

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

**Ramp up your voice and Internet services  
to help you track down every lead – and  
save up to 60%.**

Dear Real Estate Executive:

The increasingly competitive real estate market is 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.**

Business demands that you capture every lead while managing online databases of homes and client files. Meanwhile, you're implementing new services such as virtual home tours. Now you can work more productively with 10 times the online speed of comparably priced DSL services. Make your business grow with essential tools such as Find Me, Call Forwarding, Three-way calling, Enhanced Voice Mail and more. 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](http://Optimumlightpath.com)  
or call 1-877 Lightpath.*