

PERSONA

THE CHALLENGE With low brand awareness, effectively no brand equity, and a benign relationship with customers, Persona Communications needed a new strategy to create positive brand image and increase customer loyalty. Dory worked with St. John’s-based agency The Idea Factory to conduct a brand audit, conceptualize, and execute a re-branding campaign that would connect with customers in a simple and relevant way.

THE STRATEGY The “super agency” worked closely with the Persona team to reposition the company as an entertainment provider rather than an information-and-signal supplier. Next, Dory re-branded the company, putting the word “amazing” in its name to increase product recognition, raise service expectations, and infuse energy into the organization.

The resulting creative platform was developed around the theme of magic - the perfect metaphor for a company that conjures up high-speed Internet and premium cable TV at the flick of a switch. Using television, newspaper, radio, direct mail and The Amazing Persona’s own community channel, the \$2.5 million campaign reached over 800 communities in Newfoundland, Ontario, Quebec, and Western Canada. It was followed with a no-conditions, 60-day, free-trial offer.

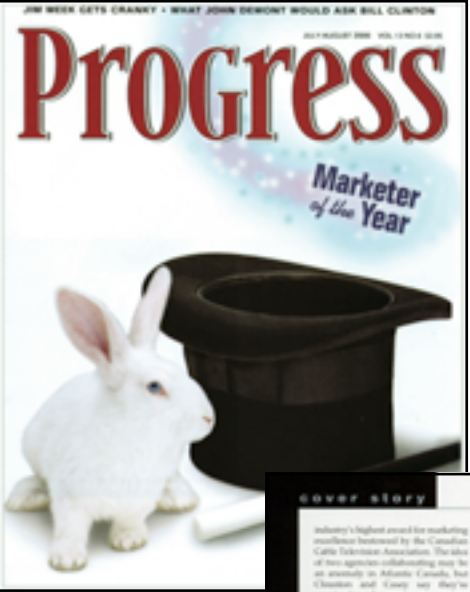
THE RESULTS Again, magic seemed like an apt metaphor. The new brand strategy produced an incredible turnaround. Within the first year, The Amazing Persona witnessed 23% growth in high-speed Internet subscribers and 16% growth in digital-cable-TV subscribers. The Amazing Persona became Canada’s fifth largest cable-TV and high-speed Internet service provider and was recognized as Progress Magazine’s Marketer of the Year in 2006.

On September 28, 2007, Bragg Communications Inc. completed its acquisition of Persona Communications Corp., with an effective date of September 30. This followed CRTC approval of the transaction on September 26.

Financial terms of the agreement were not disclosed.

Print, Outdoor and TV

Persona - Magazine Article



Persona - Newspaper



Persona - TV