

CASE STUDY: MIKE GOLDBERG CREATIVE DIRECTOR

VERIZON



CHALLENGE

Verizon was spending over 20 billion dollars on their fiber optics program so that customers could have the fastest internet speeds ever and the best quality picture and sound on TV. The challenge was people already had Time Warner and Comcast in their homes. How do you get them to switch?

STRATEGY

Awesome! Go big. Verizon had the money to do whatever they wanted. And they did. This was a celebrity campaign that also included legendary basketball player Kevin Garnet.

CREATIVE

As creative director for McCann Erickson Advertising Mike sourced a Malibu mansion, Michael Bay, a tiger, an Oscar winning special effects artist and an 18 foot tall transformer to kick off the campaign that featured big names in the sports and entertainment world to express the immensity of FiOS.

DELIVERABLES

National TV and integrated campaign

RESULTS

It all came down to, Awesome! This campaign created a major spike in sales for Verizon FiOS.