

National Rural Telecommunications Cooperative (NRTC)

Situation The National Rural Telecommunications Cooperative (NRTC) was founded in 1986 on the belief that rural residents should have the same technology and telecommunications options as residents in urban areas. Today, NRTC membership consists of over 1,400 organizations comprised up of electric cooperatives, telephone cooperatives, as well as telephone companies and their associates and affiliates.

Aside from a logo and corporate color, the organization had never had a formal system for its communications, nor any branding and marketing guidelines. In addition, NRTC's marketing materials lacked consistent usage of the organization's logo and sub-brands, as well as any classification system for publications.

Solution After TDC was hired to address these issues, we recommended a phased approach. The first phase involved auditing existing NRTC materials and undergoing a discovery process to understand the NRTC culture and audience personas. This was achieved by reviewing research, collecting and auditing existing marketing materials, and doing a comprehensive needs assessment.

In the second phase, we developed a brand architecture plan to help visualize all of the components of NRTC's corporate materials and product offerings, and how they connected to form a hierarchy. Additionally we developed a messaging set to be used in a number of important brand assets.

The third phase involved a visual exploration of the rebranding. Upon NRTC's approval of an approach, we designed templates for various pieces within our marketing communications hierarchy. And in the final phase, we designed, wrote and produced a brand style guide.

Result The final result was a revitalized NRTC brand with unique qualities, well-defined brand assets and easy-to-use marketing communications templates.

- o brand messaging
- o brand identity guide

What NRTC Stands For

Improving quality of life. Technology solutions and service applied to make a meaningful difference to member organizations and the people who live in their communities.

NRTC Brand Promise

Deliver vital telecommunications and technology solutions for business and life. Because it's built on the belief that the promise of telecommunications and technology should be for everyone.

NRTC Character

Trustworthy; Leader; Optimistic; Dynamic; Human; Innovative; Quality-driven; Stable

Research Modes Used:

Stakeholder Interviews
Review Existing Research
Communications Audit



- o corporate brochures
- o powerpoint templates
- o html emails
- o marketing support material

Sales Support Material



- o html email
- o direct marketing
- o dimensional mailer/poster
- o tradeshow banners

Tradeshow Support



- o html email
- o direct marketing
- o html emails
- o print ads

Campaign: Internet Solutions



PUTTING THE SERVICE BACK IN INTERNET SERVICE PROVIDER

Give your customers the grand treatment with TrueBand Tech Support.

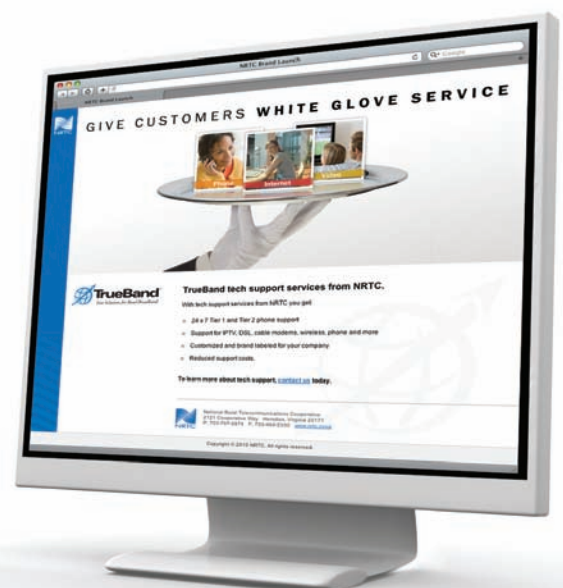
One of the best ways to make your ISP service even better is to offer your customers TrueBand Tech Support from NRTC. It's fully branded under your name, customized to your business and serves as a seamless extension of your services to ensure a quality customer experience. It offers a wide range of advantages, including:

- Expert, engaging service agents
- 24x7 Tier 1 and Tier 2 phone support
- Support for IPTV, DSL, cable modems, wireless, satellite, phone and more
- Major cost savings - no need to hire an in-house staff

As a member owned service, TrueBand Tech Support is designed to ensure customer satisfaction. For more information on how this solution can benefit you and your customers, contact your NRTC representative.

TrueBand
True Solutions for Rural Broadband

NRTC
National Rural Telecommunications Cooperative
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- theme logo
- print ads
- direct marketing
- html emails

Campaign: The Path to a Smarter Grid

The Path to a Smarter Grid

