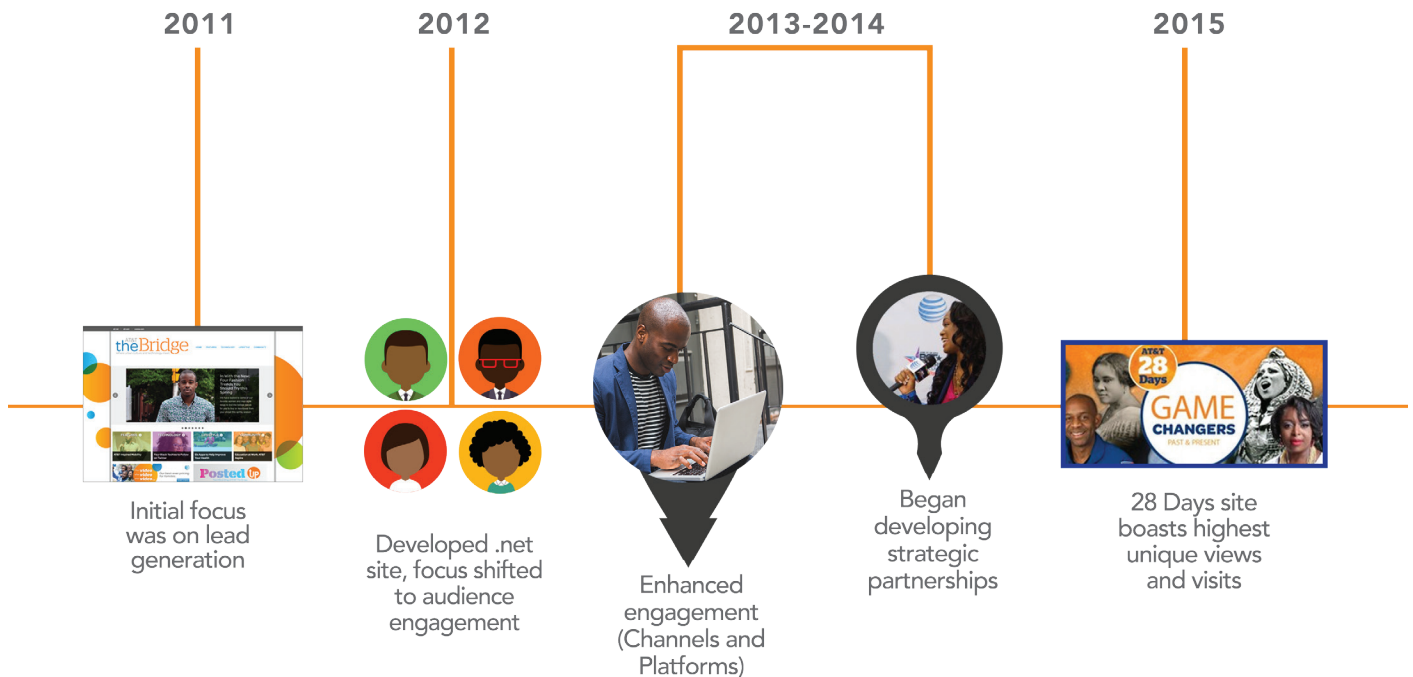


OCG CREATES AN ONLINE CUSTOMER ENGAGEMENT PLATFORM FOR AT&T THE BRIDGE



OBJECTIVE

AT&T hired OCG PR to run its African American online strategy and create a website to serve as the hub for all African American efforts.

SOLUTION

OCG PR developed the strategy, concept, name, brand, design, and content for The Bridge. Content was the primary driver – featuring topics like technology, fashion and entertainment.

RESULTS

The Bridge received more than 50,000 unique visitors and more than 100,000 page views, and had an average of nearly 200 new visitors each day. More importantly, OCG was able to help increase customer engagement and enhance the brand's relationship with the African American audience.

VALUE PROPOSITION

As a multicultural PR and marketing firm, OCG develops campaigns that enhance relationships with consumers in niche markets. Our efforts help increase the lifetime value of a customer.