

# Charter & Spectrum



We helped Charter & Spectrum define their internal and external brands.

In May of 2016, our partner of over 13 years, Time Warner Cable, merged with Charter Communications and Bright House Networks to form Spectrum. Merging three established brands in nine months proved to be a challenge, as not only did the customers need to understand the brand's message, but over 90,000 employees needed to understand as well. Both groups needed cohesive and integrated branding to make a seamless transition. We provided the company with brand guidelines, targeted presentation materials, stationery and other collateral to align the brand and unify the company. We created materials

for transitional messaging, ads in sports programs and Easy Connect Kit packaging that gave Spectrum valuable brand recognition with its customers as the brand launched in markets across the US. We solidified Spectrum's presence at 16 sports venues and events including Dodgers Stadium in Los Angeles, Spectrum Center in Charlotte, Camping World Stadium in Orlando, Madison Square Garden in Manhattan and the US Open in Queens. Our strong relationship with Time Warner Cable and vast branding experience made us a valuable asset to the company throughout the merger.

