

2018 Summit Awards: Special Events

Cox Hampton Road's 40th Anniversary PSA

Research: This year, Cox celebrates 40 years of service in the Southeastern region of Virginia. Cox created a 40th anniversary public service announcement as a 30-second commercial spot to air on television throughout the local community. The PSA was created to:

1. Engage internal and external audiences in acknowledging and recognizing Cox's 40 years of service to Southeast Virginia.
2. Promote Cox Virginia's brand and reputation in Hampton Roads.
3. Thank our customers for allowing us to serve them over the past 40 years.
4. Give employees a reason to be proud and take pride in the company they work for.

Planning and Implementation:

Cox Virginia Public Affairs team viewed other public service announcement commercial spots. The team put together a focus group to review the commercials and discuss: what emotions they felt when they viewed the video, what made the video impactful, and how did they feel about the brand after watching the commercial. Given the feedback from the focus group, Public Affairs then worked with Cox Media's team to develop a script and identify what imagery to include that would be meaningful and resonate with employees, current and potential customers. To make the most impact to the viewers, Cox used local employees from various departments of the business to communicate the message. It took six different scripts to come up with the final PSA. As diversity is a foundational pillar for Cox, it was paramount that the local employees featured in the PSA represented different demographics including age, gender, ethnicity, length of tenure and job occupation.

Evaluation: The public service announcement for Cox in Hampton Roads successfully achieved the four primary goals established at the beginning of the campaign. The commercial has been aired 2,440 times on more than 54 different networks as of September 6, 2018.

1. Engage internal and external audiences in acknowledging and recognizing Cox's 40 years of service to Southeast Virginia: We had approximately 100 employees featured in the PSA.
2. Promote Cox Virginia's brand and reputation in Hampton Roads: By reminding customers Cox is a family-owned, locally operated business, Cox Virginia was able to break stereotypes that Cox is out of touch with local customers.
3. Thanking our customers for allowing us to serve them over the past 40 years: In the PSA script, we were able to thank the customers for allowing us to service their homes and businesses over the last 40 years.
4. Give employees a reason to be proud and take pride in the company they work for: By engaging employees from various departments across the company in filming the PSA, Cox promoted the need to break down silos. An employee who was a part of the PSA said "Being a part of the commercial made me extremely proud to be a Cox employee. When I go out I'm being recognized by everyday people as a representative for our company. It is an overwhelmingly rewarding feeling to be connected to such a great establishment that's helped our community for 40 years." -Javia Whittaker, Collections Specialist

Looking back on the planning and implementation, the Public Affairs team could've better prepped the talent prior to filming the PSA to reduce the numbers of takes it took to complete the commercial. Cox is proud to have serviced the Southeastern region of Virginia for the last 40 years and look forward to more years to come.

Cox 40th Anniversary PSA URL

https://www.dropbox.com/s/wv7u2omedgyy0c3/Cox_40thAnniversaryPSA_15June2018.mp4?dl=0