



SURREAL BROADBAND

A world where
broadband communications
can be consumed anywhere, anytime.

> OBJECTIVE

Increase ARRIS brand recognition to the level of our competitors such as Motorola, Cisco

> STRATEGY

Convey that ARRIS products/solutions enable the MSO to give their customer a flawless experience that is personal, convenient and reliable

> CREATIVE VISION: Conceptual vs. Literal

- Artwork should be a representation of the concept - 'Surreal Broadband'
- Add to surreal visuals that appeal to MSO's customer needs
 - Comfort, reliability, pleasant, utopian, visionary, abstract, transcendental
- Synchronize with Sales Excellence training ('O' factor)
 - Focus on/identify with the customer & their challenges; make them feel good
 - Establish business value to the MSO

> GLOBALIZE

- Adapt artwork/message to region based on sales goals, campaign priorities and interpretation
- Differentiate from others in the market by creating awareness and interest through imagery and messaging while enhancing ARRIS credibility giving the viewer a desire for the world existing in the ad and take action to enhance their customers

> MESSAGING

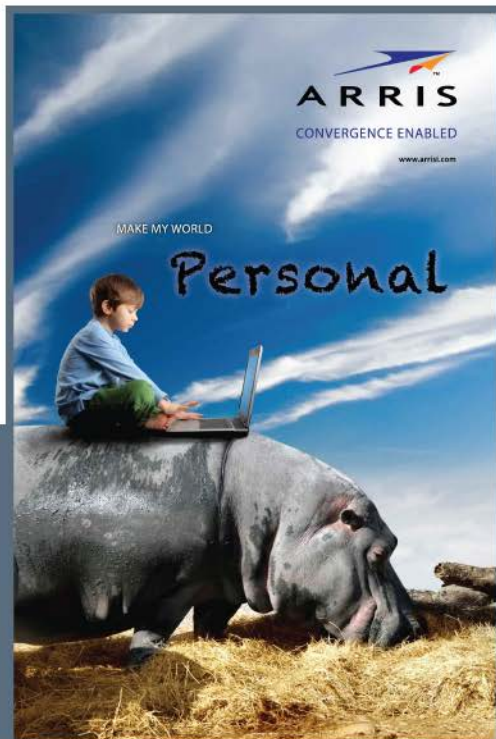
Subscriber "O" focused headlines:

- Make My World Faster
- Make My World Personal
- Make My World Seamless
- Make My World Wireless
- Make My Video Easier to Control
- Video On My Time
- My Content, Where I want it, When I want it
- A world where broadband communications can be consumed anywhere, anytime.

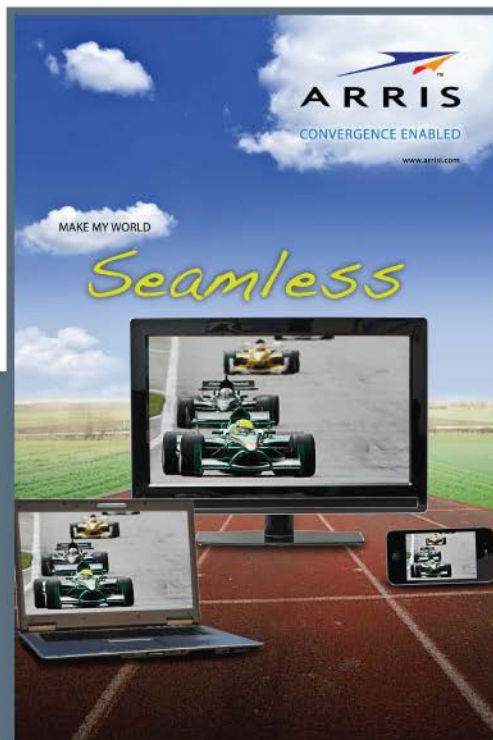


SURREAL BROADBAND

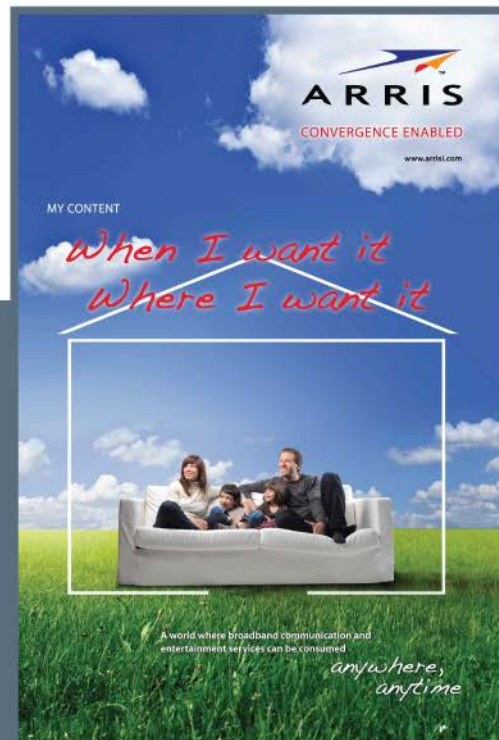
PERSONAL



SEAMLESS

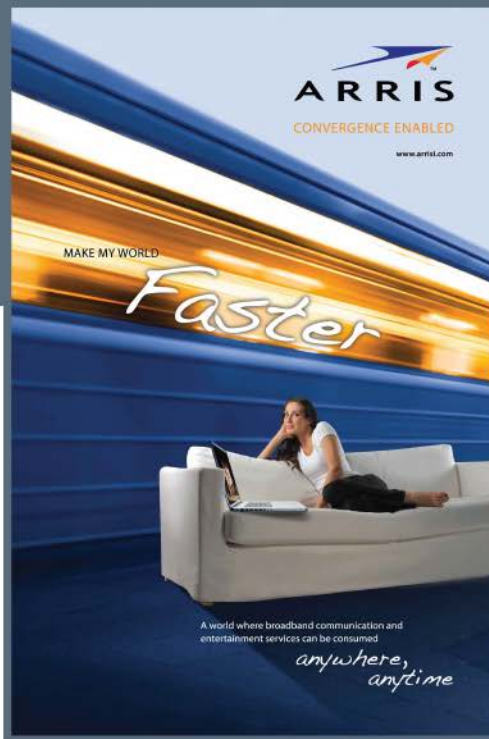


WHEN AND WHERE I WANT IT





ON MY TIME



FASTER



WIRELESS

EASIER TO CONTROL

ARRIS
CONVERGENCE ENABLED
www.arris.com

MAKE MY VIDEO

Easier to Control

A world where broadband communication and entertainment services can be consumed
anywhere, anytime

The advertisement shows a flat-screen TV on a red running track under a blue sky with clouds. The TV screen displays a golfer in mid-swing. The background is a lush green field.

ON MY TIME

ARRIS
CONVERGENCE ENABLED
www.arris.com

VIDEO

On My Time

The advertisement shows a person's hands holding a tablet displaying a video of a person. The background is a red tent in a grassy field with trees in the distance.

FASTER

ARRIS
CONVERGENCE ENABLED
www.arris.com

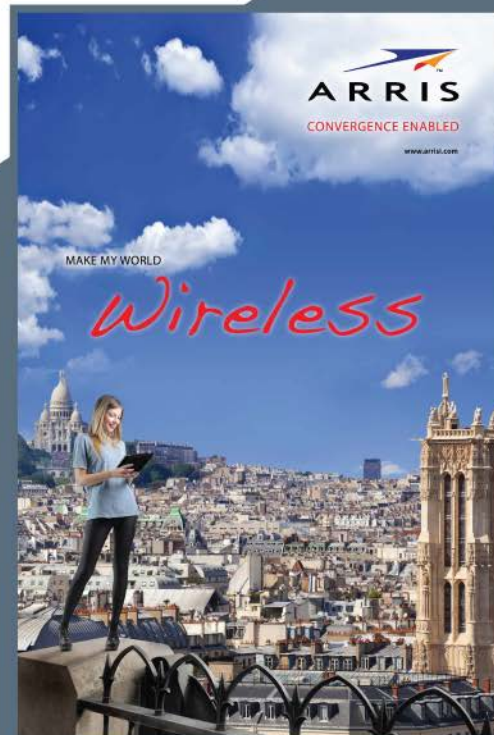
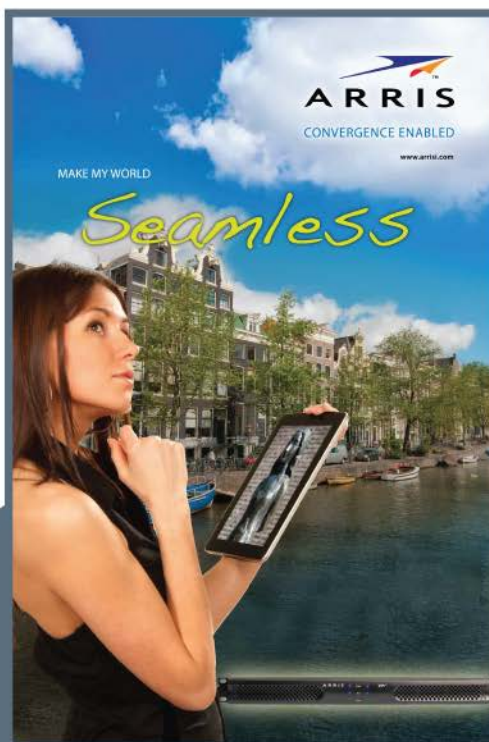
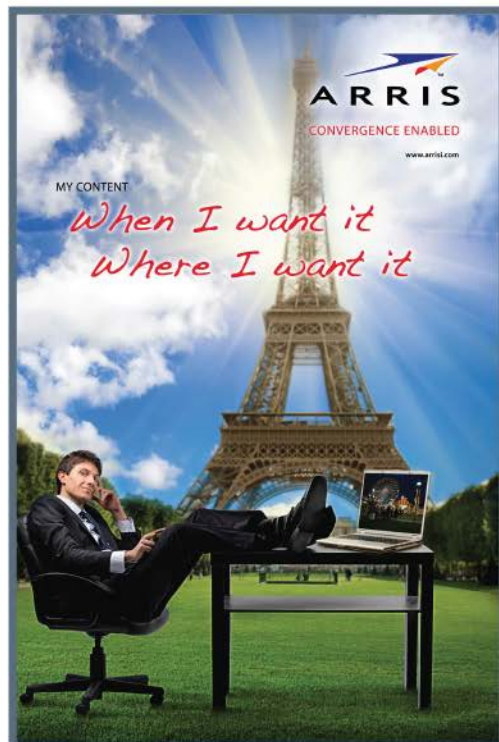
MAKE MY WORLD

FASTER

A world where broadband communication and entertainment services can be consumed
anywhere, anytime

The advertisement shows a laptop on a red running track under a blue sky with clouds. The laptop screen displays a woman sitting on a bench. The background is a lush green field.

MODIFICATIONS FOR THE EUROPEAN MARKET





ARRIS
CONVERGENCE ENABLED
www.arris.com

HAZ MI MUNDO

inalámbrico

Soluciones LAN inalámbricas y Wi-Fi
inteligente calidad Carrier-class,
para Proveedores de Servicios.
De ARRIS y Ruckus Wireless



ARRIS
CONVERGENCE ENABLED
www.arris.com

HAZ MI MUNDO

Perfecto

La plataforma de ARRIS para Procesamiento
Avanzado de Video proporciona:

- Transcodificación de video para múltiples
perfiles - móvil, PC y TV
- Mayor número de canales de video HD
en menor ancho de banda
- Entrega eficiente de video a múltiples
dispositivos a través de enlaces adaptables
- Entregue de comerciales con
normalización de audio

ARRIS VXP™
Video Transcoder



ARRIS
CONVERGENCE ENABLED
www.arris.com

HAZ MI MUNDO MÁS

Rápido

Mas Servicios,
Mas Suscriptores

CMTS ARRIS C4*

32 canales de Downstream usando el nuevo Modulo
extendido de downstream (XD CAM)
Actualización via software!

Alcanza las demandas de ancho de banda a través de un CMTS
con eficiencia, flexibilidad, calidad y performance inigualables.

MODIFICATIONS FOR THE CENTRAL/LATIN AMERICA MARKET

MODIFICATIONS FOR THE ASIA-PACIFIC MARKET



我喜欢的内容在我希望的时间和地点

带您进入一个在任何时间、任何地点都可以享受宽带通讯所提供娱乐和服务的世界！

欢迎业界同仁莅临 ARRIS 公司在 ICTC 的主题报告



我喜欢的内容
在我希望的任何
时间和地点

带您进入一个在任何时间、任何地点都可以享受宽带通讯所提供娱乐和服务的世界！



ARRIS的D5™通用边缘QAM组播和单播、广播、视频点播和DOCSIS® 3.0数据的多服务平台



- 超低的每通道成本获得业界领先的QAM共享和可靠性
- 用丰富的网络服务和内容三角网为降低运营成本(OPEX)
- 提供安全、稳定和灵活的组播业务满足网络和服务需求

更高的性能和更好的投资回报率来加强三网融合服务



ANYWHERE. ANYTIME.



RELIABLE



SEAMLESS

Obtenga mucho más de su Red

ARRIS
CONVERGENCE ENABLED

- Incrementa el valor de la infraestructura HFC existente
- Ofrece más servicios sobre la fibra óptica instalada
- Proporciona más capacidad para nuevos servicios de valor agregado
- Expande la capacidad en la infraestructura de fibra óptica existente con soluciones de multiplexado de longitud de onda

La solución de multiplexado de longitud de onda de ARRIS permite a los operadores de HFC ofrecer más servicios de valor agregado sobre la fibra óptica instalada, lo que les permite maximizar el valor de su infraestructura de fibra óptica y ofrecer servicios de mayor calidad a sus clientes.

GET MORE FROM YOUR NETWORK

Eventually product were incorporated when applicable

A World Where Broadband Communication and Entertainment Services can be consumed

anywhere, anytime.

ARRIS
CONVERGENCE ENABLED

www.arris.com

ANYTIME. ANYWHERE.

ARRIS
CONVERGENCE ENABLED

MAKE MY WORLD

Faster

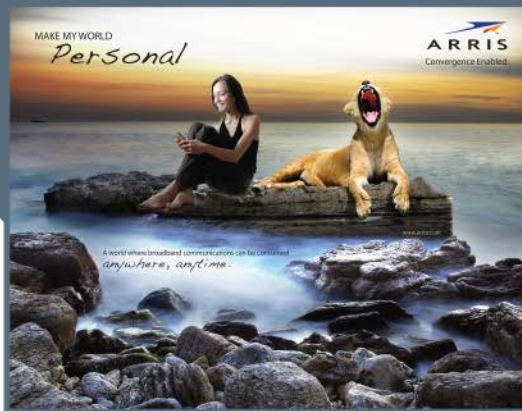
FASTER



SEAMLESS



FASTER



PERSONAL

USED AS GRAPHICS AT EVENTS



- > The Surreal advertising artwork was used at tradeshow events to attract attention. They were placed on screens and/or made to look like pictures in a wall. They would rotate out every 20 seconds.

FLIGHTDECK 2.0



Advertising Vision/Goals

Increase ARRIS brand recognition to the level of our competitors such as Motorola, Cisco

- Consistent, aligned messages enforce brand strength
- Congruent creative/visuals = Strong ARRIS Brand
- Promote established campaigns worldwide, prioritized by region

Advertising Strategy

The goal is to convey that ARRIS products/solutions enable the MSO to give their customer a flawless experience that is personal, convenient and reliable

- Synchronize with Sales Excellence training "O" factor
 - Focus exclusively with the customer & their challenges; make them feel good
- Establish business value to the MSO
- Identify ARRIS as credible/valuable to industry
- Map ARRIS solution to customer pain points, hence MSO business value
- 3 - "Y's"
 - Why do something? (Industry trends, financial advantage, competitive advantage)
 - Why Now? (Compelling event, financial or strategic risk if MSO delays)
 - Why ARRIS? (Business value, implementation capability, company strength, competitor differentiators)

Creative Strategy

Conceptual vs. Literal

- Artwork should be a representation of the concept
 - Summarize Broadband
- Add to surreal visuals that appeal to MSO's customer needs
- Comfort, reliability, pleasant, utopian, visionary, abstract, transcendental

Globalize:

- Adapt artwork/message to region based on sales goals, campaign priorities and interpretation

Competition

- Differentiate from others in the market
- Create awareness and interest through imagery and messaging while enhancing ARRIS credibility giving the viewer a desire for the world existing in the ad and take action to enhance their customers experience

ARRIS Brand



- Make My World Faster
- Make My World Personal
- Make My World Seamless
- Make My World Wireless
- Make My Video Easier to Control
- Video On My Time
- My Content, Where I want it, When I want it
- A world where broadband communications can be consumed anywhere, anytime.



ACCESSABILITY & EDUCATION

Thumbnails of ad artwork were posted to the internal Marketing & Sales portal. This gave employees an updated look at our advertising strategy to understand the meaning behind it and get on board!

> END GOAL

Identify campaign type (Product Intro or Market opportunity)

List of approved campaigns in priority order by region

Provide current messaging to sales by region

Create repository for all campaigns by region

Inspire sales to communicate to customer with new campaign approach



MANAGING ARTWORK REQUESTS

Ad Copy	Make My World Faster
Call Out	Make My World Faster
Additional copy pertaining to a trade show or other time sensitive event.	Make My World Personal Make My World Seamless Make My World Wireless My Content When I want it Where I want it Video On My Time Make My Video Easier To Control Request Other Copy From Messaging Group OTHER
Include QR Code?	
QR Code Landing Page Content	

Start Date	Access & Transport Advertising ARRIS Brand Assurance C4 CCAP ConvergeMedia DOCSIS 3.0 CM DVS VIPr IP Convergence IP Video IPv6 Support Pro Services WHS Wi-Fi XD CAM (32D/24U)
Size	
Dimensions should be W x H. Please indicate measurement units. For Example: 'in' for inches, 'cm' for centimeters, 'mm' for millimeters...	
Bleed	
If applicable, please specify.	
Trim	
If applicable, please specify.	
Campaign	

Size	BEACH CABLE NETWORK LANDSCAPE CITYSCAPE WIRELESS COUCH
Dimensions should be W x H. Please indicate measurement units. For example: 'in' for inches, 'cm' for centimeters, 'mm' for millimeters...	FAMILY IN HOUSE FISHING HIPPO PARIS SPONSORSHIP TENT TRACK_3DEVICES TRACK_GOLF TRACK LAPTOP WHITEHOUSE OTHER
Bleed	
If applicable, please specify.	
Trim	
If applicable, please specify.	
Campaign	
Creative	COUCH
To view the creative options go to: https://arris-sites.arris.com/Corporate/Marketing/Advertising	

Call to Action	Schedule a meeting at 'Event'
Button on the 'Landing Page' that prompts the customer to make the next move on the website and generate a lead from their visit. If you are unsure of the proper selection for this task, the messaging group will populate this field.	Schedule a meeting at 'Event'
	Visit us at 'Event'
	Register for webcast
	Learn More
	Contact me
	Send me information
	Custom

We incorporated all event assets into an ordering system. This allowed regional marketing managers who purchased advertising the opportunity to request custom artwork from options that had already been vetted and approved by management. This put a request into the creative team's queue and eliminated massive email threads to get all of the details needed.