



Client Case Study



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the creative
act is the
defeat of habit
by originality.





Creating Advertising Consistency...



Idearc Media, the official publisher of Verizon Print Directories, looked to us to produce advertising and other communications to support both the Idearc Media and Verizon Yellow Pages brands. The challenge was to create an integrated communications program that would provide Idearc marketing managers with flexible advertising options that could be used and customized to suit their marketing needs and conditions across 31 U.S. markets, while still presenting a consistent brand image.



Client: Idearc Media

Assignment: Create radio and outdoor/billboard and sports-related advertising campaigns

Space: Yellow Page/Phone Book Directories

Target: Consumers and businesses that advertise within the Verizon Yellow Pages

Scope: Creation of radio and outdoor/billboard advertising campaigns designed to build Idearc Media's brand and promote the awareness of the Verizon phone book directories within 31 U.S. markets

Business Issues: Verizon Directories was sold to investors, which created a newly formed company called Idearc Media. As the official publisher of Verizon Print Directories, Idearc Media needed to accomplish three goals:

- To continue to build and maintain market awareness of the Verizon-branded phone book to advertisers that place ads in the Yellow Pages
- To raise the awareness level of Idearc Media's newly formed brand
- Provide Idearc marketing managers with the flexibility to select advertisements and other communications that best suit their needs within the markets they support

Recommendations: Create a brandable umbrella theme that would be consistently applied to several advertising campaign and media options.

Solutions: Since Idearc's marketing managers are spread-out within 31 U.S. markets, we created a centralized and online destination on which marketing managers were given the ability to review all the communication options that are available to them. The site also provides an online form that allows the marketing managers to select the communications that they are interested in producing. Once the marketing manager submits this online form, both Idearc corporate marketing and Quill Advertising representatives are notified and sent the requested communications. The Communication Support Site delivers:

- A campaign overview and description of how best to utilize an integrated advertising approach
- Visuals of outdoor advertising options
- The ability to see and hear Idearc video and radio advertising commercials
- Visuals of Web-based and transit advertising
- Written descriptions of community related marketing programs
- The ability to request marketing support communications

Strategy/Tactics/Media:

These options were also made available in different forms of media including:

- Outdoor/Billboard
- Radio
- Transit
- Print
- Internet

Results: The advertising and communications program was successfully planned and is currently being implemented by Idearc Media. Through careful planning, we were able to achieve the company's goals of producing a flexible campaign approach that supports both the Idearc Media and Verizon Yellow Pages brands. All communications were made accessible 24/7 through the use of the Internet.