

Included in our application: Marketing efforts

In addition to engaged community partners, Cox actively promotes its products and services through multi-faceted marketing campaigns that include both direct and indirect sales, outdoor billboards, digital advertising, television and radio commercials, and outreach through partnerships such as the Omaha Public Schools' digital newsletter.

It is likely that many residents have seen advertisements for Cox services already due to its proximity to the city of Omaha; in addition to our national media campaigns, Cox airs public service announcements for our Connect2Compete program and has set up a dedicated website highlighting our digital equity offers and providing a link to apply for ACP benefits at www.cox.com/digitalequity. With a Hispanic/Latino population of about 14% and 12% of Census respondents indicating a language other than English is spoken in the home, Cox is prepared to provide multilingual materials and resources to support all residents in the county. Our experience with creating and operating digital equity programs like Connect2Compete and ConnectAssist, providing education resources through the Cox Digital Academy and other online tools, and participating in federal assistance programs like ECF and ACP uniquely position us as a ready and willing partner to deliver on our connectivity promise.

Additional Information Cox Process and Approach

Cox Communications is focused on driving awareness and excitement in the community where we are extending our network. From the time work begins through serviceability we promote a dedicated web page on all marketing that provides information on our services, what to expect during construction, and availability of affordable internet programs. Residents can submit their information on this webpage so we can contact them directly to provide information about our services or answer any questions.

Phased Marketing Approach:

Pre-Construction – Cox Fiber is Coming Soon

- Focused on awareness. A project has been approved and local government engagement & awareness has started.
- Tactics include Construction Doorhangers and 1:1 Direct Mail Postcard
- All marketing drives residents to www.cox.com/getfiber for more information

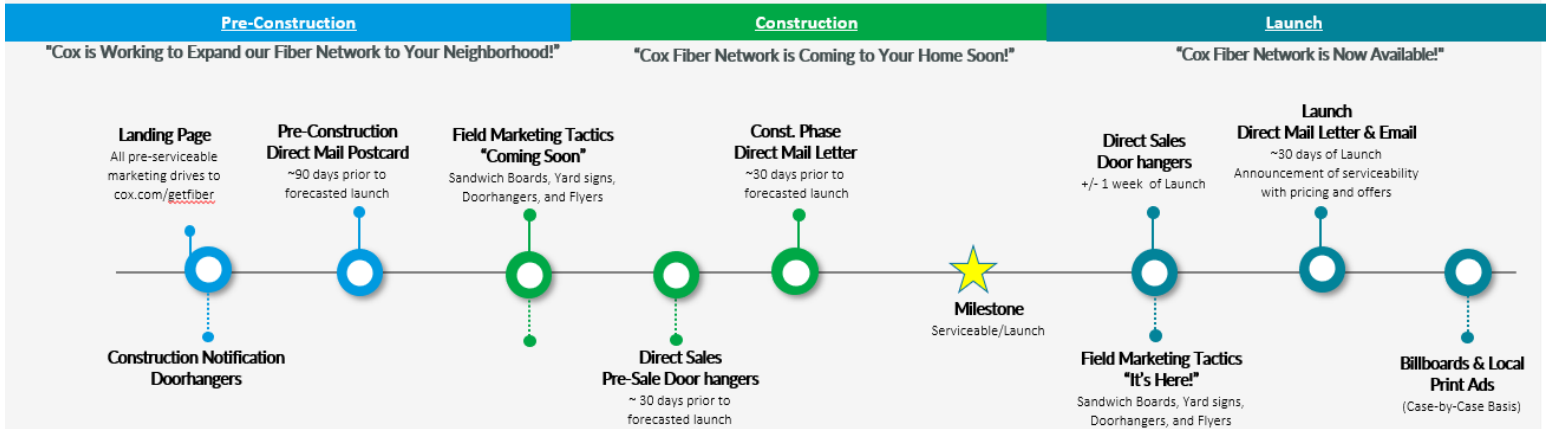
Construction – Cox Fiber is Coming Soon

- Focused on excitement. Physical build activities, field marketing, and pre-sales.
- Tactics include Sales Doorhangers, Field Sandwich boards, Flyers, and 1:1 Direct Mail Letter
- All marketing drives residents to www.cox.com/getfiber for more information

Launch – Cox Fiber is Now Available

- Focused on connecting residents. Residents are serviceable and able to have Cox services installed.
- Tactics include Sales Doorhangers, Field Sandwich boards, Flyers, Community Events and 1:1 Direct Mail

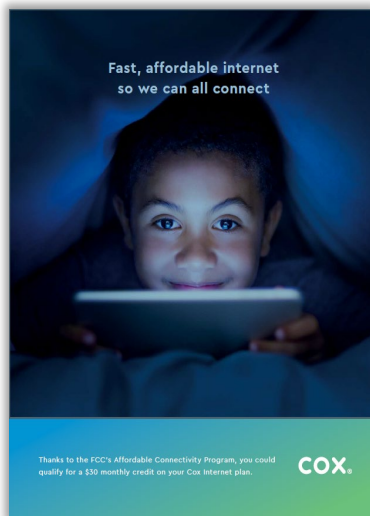
Sample timeline:



Affordable Internet Marketing:

We promote the availability of FCC's Affordable Connectivity Program and affordable internet programs specific to Cox on many of our marketing tactics.

- Launch Direct Mail & Email
- A banner on cox.com/getfiber that links to website with more information
- Affordability Program flyers
- Mobile billboard creative where applicable



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Credit typically begins within 1 bill cycle; limited-time program; subject to change; other restrictions apply. Learn more.

Ongoing Outreach... Future Activities

Cox actively promotes its products and services in the areas it serves through a multi-faceted marketing strategy that includes both direct and indirect sales, static and mobile outdoor billboards (where applicable and feasible), digital advertising, radio, and television commercials. This build will benefit from all national and local advertising investments by Cox. In addition to traditional marketing, Cox is also a strong supporter of local businesses and nonprofits at events and venues large and small that attract attendees regionally, as referenced in other sections of this response, exposing them to the Cox brand and services. Cox also has a YouTube channel that serves as a platform for sharing commercials, PSAs, and product highlights, but also houses “how to” and troubleshooting videos to support the customer experience.

We recognize that access is just the first step for connectivity. To further support adoption, Cox understands that it is important to develop grassroots connections and relationships with other organizations committed to bridging the digital divide in addition to traditional marketing and sales strategies. Over the past few years, Cox has established more than 170 national and local partnerships to collaborate on this initiative. Our vital national partnerships include Connect Home USA, Everyone On, American Library Association, Common Sense Media, Boys and Girls Clubs of America, and Big Brothers/Big Sisters. In addition, Cox always pursues new partnerships and has recently onboarded five new national organizations, supported by an online portal designed to recruit new partners. The program provides a marketing kit for non-profit partners who serve the targeted low-income segment to promote our programs to eligible households. This effort brings private and public sector business leaders together to work on solutions to improve digital inclusion. We also share the availability of these partnerships and programs through PSA campaigns that air on a generous rotation across our cable channels.

During the construction process, Cox actively engages residents using one-to-one tactics including door hangers, direct mail, digital and social advertising. We also utilize yard signs and A-frame boards directing residents to our website so they can explore service options, sign up for service using our online portal, or find contact information to connect with a representative.

Attachments

1. Examples of marketing materials currently being used in our expansion areas in other parts of the country; these materials will be leveraged to communicate our expansion in Nebraska upon a successful grant application and signed contract with the state.
2. Cox Digital Equity Brochure