

DISH NETWORK

CONNECTED TO THE NOW

EXECUTIVE SUMMARY

DISH Network's unique technology offers a heightened experience with live-streaming capabilities that has helped the company maintain its strong brand presence in the Pay TV market. As the first provider to offer live TV content via tablet, DISH has constructed a competitive advantage through its multi-platform presence. In spite of these strengths, the company continues to primarily focus on price-benefit promotions that do not convey a brand identity which with its core target can connect with. DISH is more than satellite, and consumers need to know this. Throughout our campaign, CSR Media will demonstrate how to take DISH from a commodity to a brand. By emphasizing constant connectivity and engagement with the consumer, we aim to create a cohesive brand experience across multiple touch points--thus keeping DISH Connected to the Now.



SITUATION SYNOPSIS

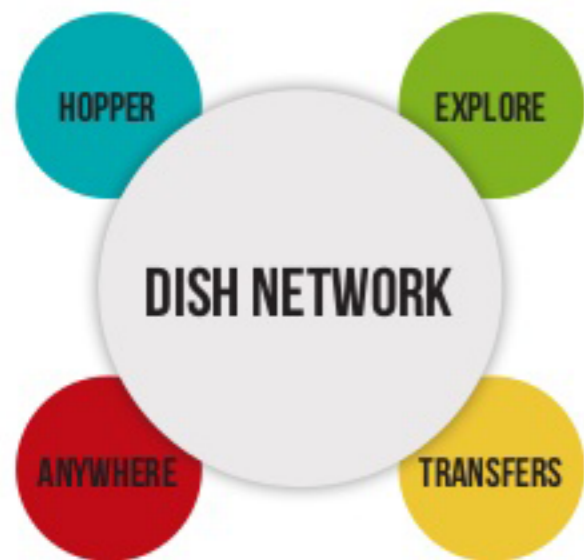
COMPETITION

DISH is not the only provider of DVR services and mobile live TV. Currently, DISH is viewed as a commodity and not a brand. It is sought after mainly on price competitiveness and not the experience that DISH can offer subscribers. Additionally, consumers are increasingly switching from traditional television providers to streaming video services.

PAID TV MARKET SHARE



■ DISH ■ DIRECTV ■ CHARTER ■ TWC ■ VERIZON ■ OTHER



FRESH OUTLOOK

By positioning DISH as an experience rather than a piece of technology, DISH will rise above competitors and leverage the cord-cutting phenomenon.

TARGET

FAST TRACK FAMILIES

These families strive to be up to date on the latest technologies. The adults travel for business and also participate in leisure travel during seasonal times.

AGE: 30-45₂



HOTSPOTS: LATINO AMERICANS

- Nation-wide, buying power is expected to increase to \$2.1 trillion by 2016.
- Latino Americans spend 68% more time watching video on the internet
- Latino Americans spend 20% more time watching video on their mobile phones (Compared to non-Latino whites)₃



- 43% of travel is for business, 57% of travel is for leisure₅
- Leisure travel is 11% by air, 79% by car
- Business travel is 33% by air, 48% by car₆



- Want the latest technology and regularly read up on consumer tech developments
- Highly social and engaged online



- Want access to video entertainment anytime and anywhere
- Perceive TV and movies as the best way to spend their down time

1. <http://www.forbes.com/sites/dorothyperkins/2014/03/04/dish-danery-deal-could-help-speed-cord-cutting-options/>
 2. <http://academic.mintel.com/display/882936/>
 3. <http://advantage.marketins.com/Product?productId=5B7E5003-AB4E-4D28-9F94-DA937F464D38&view=SWOTAnalysis>
 4. <http://academic.mintel.com/display/871998/?highlight>
 5. http://www.sojem.com/infographic/summer-travel-trends-2013-infographic.html#Uz2_Pq1dXvD
 6. <http://www.ustravel.org/news/press-kit/travel-facts-and-statistics>