

# COMCAST / XFINITY



**CHALLENGE:** Comcast wanted a way to introduce and connect customers to their new product lineup. The Comcast Marketing Group asked JR to help bring the Xfinity brand to life through imagery, while keeping it consistent and distinctively their own.

**SOLUTION:** To highlight the Comcast Xfinity difference, we wanted to be trend/tech-focused. So we created a strategic approach to our photography and applied our unique perspective to each scenario. We layered everything so the content could serve multiple purposes, from digital web assets to social content to direct mail. We set up a 3-day location shoot to capture a range of lifestyle, environment, and in-use product shots and chose diverse talent and locations, to highlight everyday moments from an authentic viewpoint.

**RESULTS:** Our photo team produced flagship imagery to bring new life to Comcast Xfinity Home. As soon as JR completed the imagery, the files immediately went live on the Xfinity site.

