



## TIME WARNER CABLE

### AUTHENTICATING NEW BRAND POSITIONING THROUGH STORYTELLING



#### SITUATION

Time Warner Cable faced the reality that, after decades of growth through mergers and acquisitions, there was no clear understanding of the company's history. If you asked ten different employees when the company was founded, you might hear ten different answers. Glenn Britt, Time Warner Cable's CEO who has been with the company for more than four decades, was well aware of the organization's complex evolution and wanted to capture the story of a true industry innovator and pioneer in the form of a book.

Time Warner Cable's communications team also viewed the project as a way to accelerate the cultural transformation that began with the company's separation from Time Warner Inc. Time Warner Cable had developed its own mission and values to begin defining what the company stood for as an independent entity. As part of that transition, Time Warner Cable wanted to identify and celebrate technology and service milestones in a previously untold story of being a broadband pioneer, both to engage and motivate employees and to reinforce Time Warner Cable's innovator status with customers, the media and legislators and regulators.

Last, Time Warner Cable had updated its brand and logo, retaining and elevating the "Eye and Ear" icon. The book project was seen as a way to reinforce the vibrancy of the new brand and use it to reinforce the company's commitment to delivering content to its customers on multiple platforms.

#### SOLUTION

"Why a book?" was the first question we asked. Based on TWC's goals, an approach was recommended that would engage employees in the process and exemplify their brand promise by delivering a story in a cross-platform campaign, Book And > Book End. We needed to tell the story in a way that would engage employees to become part of that story and to "walk the talk" of TWC's brand. To gather the content, we created a communications program in which a high-quality publication would be the centerpiece.

The History Factory worked with TWC to create an integrated campaign that used online and offline channels to both engage people in the story-gathering process and then deliver the story.

#### RESULTS

TWC's history was always there, but now it exists in a way that's accessible and understandable to the people who experienced it—the people who can tell it best.

The book was officially launched at a reception at the New York Public Library. More than 150 industry leaders and current and former Time Warner Cable employees attended the reception. Included were the five people who over the course of the company's history had served as president and/or CEO—the first time all had been together in the same place.

Within one month after the launch of the book, it had been downloaded 15,250 times from the "Making Connections" section of timewarnercable.com. The book was also awarded a PRSA Bronze Anvil award for Excellence in Publications. Glenn Britt personally sent a copy of the book to all employees who had been with the company 25 years or more—a gesture that generated numerous letters of gratitude to Mr. Britt.

TWC's communications group's ongoing effort to instill and maintain a storytelling culture across the entire company now has an engaging, common base on which to build for the future.