

Hughes Network Systems

- Situation** Hughes Network Systems, Inc. (HNS) pioneered the development of high-speed satellite Internet access and is now the global leader of broadband satellite solutions for business and consumer audiences. HughesNet brand is high-speed Internet by satellite that's available to everyone—particularly in areas where DSL and cable don't reach. HughesNet local installing dealers are small electronic stores offering satellite broadband service in rural areas. In addition to experiencing increasingly flat sales, a new competitor entered the market with a cheaper price point than HughesNet. Hughes wanted to re-energize the HughesNet brand in these markets, re-introduce the HughesNet product to the sales channel, build confidence to sell HughesNet and provide marketing support to make HughesNet top-of-mind and easy for dealers to market and sell.
- Solution** Channel developed a self-contained comprehensive, yet customizable marketing campaign for HughesNet local installing dealers. They needed a kit of advertising materials, essentially a "campaign in a box," for dealers to make it easier than ever to implement marketing and advertising at the local level. The campaign needed to be straightforward with strong clear communications that were easy and quick to implement. Channel developed a physical marketing kit, which contained a detailed marketing guide and a CD for creating customized marketing materials. The first wave of materials included newspaper ads, radio scripts, billboards, yard signs, flyers, postcards, posters, counter reference cards and public relations materials.
- Result** HNS wanted local dealers to use the marketing materials immediately to stimulate leads that will result in eventual sales and impact the third quarter of 2007. Channel turned around the entire job in just four weeks and HNS has been thrilled with the results. HughesNet local installing dealers have also said this is the "best program we have had in years" and plans for additional mailings to second-tier installers are in the works.

- o theme logo and tagline
- o marketing guide

READY. SET. GO.

No DSL? No cable? No problem.



Here are all of the tools available to get you started.

External Advertising Materials	Public Relations Materials
Newspaper Print Ads	Detailed Public Relations
Radio Scripts	Operation Local Stability Program
Billboards	Sample News Flash and News Release
Tent Signs	Op-Ed Article on Broadband Service
Door Hangers	
Flyers	
Postcards	
In-store Advertising Materials	Additional Tools
Light Banner	Quick guide to launch your campaign
Poster	Additional marketing assets
Counter Reference Card	Retail Marketing CD



- o billboard
- o print advertising
- o door hanger

HIGH-SPEED INTERNET READY. SET. GO.



No DSL? No cable? No problem.

Call <Dealer Name> at <Dealer Number>.

High-speed Internet by Satellite | **HughesNet**

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No DSL? No cable? No problem.

HughesNet® uses leading satellite technology to bring a super-fast, always-on Internet connection to places DSL and cable Internet can't reach.* So what are you waiting for? Enjoy the Internet the way it was meant to be.

- Faster surfing and instant email access
- Download large files in minutes, not hours
- Frees up your phone line—talk and surf at the same time
- Makes dialing in and logging on a thing of the past

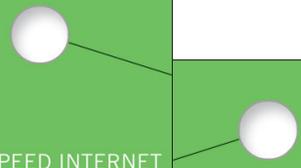
Stop by or call us today!

<Dealer Name>
<Dealer Address 1>
<Dealer Address 2>
<Dealer Phone Number>

High-speed Internet by Satellite | **HughesNet**

* HughesNet is available anywhere in the contiguous U.S. with a clear view of the southern sky. Alaska and Hawaii excluded. Speed and uninterrupted use of service are not guaranteed. Minimum term required. Other terms apply. Visit legal.hughesnet.com for details.
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We're in your neighborhood!



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- o postcard
- o poster
- o large banner

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