



# Comcast

# History

1963

Comcast is founded by Ralph Roberts with the purchase of American Cable Systems, a 1,200-subscriber cable system in Tupelo, MS. Dan Aaron and Julian Brodsky join as Ralph's earliest colleagues who would help build the Company.

1997

Microsoft invests \$1 billion in Comcast.  
Comcast acquires a 50.1 percent controlling interest in E! Entertainment through a partnership with Disney.  
Comcast launches Digital TV.

2008-2009

Comcast merges with NBC Universal, and AT&T

# Direct Competitors

DirecTV  
Cablevision  
Time Warner Cable  
AT&T  
Verizon  
Netflix  
Walt Disney  
Dish Network  
Charter Communications

# Target Audience

Video, high-speed internet and Comcast digital voice customers

# Market Strategy

Comcast uses all the promotional tools at its disposal for getting maximum user subscription to its services. Comcast provides discounts and coupons to users as sales promotions and it uses ad campaigns in its own platforms along with other partners. It promotes its movies and series in its television channels. NBC Universal and Comcast uses cross promotional strategies to promote their services in the other platforms. It has multiple options to use in its promotions like TV channels, multiple websites and their social media platforms and also its theme parks. Comcast has its internal creative agency which works for itself and other partners. This agency comes up with the required content. It partnered with Disney and 20th century Fox also in its cross promotional strategies. This is also called as symphony promotion. All the brands under Comcast has a strong digital marketing strategy, and have good engagement online with its consumers via online ads, social media platforms, public forums etc.

COMCAST  
**BUSINESS**

COMCAST  
VENTURES

COMCAST  
**SPECTACOR**





Our customers



Image: Image via Comcast Colorado. Courtesy of Alison Busse



Create the future with us



COMCAST  
BUSINESS

Comcasts problem - Company known for poor customer support , lack of care for customers, low quality service, poor reprentation.

## Path 1

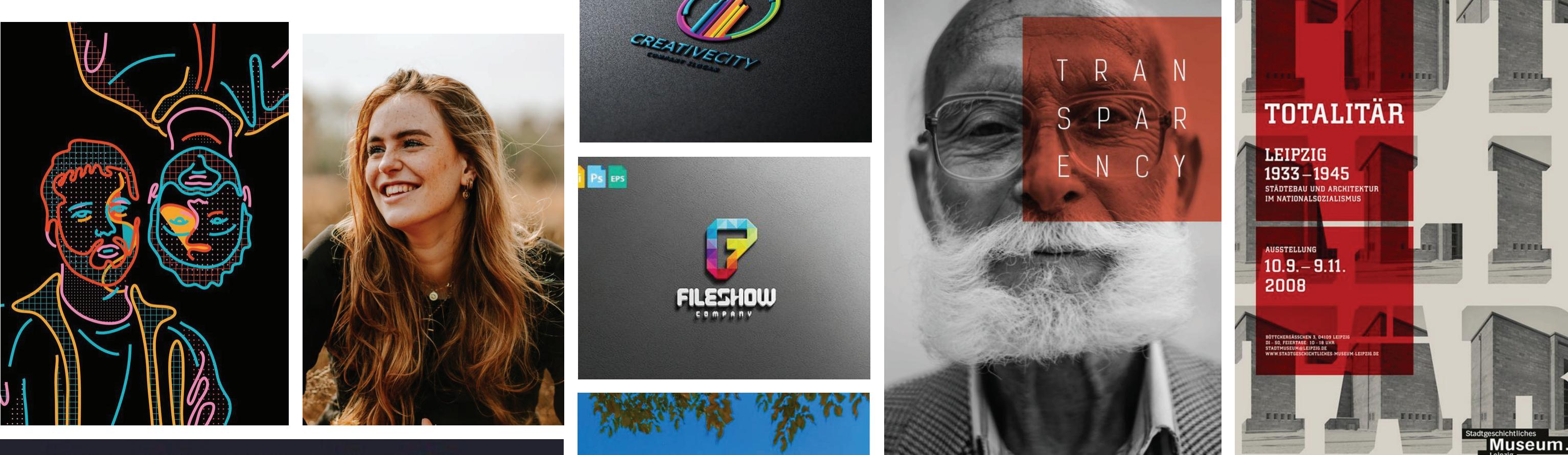
The feel and look of friendly neighborly company, that's brings bright colorful service to the neighborhood.

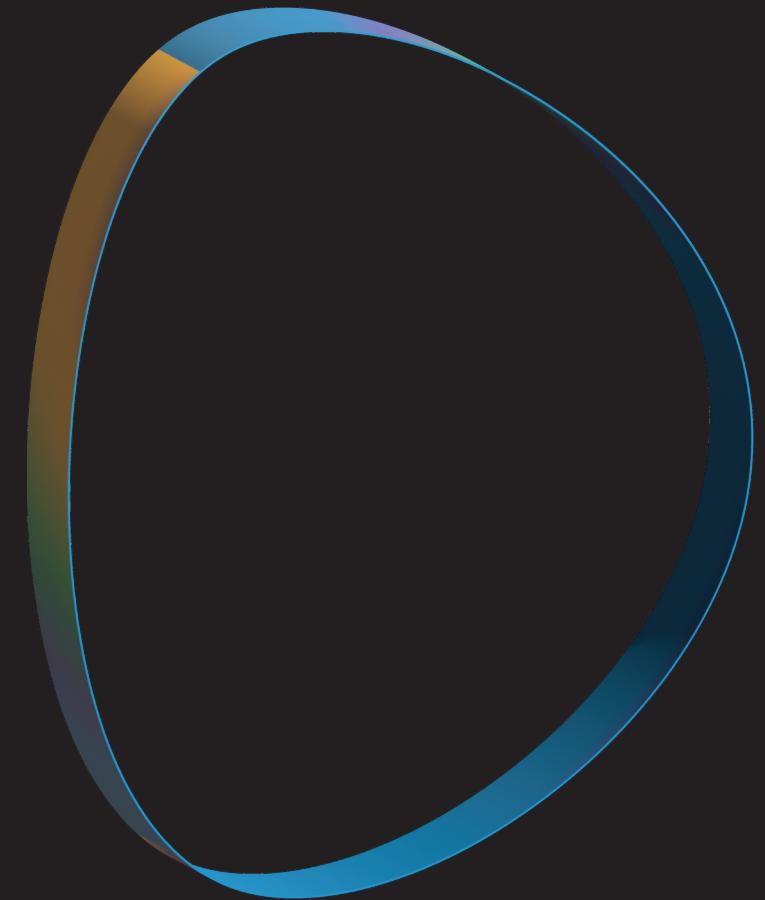
## Path 2

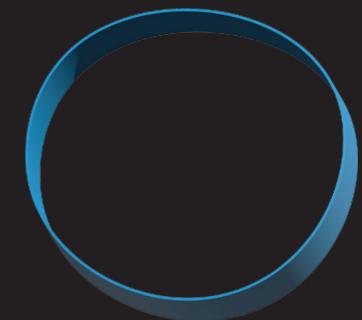
the feel and look of an big brother corporation with no moral values except greed to the neighborhood

Path 1









Comcast  
NBC-UNIVERSAL



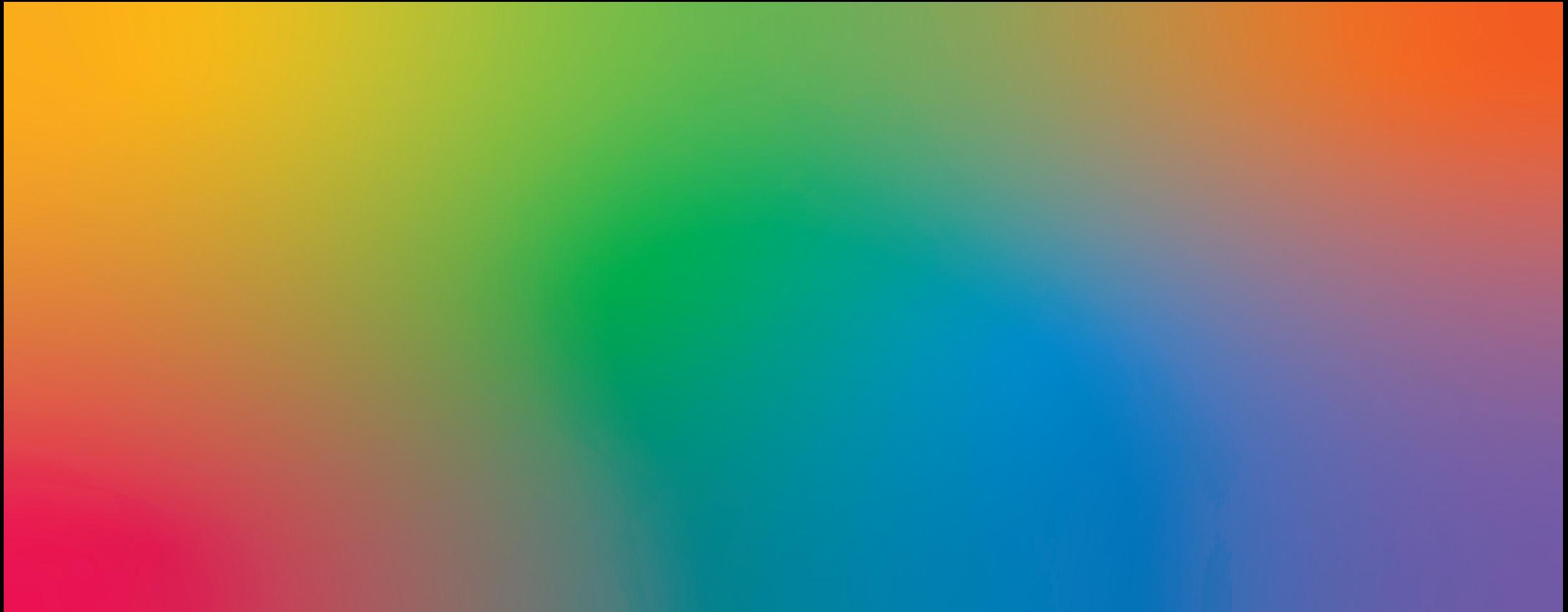
Comcast  
**Business**



Xfinity  
Internet



Comcast  
**SPECTACOR**



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Medium

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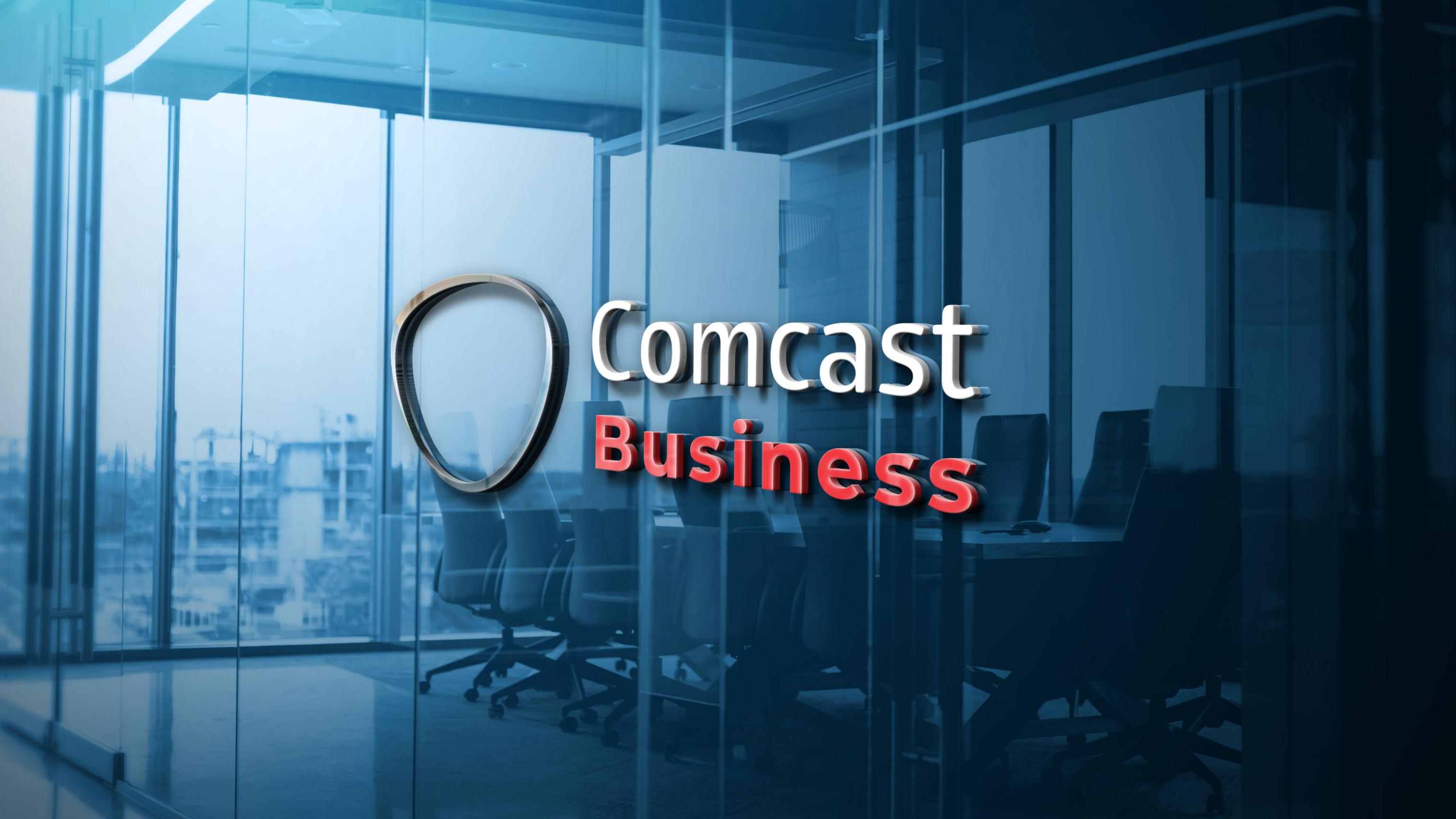
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Medium  
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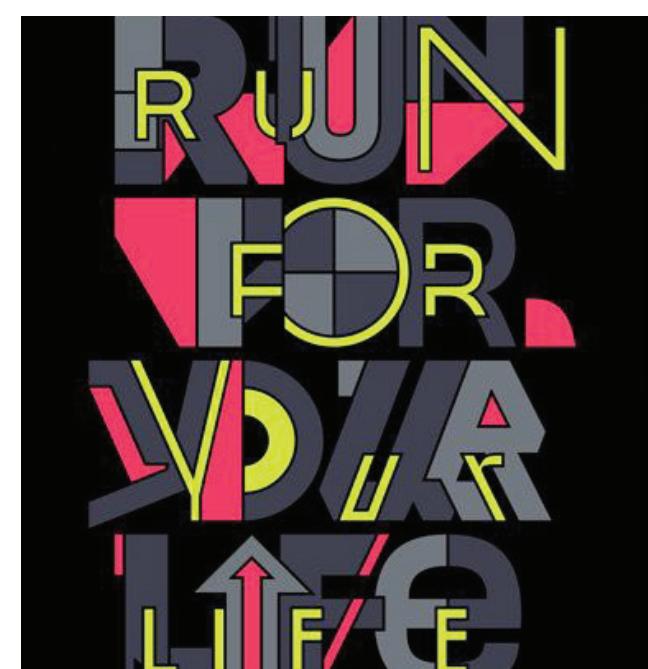
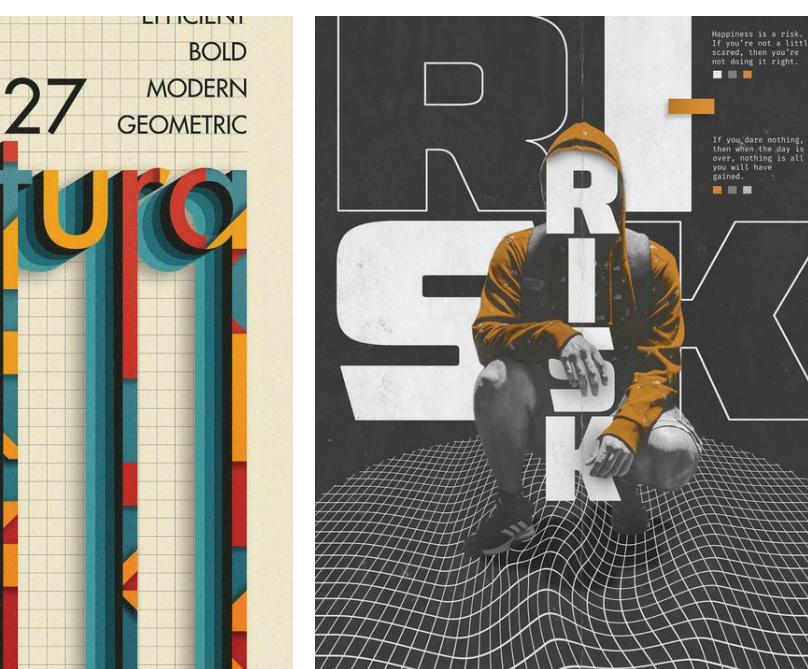
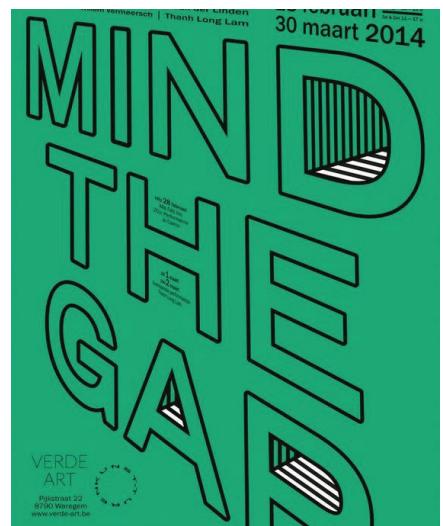
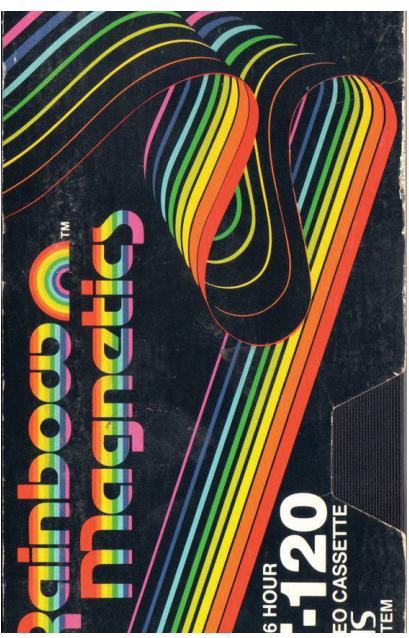
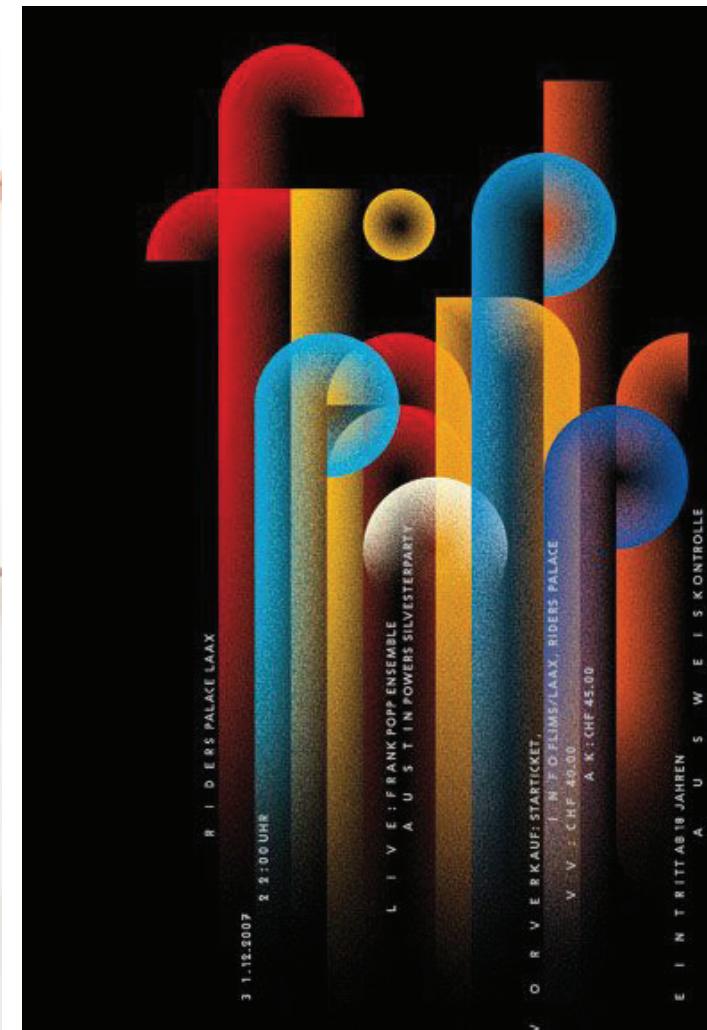
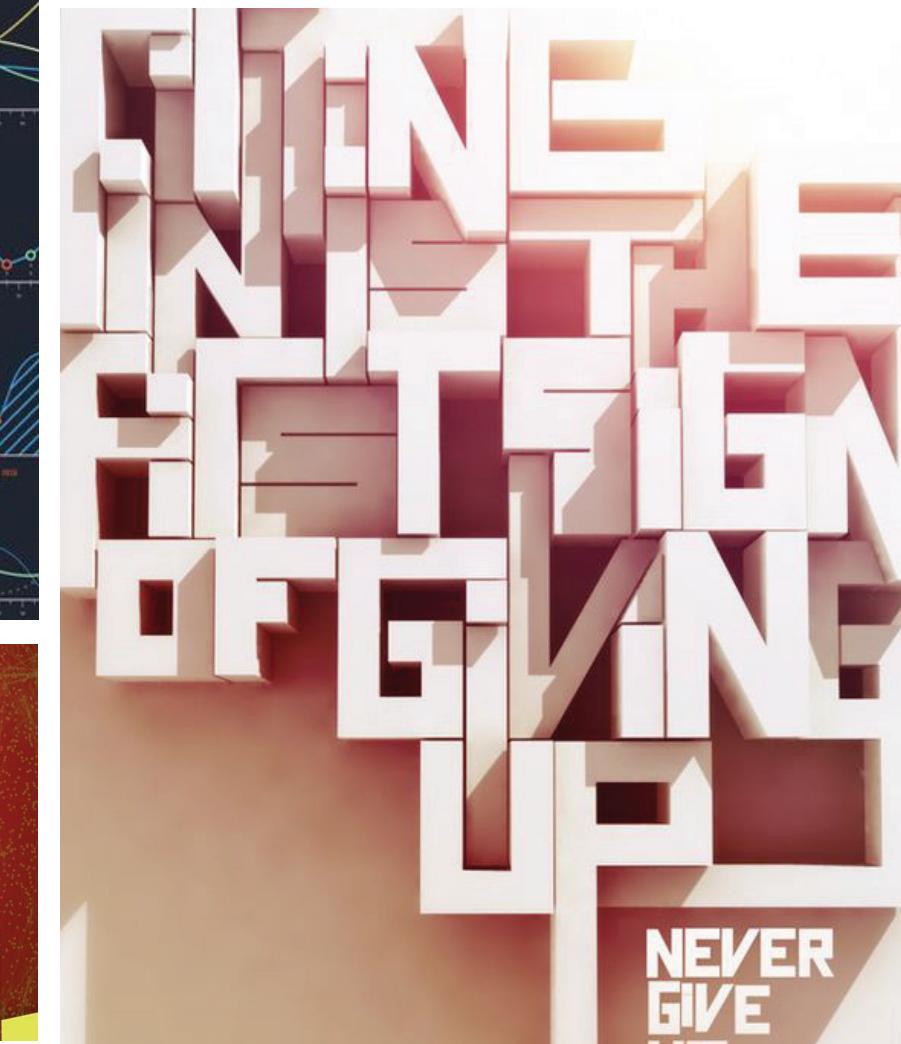
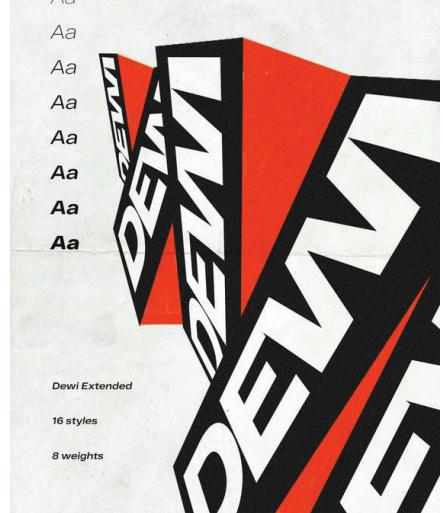
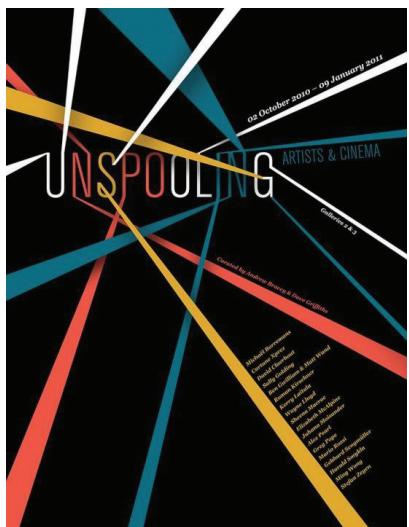


Comcast  
Business

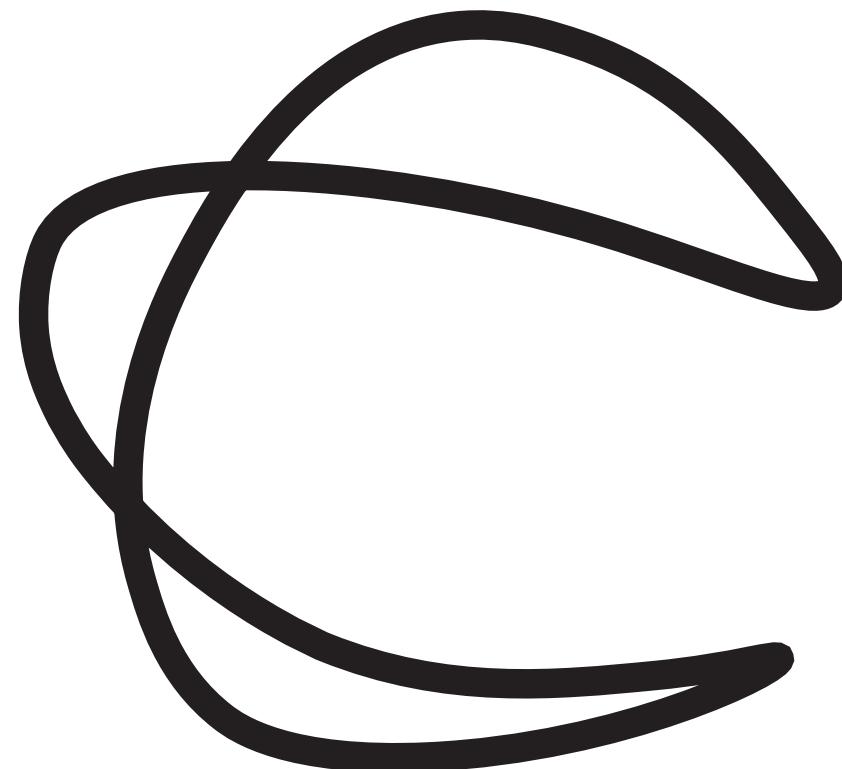




Path 2







**Comcast**







# Futura

Medium

## Header

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A B C D E F G H I J K L M

N O P Q R S T U V W Y X Z

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