

## BMMA Announces Winners of 2022 Best in Class Marketing Awards

*MTA wins Provider Award; Calix wins Vendor Award; Scout Alarm & Kinetic by Windstream win Partnership Award at the BMMA 2022 Annual Meeting held in Nashville, TN on March 15, 2022.*



Gulfport, MS (PRWEB) April 11, 2022 - The Broadband Multimedia Marketing Association (BMMA) recently announced the winners of the 2022 Best in Class Marketing awards.

“Each year, the BMMA ([www.bmma.org](http://www.bmma.org)) 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, MTA and Kinetic by Windstream, and two vendor companies, Calix and Scout Alarm, each of which executed best in class marketing practices related to broadband products and services.”

The winners are:

### 1. MTA ([www.mtasolutions.com](http://www.mtasolutions.com)) “2021 Upgrade Marketing Campaign”

MTA has been running upgrade marketing campaigns for a few years, using monthly network improvement reports to send mailers to customers eligible for upgrades as well as newly serviceable addresses. After a pause during the pandemic in 2020, MTA revamped the upgrade campaign in 2021 with new branding and improved copy. The new campaign ran throughout 2021 and was targeted to current customers eligible for upgrades due to network improvements, as well as newly serviceable households and non-customer households in areas where MTA had recently upgraded their network. With the shift to a remote lifestyle of school and work from home, the market was seeking improved bandwidth options. This campaign alerted customers that improved speeds were available so they could upgrade and notified unserved households that they had an alternate provider to consider. Using Alaskan elements in the graphics was a strategic move to stand out from the generic imagery competitors were using and offering a free month for non-customers provided an opportunity for them to test out the service before disconnecting their current connection.

“MTA is proud of our team’s outreach efforts to ensure our network investments are resulting in an improved experience for our members. Receiving recognition from organizations like BMMA affirms that we have the right people doing the right activities. Thank you BMMA and thank you to our member solutions team at MTA,” said Michael Burke, CEO of MTA.

Overall, the 2021 campaign provided a significant sustained revenue boost and was an improved experience for both customers and staff. The updated message is easier to understand and multiple touch points with the same message improve retention. The streamlined request process improved both efficiency and tracking, providing a definitive answer to the campaign’s value.

### 2. Calix ([www.calix.com](http://www.calix.com)) “Calix Market Activation Program”

The Calix Market Activation program was launched in 2019 but was significantly enhanced in 2021 with the addition of the Broadband Marketing Academy. In 2021, Calix also made the largest single investment in the Calix Market Activation program by partnering with comedian Gerry Dee, creator and star of the hit sitcom “Mr. D” (streaming on Amazon Prime), finalist on “Last Comic Standing,” and host

of “Family Feud Canada”. Together, Calix and Gerry Dee have produced multiple humorous spots that speak to the challenges 21<sup>st</sup>-century families face. Calix is invested in the success of their customers and all of the assets in the Market Activation program are available for use by customers through the Revenue EDGE solution.

Joe Kohegyi, Director of Marketing Channel Activation said, “I am absolutely thrilled to be here accepting this award on behalf of Calix. When we set out to create the market activation program, our sole purpose was to assist broadband service providers in delivering a world class subscriber experience. And it’s truly gratifying to see the hundreds of service providers who are leveraging the program in unique ways and growing their subscriber value. This award is a testament to the hard work and dedication of the entire Calix team, and I want to thank them for their passion and commitment to customer experience. We are humbled by this recognition, and we will continue to work tirelessly to help our service provider partners drive subscriber growth and satisfaction.”

The Calix Market Activation program includes innovative assets that explain the benefits of Wi-Fi 6, the importance of proper router placement for optimal performance, and the impact that building materials (like hardwood and plaster) can have on Wi-Fi coverage. Effective marketing is not only about creating awareness for your brand and services, but is also about educating, informing, and engaging your audience. For this reason, the Calix Market Activation program also includes hundreds of assets that are designed to help consumers better understand the technology that they use in their every-day lives.

### **3. Scout Alarm & Kinetic by Windstream ([www.scoutalarm.com](http://www.scoutalarm.com) , & [www.gokinetic.com](http://www.gokinetic.com) ) “Kinetic Secure Home”**

Kinetic by Windstream and Scout worked together to launch Kinetic Secure Home - customizable home security services. This initiative leveraged the Scout smart home security platform and infrastructure to design a Kinetic Secure Home DIY Smart Home Security solution for Kinetic. The two teams engaged in an RFP process starting in June 2020 and launched in the market September of 2021. Together they launched two products: the Kinetic Secure Home product which includes 2 indoor/outdoor cameras and the Kinetic Secure Home Plus which includes a Hub, Indoor/Outdoor Camera, a motion sensor, keypad, 2 entry sensors, and a yard sign.

“The development and launch of the Kinetic Secure Home solution has been collaborative since day one. This is an exciting partnership for both teams. The Scout platform and technical capabilities not only gives Kinetic a competitive solution, but also a foundation for growth. On behalf of the entire Scout team, I am honored to receive this award,” said Noah Ney, VP of Partnerships at Scout.

The objective for Kinetic was to make up for lost landline telephone revenue, grow NPS scores, and reduce churn by providing more value-added services to their customers. Scout’s solutions have a track record of excellent customer experience and customer service. This provided confidence to Windstream that an increase in NPS was possible. Financially, these solutions increase recurring revenue through subscription fees and among new Kinetic high speed internet customers, there is a 15% attach rate to Kinetic Secure Home products. This has exceeded the expectations of management.

“The biggest winner here is our customers,” said Mick Chambers, Director of Product Marketing for Kinetic. “Their goal is to protect what’s important to them with tools that are reliable and easy to use. Kinetic Secure Home offers peace of mind and ease of use at an affordable rate. We’re so pleased to work with Scout to make this available.”

Kinetic and Scout have committed to work together to grow the current platform and service offering over time. This includes additional smart home features and enhanced video analytics.



## 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.org](http://www.BMMA.org) for more information or to apply for membership in the BMMA.

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



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