

EXCLUSIVE SURVEY
BUSINESS AND THE MEDIA

INSIDE BUSINESS

FEBRUARY 2001

ENGAGING NORTHEAST OHIO'S BUSINESS ENTHUSIAST

The **Best** of Northeast Ohio **Business**

**We Reveal Northeast Ohio's
Top Personalities, Places & More**

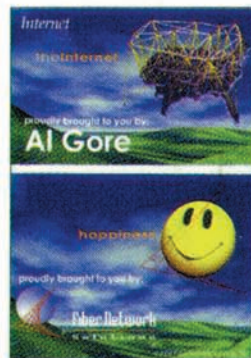
Plus: Ohio Family
Business

And: All Aboard T1
Boulevard

BEST Marketing Campaign

FIBER NETWORK SOLUTIONS

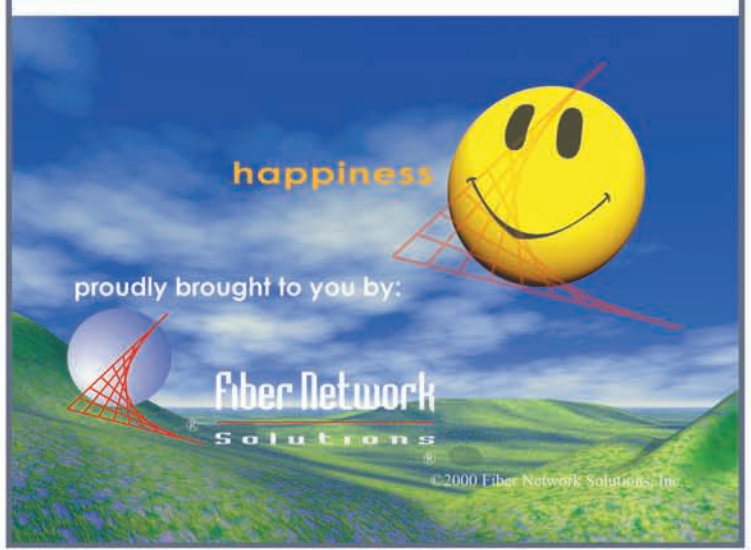
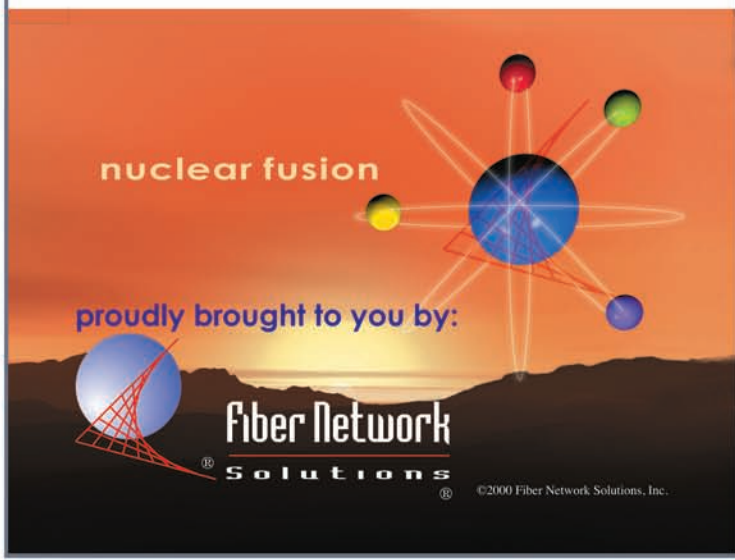
Fiber Network Solutions, based in Columbus with offices in Cleveland, Akron, Canton and elsewhere, launched a rib-ticklin' direct-mail campaign in October to promote its Internet-



bandwidth solutions and to capitalize on the vice president's claim to have invented the Internet. The marketing campaign included five riffs on the theme, including "counter

boasts" by the company for inventing the moon, the wheel, the doughnut, nuclear fusion and the general idea of happiness.

The campaign also took a sardonic approach on the Florida butterfly ballot and nonpolitical topics such as "cheesy postcards," even laxatives and talking cows. The mailers generated a 45 percent increase in Web hits, says company spokesman Brandon Hunt.



To make our service to you less confusing, more efficient and structured specifically for your needs, please **vote**, and let us know how you feel by poking a hole in **ONE** circle and mailing this form back to us.

FNSI is an amazing service, I've never had a problem!

Although the service has been ideal, I do have some questions.

I don't actually believe in any "Internet." And I am highly suspicious of anyone who does.

I like FNSI because of that awesome guy in the marketing department

I love the Internet so much I want more. OC3's for everybody!

Even though I've never had a problem with FNSI, I'd still like someone to call so I can complain because I'm lonely.

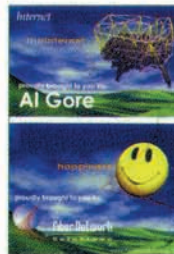
Thank you for your cooperation. The results of this survey will be processed **after** we find all absentee ballots, all bickering is resolved, we **recount** the ballots by hand, tally the results using an abacus, and then vote again until we're happy with the results. Then we'll be on our way to serving you better!



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BEST
Marketing Campaign
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