

Case Study: Comcast NBCUniversal's Initiative - Old Glory

Initiative Overview

Operation Old Glory is a unique initiative started by military veteran employees at Comcast NBCUniversal to honor our nation's symbol and people's individual connections to the American flag in the communities we serve. Through this program, Comcast's dedicated teammates work together to replace worn or damaged flags outside homes and business at no cost to the property owner.

Members of Comcast's Veterans Network (VetNet) Employee Resource Group launched Operation Old Glory out of a deep commitment to serving the communities where they live and work. These passionate individuals bring their experience, dedication, and enthusiasm to the program, ensuring its success and impact. Learn more about their inspiring stories and why they chose to become Flag Ambassadors below.

Campaign Launch: ['Operation Old Glory'](#)

Operation Old Glory: My Role in the Initiative

I supported the Operation Old Glory campaign by acting as a liaison between internal marketing teams and the production crew. I filmed behind the crew on set, capturing footage aligned with a phased campaign plan we developed. We then collaborated to produce a series of intentional videos that were rolled out to complement the launch campaign.

[Operation Old Glory](#)



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