

XFINITY[®] presents
CELEBRATEBLACKTV.com

**Advertising Educational Foundation
Case Study**

The Challenge

Differentiate XFINITY in the crowded and evolving competitive landscape of cable, satellite and other entertainment providers.

Our Approach

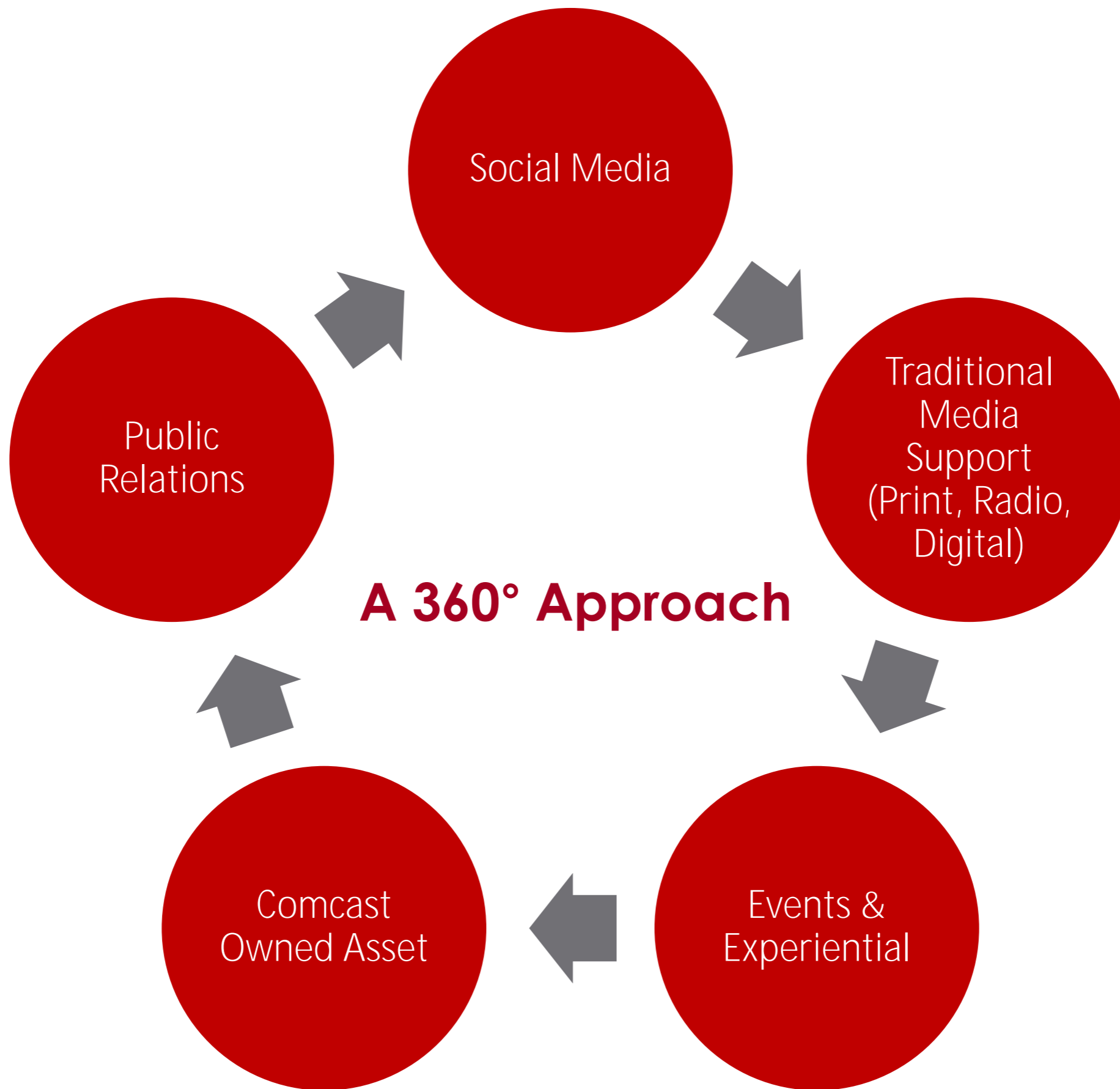
Extensive ethnographic research was conducted in consumers' homes. The research provided deep insight into the African-American audiences use of cable and competitive services, and the unmet opportunity for Comcast.

The Opportunity We Discovered

Position XFINITY as the only cable or satellite brand that understands what African-American entertainment lovers want most: Content that truly represents and celebrates their lives.

Communications Idea





XFINITY® presents
CELEBRATEBLACKTV.com

Where your screen is always center stage for the best in black entertainment.



XFINITY presents the premier black entertainment website. For the first time ever, catch up on industry buzz, get access to behind the scene footage and watch movies and shows instantly all in one place.

Visit celebrateblacktv.com



Scandal available on ABC and XFINITY™ TV Player app.



CelebrateBlackTV.com Sustaining Print & Radio





xfinity
the future of awesome™

He Organized All Of This Without A Single Tweet

In 1963, one man's words motivated others to change the world. Comcast® proudly presents "His Dream, Our Stories," — an interactive commemoration of the 50th Anniversary of the March on Washington and the legacy of Dr. Martin Luther King, Jr.

Experience what it was like through more than 80 interviews with March attendees, Civil Rights pioneers and civic leaders. Plus, explore articles, photo galleries and video biographies that forever captured the moment that inspired us all. Visit CelebrateBlackTV.com.

COMCAST

Dr. Martin Luther King Jr. Holiday – Special Print, Radio, Social Media & Digital



Black History Month – Special Print, Radio & Digital



**HIS LEGACY
SET THE STAGE
FOR FUTURE
FILMMAKERS.**

Being first is never easy. There are no rules, no predecessors. Only belief. Courage and pride. Black filmmakers during the silent era were the first to break barriers and literally change the face of cinema. Their dreams of recognition and acceptance helped pave the way for all Americans to bring their vision to life. XFINITY CelebrateBlackTV.com salutes the fearless spirit of African-American pioneers, past and present. Visit CelebrateBlackTV.com where Black History is always on.

COMCAST **xfinity.**
the future of America™

CELEBRATEBLACKTV.COM PRESENTS

WHO'S MAKING STRIDES?

? Who was the first Hip-Hop artist honored with a star on the Hollywood Walk of Fame?

Rollover for hint

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TIME LEFT **0:12** Find Answer ▶

CELEBRATEBLACKTV.COM PRESENTS

WHO'S MAKING STRIDES?

? Who was the youngest director to be nominated for an Academy Award®?

Rollover for hint

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TIME LEFT **0:13** Find Answer ▶

CELEBRATEBLACKTV.COM PRESENTS

WHO'S MAKING STRIDES?

? What Award winning actor went to school on a football scholarship and studied opera?

Rollover for hint

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WHO'S MAKING STRIDES?

? Who won an Oscar for playing an outspoken maid and in real life her mother was a maid?

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Social Media & Experiential

SCANDAL

Results

Achieved **190%** of Year 1 **goal**
for site traffic