

## BMMA Announces Winners of 2018 Best in Class Marketing Awards

*Tbaytel wins Provider Award; Calix wins Vendor Award; F-Secure & Frontier win Partnership Award at BMMA Annual Meeting held in Atlantic Beach, Florida.*



Gulfport, MS (PRWEB) April 30, 2018 - The Broadband Multimedia Marketing Association (BMMA) recently announced the winners of the 2018 BMMA Best in Class Marketing awards.

“Each year the BMMA ([www.bmma.us](http://www.bmma.us)) recognizes teams and companies that demonstrate innovation and excellence in marketing broadband services,” said Ellis Hill, President of ResearchFirst, Inc., the BMMA’s management firm. This year’s awards went to two service providers, Tbaytel and Frontier, and two vendor companies, Calix and F-Secure, each of which executed best in class marketing practices related to broadband products and services.”

The winners are:

1. **Tbaytel** ([www.tbaytel.net](http://www.tbaytel.net)) “Project Lightning” wins the 2018 BMMA Best in Class Provider Marketing Award



Tbaytel has grown to become the largest independently owned telecommunications provider in Canada and offers extensive products and services that includes Mobility, Internet, TV, Phone and Security.

Tbaytel’s “Project Lightning” was a year-long project to add fibre-fed wireline services to its existing mobility offering in Fort Frances, ON, located approximately 350 km west of Thunder Bay, with a population of approximately 7,500. Throughout 2017, the company worked to build a state of the art fibre optic network as well as a regional central office, which houses network components that support the delivery of all five of Tbaytel’s products and services - Internet, TV, Phone, Security, and Mobility - for the launch on November 1, 2017.

The project was given the name ‘Project Lightning’ internally at Tbaytel because they would light up the entire town of Fort Frances with fibre, seemingly in a flash, on November 1, 2017.

In order to keep its audience engaged from the time of announcement to launch, Tbaytel utilized a multi-stage marketing campaign designed to educate and inform customers leading into the promotion and sales generation.

Apart from traditional print and radio advertising, Tbaytel utilized direct mail marketing, a live fibre demo, out-of-home advertising, targeted digital marketing, door-to-door sales, and even created video cards with a minute-long informative video about Fibre technology and product benefits to relay their messaging to their target market.

Tbaytel effectively launched service in Fort Frances on November 1, 2017 and in its first few months has exceeded sales targets, demonstrating the effectiveness of its multi-staged, advertising strategy.

"Receiving this award for Project Lightning from BMMA is such an honour for Tbaytel. The recognition of this project in particular means a great deal to everyone in our company," says Amy Meunier, Director - Marketing and Communication for Tbaytel. "Not only is this the first market we have served with fibre outside of our core wired serving territory, it was successful due to the efforts of our entire organization in a relatively short period of time. We applaud the BMMA for its work to showcase broadband industry marketing excellence."

**Image caption:** Warren Trochimchuk of Tbaytel accepts the BMMA Best in Class Provider Marketing Award at the 2018 BMMA Annual Meeting in Atlantic Beach, FL.

2. **Calix ([www.calix.com](http://www.calix.com))** "Mesh-enhanced Carrier Class Wi-Fi" wins the 2018 BMMA Best in Class Vendor Marketing Award



Calix is the leading global provider of the cloud and software platforms, systems and services required to deliver the unified access network and smart premises of tomorrow.

The Mesh-Enhanced Carrier Class Wi-Fi campaign was designed to provide a platform to position Calix's service provider customers as a more attractive alternative than the 'big box' stores when consumers are struggling with in-home Wi-Fi coverage. The launch encouraged service providers to embrace a 'Managed Wi-Fi' solution that allows them to take a more active role in the home network.

One of the innovative elements of the launch was the creation of marketing materials that service providers can download and use with their subscribers, including posters, door hangers, bill inserts, images, and social media samples.

"This campaign was intended to be a different campaign," said Juan Vela, Area Vice President, Field Marketing at Calix and one of the main drivers of the campaign. "Rather than just creating typical B2B marketing materials, we wanted to engage

more directly with our service provider customers and create materials that they could use with their subscribers, to help drive awareness and accelerate their time to market."

The Calix Mesh-Enhanced Carrier Class Wi-Fi campaign drove unprecedented engagement with service providers – whether through compelling webinars and press release readership, as well as through increased web traffic and social media engagement.

**Image caption:** Greg Owens of Calix accepts the BMMA Best in Class Vendor Marketing Award at the 2018 BMMA Annual Meeting in Atlantic Beach, FL.

**3. F-Secure & Frontier ([www.f-secure.com](http://www.f-secure.com) & <https://frontier.com>) “Lifecycle Messaging for Frontier Secure Customers” wins the 2018 BMMA Best in Class Partnership Marketing Award**



F-Secure Corporation has driven innovations in cyber security, endpoint protection and detection and response for the past three decades. They have recently partnered with Frontier Communications Corporation, a leading provider of communication services such as high-speed Internet, video and advanced voice to residential and business customers in 29 states. In March of 2017, F-Secure and Frontier launched Lifecycle Messaging for Frontier’s security customers.

Lifecycle Messaging is a targeted communication program managed by F-Secure which communicates to customers based on the actions they have or have not taken with Frontier’s security service. Co-branded email templates, such as reminders to activate, reminders to use all licenses available, highlight of features available and how to use the service, were continually tested to provide optimal results for each step of the customer experience. Initial email templates were created utilizing best practices from both F-Secure direct business marketing and Frontier’s marketing teams. These communications were targeted to specific Frontier customer segments with the goal of increasing the overall

usage of Frontier’s security services.

F-Secure utilized its analytics platform to test all email templates and identify the results of each test period. Both companies have collaborated extensively to ensure known best practices were followed and optimal results were achieved.

***Image caption: Kelly Champagne of F-Secure and Sandeep Shashikant of Frontier accept the BMMA Best in Class Partnership Marketing Award at the 2018 BMMA Annual Meeting in Atlantic Beach, FL.***

### **About the BMMA**

The BMMA is an international organization dedicated to helping Telco internet service providers and their vendors advance the adoption and use of broadband services.

Our membership includes many of the key Telco and broadband vendor organizations in North America and is open to any broadband industry Telco service provider, vendor, CPE manufacturer, government agency, consultant, analyst, or other party with a demonstrated interest in promoting the mission of the BMMA.

Our goal is to advance the adoption and use of broadband services by identifying key industry success factors and sharing best practice marketing initiatives, new product and customer trends and other relevant industry information.

Please see our website at [www.BMMA.us](http://www.BMMA.us) for more information or to apply for membership in the BMMA.

Executive Director: ResearchFirst, Inc. ([www.researchfirst.com](http://www.researchfirst.com))