

## How a rampaging rhino and a three-headed dragon helped BT create widespread public demand for broadband

The internet provided BT with a means of creating growth from its core technology business. But the internet was stagnating due to slow connection speeds. Broadband was the answer, but the public didn't respond and Broadband remained a niche market.

BT used advertising to create demand for Broadband internet access, a product that most people never knew they wanted. This created a huge leap in Broadband awareness; convinced people of the benefits of Broadband; created an intention to sign up and got people to actually sign up in their droves. What is more, these people were not early adopters, they were the much sought-after mass market..

BT started off with a 17% share of the Broadband market the campaign grew that total market by 15% and grew BT's customer base by 300% resulting in a net revenue to BT of £35.6 million.

The model from OMD Metrics was able to take into account the effects of price, availability, competitor activity, other BT communications and seasonality to isolate the effects of BT Broadband advertising. As a result the modelling work demonstrated that the advertising was responsible for delivering 37% of all BT Broadband subscribers from September 2002 to September 2003.

### The client's view:

*The econometric modelling work is seen as an investment at the heart of BT's business strategy and this modelling plays a key role in ensuring that investment goes into the right areas, predicting the effects. The OMD Metrics approach is professional and experienced and, most importantly, actionable.*

Simon Elwood, Head of Market Research, Intelligence and Communications Planning

