

Client: Cablevision
Agency: Hawkeye FFWD
Objective: Vertical marketing
letter promoting Optimum
Online Boost
Role: Copywriter

**Ramp up your voice and Internet services
to meet growing claims management
demands – and save up to 60%.**

Dear Insurance Executive:

Natural disasters resulting in many new claims and the race to link agents, financial specialists and customers are driving your need for faster Internet and reliable, feature-rich voice services. That's why we've combined our leading all-digital, fiber optic products – Optimum Online Boost® for business and Optimum Voice® for business – into one special offer that provides the competitive advantage and value that you require.

**Combine Optimum Online Boost® for business and Optimum Voice® for business
for less than \$75 a month when purchased together.**

Insurance industry operating costs have increased dramatically, highlighting demand for efficient communications services. Now you can work more productively with 10 times the online speed of comparably priced DSL services. Make your business grow with essential tools, including more e-mail accounts, free Web-hosting and e-commerce capabilities. Get up to four separate voice lines and make unlimited calls within the U.S. at one great flat rate – all with no annual or long-term contracts. Enjoy uninterrupted voice and data services from a company on which you can rely.

Get all the advanced features your business demands.

So, improve your efficiency, enjoy more features and combine your communications services in one reliable place. Put the Optimum® fiber network to work for your business today. Call 1-800-574-6886 and enter customer code 123456.

Sincerely,

Joe Jones
Vice President
Commercial Sales

*For information about dedicated high-bandwidth solutions, visit Optimumlightpath.com
or call 1-877 Lightpath.*