

Chelan County PUD Fiber Campaign



CHELAN COUNTY

Chelan County PUD Fiber Campaign | Overview

Ad Campaign launches April 1 and runs through August.

Goals:

- Greater awareness of fiber optic internet service in Chelan County
- Educating Chelan residents and businesses about the speed and reliability of fiber optic internet
- Encouraging traffic to ChelanPUD.org/fiber for easy steps to get connected

Theme: Life at the Speed of Fiber


Chelan County PUD Fiber Campaign | Messaging: *Life at the Speed of Fiber*



Entertainment at the speed of fiber.


Those video games taking forever to load? Movies always buffering? Hook up to the ultra-fast fiber optic internet in Chelan County and the fun won't ever slow down.

Get connected at ChelanPUD.org/fiber





Business at the speed of fiber.

▶ GET CONNECTED



Family at the speed of fiber.


▶ GET CONNECTED



Connections at the speed of fiber.

Whether you're living in Chelan County or just exploring, our fiber optic internet keeps you connected to the rest of the world.

Get connected at ChelanPUD.org/fiber



Chelan County PUD Fiber Campaign | Print Ads

Wenatchee World



Business at the speed of fiber.

Chelan County's fiber optic internet means smoother video conferencing. It means a faster point-of-sale system. It means a faster way to do business.

Get connected at
ChelanPUD.org/fiber



Family at the speed of fiber.

With fiber optic internet, you won't argue over bandwidth or lose service when there's a big homework assignment due. Your home and your family need a solid, fast internet connection. We have that for you here in Chelan County.

Get connected at
ChelanPUD.org/fiber



Connections at the speed of fiber.

Seamless video chatting with loved ones. Easy telecommuting. A reliable connection. Chelan County's fiber optic internet connects you to the world at unrivaled speeds.

Get connected at
ChelanPUD.org/fiber



Chelan County PUD Fiber Campaign | Digital Ads

Facebook + Wenatchee World website



**Entertainment
at the speed
of fiber.**

▶ GET CONNECTED



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**Business
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Connections at the speed of fiber.



▶ GET CONNECTED

Entertainment at the speed of fiber.



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Chelan County PUD Fiber Campaign | Billboards



Location: 200 S Mission St



Location: 306 Wenatchee Ave

Chelan County PUD Fiber Campaign | Billboards

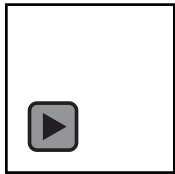


Location: Highway 97A

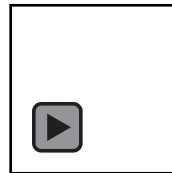
Chelan County PUD Fiber Campaign | Radio Ads

KOZI, KOHO, KPQ, ESPN, and Z Country

“Like a Cheetah”

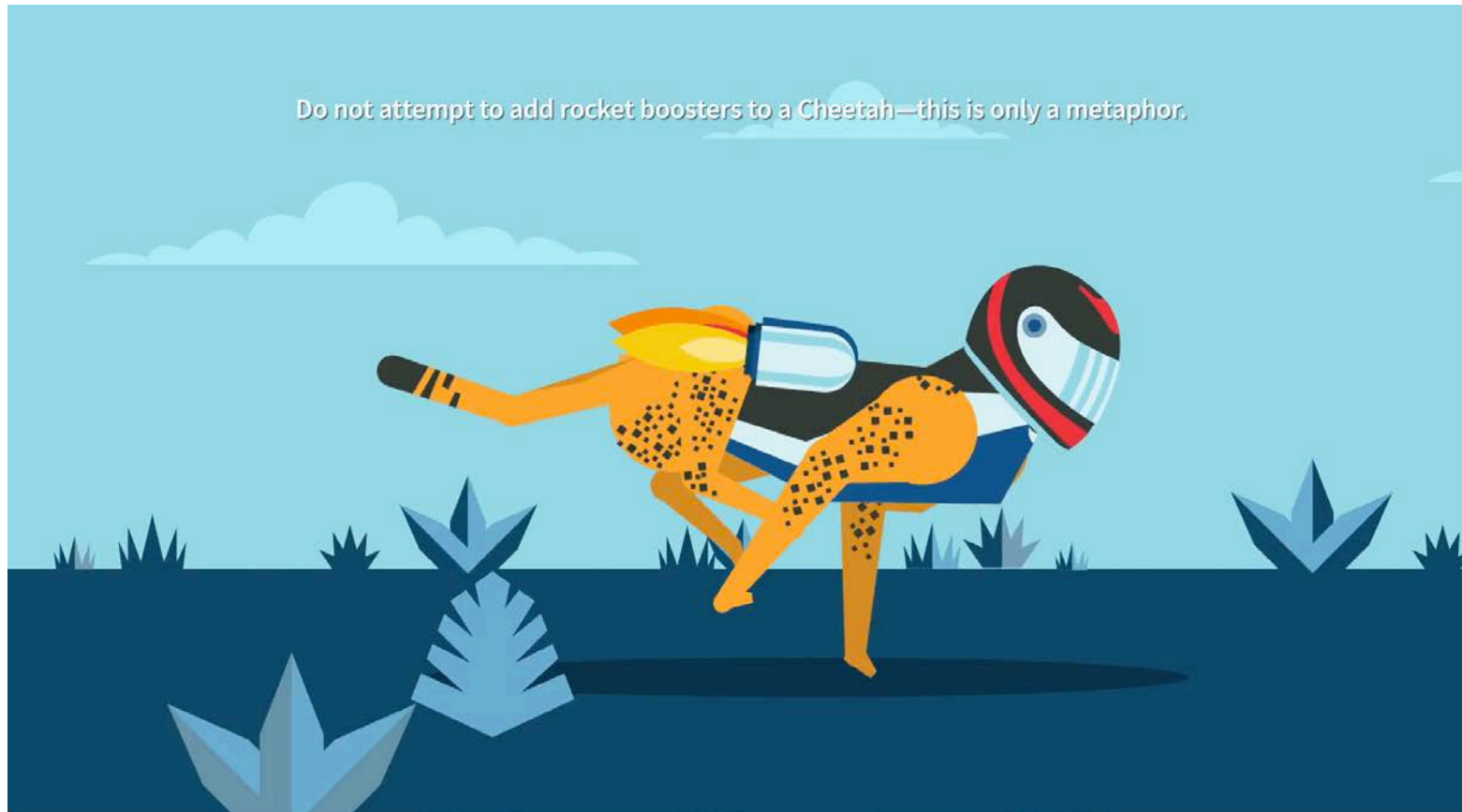


“I Have Fiber”



Chelan County PUD Fiber Campaign | 30-Second Promotional Video

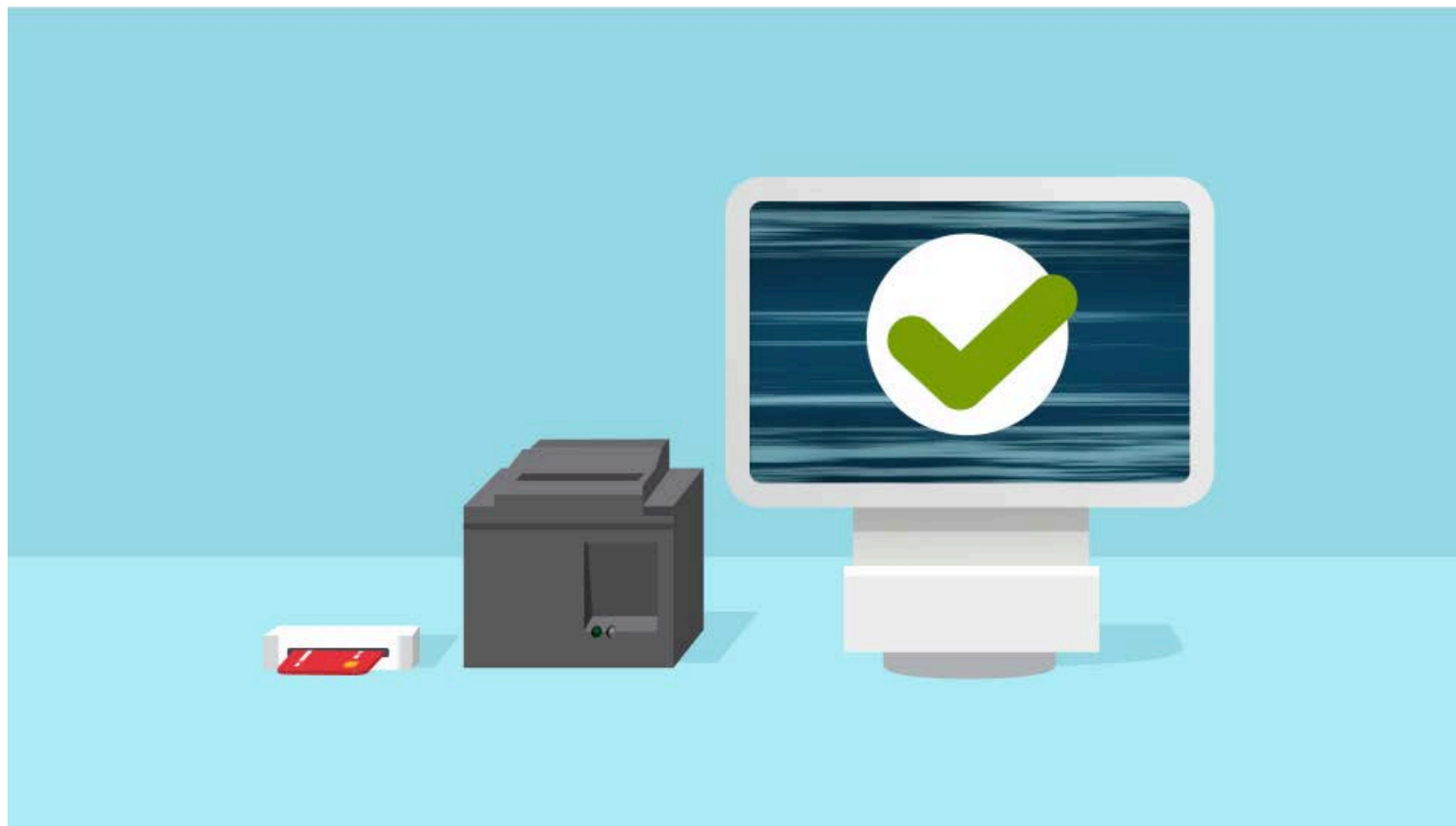
Facebook



[Click image to view video online](#)

Chelan County PUD Fiber Campaign | 60-Second Instructional Video

Chelan PUD Fiber Webpage



[Click image to view video online](#)