

“K.O. Churn”

CSG International

Credits:

Gary Meyers: Creative Director

Gary Graf: Writer

Charlie Worcester: Art Director

Willem Buys: Production

Overview:

Cable, satellite, and TV companies face never-ending customer churn. Objective was to introduce CSG’s new customer retention product to 100 hard-to-reach senior executives from such organizations like Comcast, DISH and Time Warner.

Hodgson/Meyers created a personalized, dimensional DM package under the theme “K.O. Churn.”

The “big hit,” was professional customized Everlast boxing gloves.





