



TCI requested a campaign with an environmental theme that could be customized for local cable systems. We created this “photo package” mailer which contained a set of photos and a Cable TV brochure. The photos in the package were unique for each community, and featured the beauty of their geographic area in both pictures and words. ■ The mailer encouraged readers to subscribe to Cable TV with part of the installation fee being donated to local environmental projects. ■ The full campaign included this direct mail package, bill inserts and newspaper ads. The campaign generated between 4.8% and 6.7% response.

TCI's Picture-Perfect Offer

