



CASE STUDY

CLIENT: **BROADSTRIPE**
(Formerly Millennium Digital Media)

TITLE: **Broadstripe's Impenetrable Emotional Positioning Research**

DATE: **November 2007 – March 2008**

APPLICATION: **Positioning and Operational Decisions**

METHOD: **Secondary Prizm Analysis, In-Depth Hypnosis Interviews, Online Surveys**

SITUATION: Vis-à-vis increased competition, Broadstripe needed to develop "Winning Strategies" that (primarily) optimize retention and (secondarily) grow sales of digital television, high-speed Internet (HSD), and telephone service in its Baltimore/D.C. system.

METHODS OVERVIEW: First, Prizm analyses were conducted for targeting purposes. Next, in-depth hypnosis-interviews (IDIs) were conducted to understand emotional motivations and reactions related to subscription decisions and preliminary Winning Strategies. Finally, on-line surveys were conducted to quantify reactions to Winning Strategies revised based on the IDIs.

RESULTS OVERVIEW: The research identified "Relationship Morality" as the deep-seated emotional theme within an overall Best Service positioning. Furthermore, this theme and positioning was associated with various operational recommendations for retaining subscribers as well as what specific subscribers to target (defined by zip codes and Prizm segments).

CLIENT BENEFIT: This research helped Broadstripe determine a positioning theme and operational correlates to battle current competition. Specific business outcomes are pending execution of the strategy and tactics.

TESTIMONIAL(S)

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Sharon Slotterback
Vice President , Marketing
Broadstripe