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CONSUMER BRAND CAMPAIGN FOR BELL SOUTH YELLOW PAGES

CHALLENGE

In home research helped BellSouth Advertising and Publishing Corporation (BAPCO) assess consumer habits around directory possession, storage and use. While The Real Yellow Pages from BellSouth enjoyed a dominant preference and usage share, it was not because of any perception of superiority. In fact, 50% of those interviewed had no idea that The Real Yellow Pages have different publishers. Most advertising in the category focuses on establishing a functional linkage with the consumer (problem/solution) and not an emotional linkage thus giving consumers the perception that all Yellow Pages directories are the same. To continue the growth of this mature product, we needed to differentiate our brand from competition.

ACTIONS

- Worked closely with internal research team to implement brand equity research designed to:
 - Qualitatively identify consumer Yellow Pages needs, perceptions and equity language
 - Quantitatively define, rank and map attributes and equities for print and online products vs. competition
- Provided direction to research vendor to:
 - Develop strategic platforms (Comfortable, Smart and Accomplished)
 - Implement “stratcept” research to determine most relevant, desirable and own-able brand platform and personality
- Managed lead ad agency in the development of two to three campaign concepts based on the winning platform and conduct consumer research to test campaign concepts and determine optimal execution of platform.
- Led agency of record in the development/production of Integrated Marketing Communications including Television, Radio, Print and Out of Home media based on consumer preference and comprehension of key messages.
- Click [here](#) to view the director’s cut of the popular television spot.
- Coordinated launch of the new campaign at annual sales conference and developed “teaser” materials to generate interest among sales force prior to unveiling the campaign to sales.

RESULTS

- After the campaign was launched, revenue for the Yellow Pages division increased by 2-3%.
- In focus groups, consumers and advertisers understood the key messages (feeling smart, accomplished, more in control) that were in line with communication objectives for the campaign.
- The Yellow Pages sales force responded positively to the new campaign and requested campaign materials to use during sales calls with customers.