

## Case Study: AOL CCS Creates Solution for Reinforcing the AOL Brand at Retail

### > Summary

America Online (AOL) tapped Creative Channel Services, LLC to provide a comprehensive array of services designed to reinforce the AOL brand and build AOL sales at retail. CCS' integrated solution combined customized online learning, content development, multi-media collateral development, and in-store field sales and marketing teams. Over a period of five months, the CCS-AOL field team delivered AOL's brand messaging to more than 48,000 retail sales professionals nationwide.

### > Strategy

In order to leverage retail partnerships into relationships of lasting advocacy, CCS' integrated AOL campaign focused on key sales professionals at major retailers nationwide. To grow brand recognition and knowledge, CCS provided a highly trained field marketing team to represent AOL and educate salespeople in key markets about AOL's latest products and new rebate program. Additionally, a customized online training website provided over CCS' CyberScholar®.com offered prize incentives to encourage monthly participation in training on AOL products.

### > Solution

The CCS team of retail and creative experts wrote content and designed the customized AOL training website, which was successfully launched on CyberScholar.com in June, 2005. In addition, AOL's custom online training was displayed prominently on the in-store training site for all CompUSA employees. CCS supplied in-house creative and production services for collateral delivered to stores by the CCS-AOL field teams, including job aids, registration cards and training CDs. These elements combined to reinforce AOL's branding and training efforts at retail.

### > Success

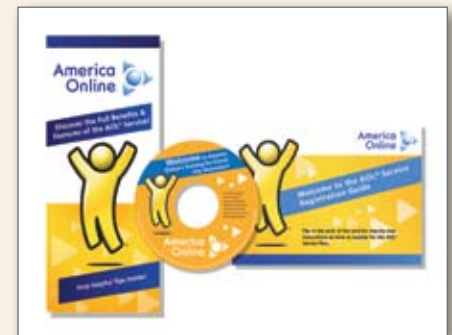
From November 2005-April 2006, the team of CCS-AOL field reps visited more than 300 stores nearly 9,000 times, reaching more than 48,000 retail sales professionals at major retailers such as Best Buy, CompUSA and Circuit City. AOL's training on the CyberScholar.com and CompUSA learning portals was completed more than 25,000 times over a six-month period.

### AOL's Eyes & Ears at Retail

- 96% of salespeople reached knew about AOL's new registrant rebate program.
- 99% of salespeople reached received training on AOL offerings and rebates during store visits.



CCS designed and launched a custom online training site for AOL on CyberScholar.com.



CCS created a variety of promotional collateral to highlight AOL's services and special offers.

*"A guest came in and asked for the least expensive dial-up ISP available. I suggested AOL to the guest, explaining that if you factor in the features offered it's the best deal around. The guest took the disk to the register and signed up."*

CCS-AOL Field Team Member

**For more information on how CCS' integrated solutions can positively impact your bottom line, please contact us:**

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