

CONNECTING COMMUNITIES AND IMPROVING LIVES

To introduce itself and celebrate bringing broadband access to an underserved region, Distributel connected to community pride with direct mail.

To many, high-speed Internet is critical to day-to-day life. It provides access to information and services. It connects us with people, places and passions across Canada and around the world. It has even been declared an essential service by the Canadian Radio-television and Telecommunications Commission. Yet, Eeyou Istchee – a vast territory of isolated Cree communities in northern Quebec – had long gone without reliable broadband Internet.

Struck by the unfairness facing these communities, Distributel decided to do something to bridge the digital divide. The telco partnered with Eeyou Communications Network and became the first company to offer high-speed broadband Internet, TV and home-phone services to the region.

Distributel tapped into each community's fierce pride and demonstrated its respect with a series of direct mail pieces in the shape of pennants. To promote Distributel's Internet, phone and television service in the region, Central Station created eight different pennants celebrating eight different communities. The designs were used to anchor the physical and digital campaigns.

The 3D-printed mailers gave the pennants incredible texture and detail, while tailored messaging spoke to each community. The pieces arrived in mailboxes with a community's name proudly emblazoned on the cover and revealing Distributel's branding. Digital and newspaper ads and Cree radio spots targeted the same audiences to reinforce the offer – using a limited budget to drive an increase in sales leads in just five months. Driven by an empathetic campaign, Distributel's new service was a great addition to the neighbourhood!



CLIENT: Distributel | PRODUCT: High-speed broadband, TV, home phone | COUNTRY: Canada | AGENCY: Central Station Toronto | AGENCY TEAM: Creative Director Brad Monk | Associate Creative Director Jeff Millar Design Director Dave Rodgers | Art Director Steve St. Jean | Account Manager Rebecca Kearon | Graphic Design Ryan Gardiner, Ian Suarez | Copywriter Kyle Elich | Illustration Kevin Moran | Production Artist Dave Mortonson 3D Render Artist Spencer DeWit | Animation Edo Cuallo

