportunities to make a connection with your customers. We call these Access Points, and they can occur virtually anywhere – on the street, at work, on the couch, or walking down the aisle. Through our strategically based AccessPaths™ process, Brainforest creates meaningful, vivid experiences to ensure all points of customer interaction are embraced.

Experience enables relationship. Relationship enables loyalty.

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