

# SHAKING HANDS AND KISSING BABIES!



## Problem

Comcast needed neutral ground to start conversations with homeowners to sell residential service. They also wanted grassroots in Huntington with a direct competitor that was taking their share of business.

## Process

Comcast was looking for an opportunity to demonstrate that they were neighbors in the community, and after brainstorming, we determined that Baby Fair and Family Expo would be the perfect chance for Comcast to "shake hands and kiss babies." Comcast sent their representatives to this one-day event in February where they could interact with over 2,000 people, including mostly families with young children.

## Plan

WMEE's Baby Fair & Family Expo! This gave Comcast an opportunity to start conversations with active lifestyle consumers. Also, with the event taking place in February, they had sales reps talking to qualified people on neutral ground, rather than going door to door in the winter.

## Performance

Comcast's involvement with WMEE's Baby Fair & Family Expo generated permission based leads for them to follow up on for residential service. They walked away from Baby Fair with over 20 of these leads!

