



CitiSignal Fiber Launch Winter 2026 Campaign Brief

1. Campaign Title

- CitiSignal Fiber Launch Winter 2026 Campaign

2. Campaign Overview

- The CitiSignal Fiber Launch campaign introduces CitiSignal's flagship fiber internet service—CitiSignal Fiber Max—to key residential markets. This campaign is designed to build awareness, drive sign-ups, and establish CitiSignal as the go-to provider for ultra-fast, reliable, and future-ready internet. The campaign will highlight the product's benefits for remote professionals, online gamers, and smart home families, using persona-driven messaging across digital and physical channels.

3. Go Live Date

- Official campaign launch: 1 January 2026

4. Target Audience

- Smart Home Families
 - o These are tech-forward households with multiple connected devices—smart TVs, thermostats, security systems, voice assistants, and more. They value convenience, automation, and seamless connectivity across the home. They often have children and are concerned about online safety, parental controls, and whole-home coverage.
- Online Gamers
 - o This persona includes competitive and casual gamers who demand ultra-fast, low-latency internet. They often stream gameplay, participate in multiplayer matches, and use voice chat platforms. They are highly sensitive to lag, jitter, and packet loss, and they're vocal about their experiences online. Many are early adopters of new tech and value performance above all else.
- Remote Professionals
 - o These are knowledge workers, freelancers, consultants, and hybrid employees who rely on a stable, high-speed internet connection to maintain productivity from home. Their workdays are filled with video calls, cloud-based collaboration, and large file transfers. They often use multiple devices simultaneously and expect seamless performance across all of them. Many are tech-savvy and value proactive customer support and service transparency.

- Shared values: reliability, speed & efficiency, technology empowerment, security & privacy, future-readiness

5. Campaign Objectives

- Generate brand awareness in target regions
- Increase new visitor traffic to 300,000 (+36%)
- Drive 600,000 USD of new-customer revenue
- Drive early sign-ups and pre-orders for CitiSignal Fiber Max
- Position CitiSignal as a premium, customer-first fiber internet provider
- Educate consumers on the benefits of fiber over cable or DSL
- Achieve ROAS ≥ 5 across paid media

6. Fiber rollout regions

- Primary Launch Markets:
 - o San Francisco
 - o New York
 - o Chicago
 - o Las Vegas

7. Key Activities and Channels

- Landing Page
 - o Serve as the central conversion hub for all campaign traffic.
 - o Feature persona-specific messaging and benefit-driven content.
 - o Include interactive comparisons (Fiber vs. Cable/DSL) and testimonials.
 - o Optimize for speed, mobile, and SEO with clear CTAs for pre-orders.
 - o Track user behaviour to refine messaging and UX post-launch.
- Email
 - o Deliver a 3-part drip sequence: awareness, education, and conversion.
 - o Personalize content based on persona and engagement level.
 - o Highlight pre-order incentives and exclusive early access.
 - o Drive traffic to the landing page with strong CTAs.
 - o Achieve $\geq 25\%$ open rate and $\geq 5\%$ CTR across the sequence.
 - o Use specific audience of current customer households that are eligible for Fiber based on their location.
- SMS
 - o Launch day alert, 10am
 - o Send concise, high-impact messages for pre-order nudges and reminders.
 - o Use urgency-based language (e.g., "Last chance to lock in Fiber Max!").
 - o Use specific audience of current customer households that are eligible for Fiber based on their location.
 - o Include short links to landing page or sign-up form.
 - o Target $\geq 15\%$ CTR and $<1\%$ opt-out rate.
- Meta Advertising (Facebook/Instagram)
 - o Use persona-driven creatives with lifestyle imagery and short-form video.
 - o Geo-target urban areas with high density of target demographics.
 - o A/B test messaging around speed, reliability, and sustainability.
 - o Retarget landing page visitors and email non-openers.

- Maintain ROAS ≥ 5 and CPC under €0.80.
- Use specific audience of current customer households that are eligible for Fiber based on their location.
- Ad sets targeting: Smart Home Families, Online Gamers, Remote Professional
- Formats: image, short vertical video (15s), carousel
- Display advertising on Google
 - Run programmatic ads on tech, lifestyle, and gaming sites.
 - Use animated banners to highlight speed and smart home compatibility.
 - Geo-fence ads around co-working spaces, gyms, and parks.
 - Drive awareness and retarget site visitors with dynamic creatives.
 - Target 2M+ impressions and $\geq 0.5\%$ CTR.
 - Banner formats: 300x250, 728x90, 970x250, 300x600
- Asset creation
 - Create a standard template of the campaign visual and build out automation so that the marketing team can ideate and create localized campaign assets independently
 - Focus on these supporting points:
 - Symmetrical speeds up to 2 Gbps
 - Whole-home Wi-Fi 6E coverage
 - 99.99% uptime guarantee
 - 24/7 concierge support
 - No data caps or throttling
- Use a rabbit as the main character in this campaign:
 - Symbol of Speed
 - Rabbits are universally recognized for their quickness and agility—perfect metaphors for ultra-fast fiber internet.
 - Visual Simplicity & Impact
 - Their sleek form and expressive motion make rabbits ideal for minimalist, high-contrast visuals that align with the campaign's aesthetic.
 - Persona Resonance
 - The rabbit's independent, agile nature mirrors the values of your target audience: young professionals and digital explorers who value freedom and performance.
 - Memorable & Differentiating
 - A rabbit as a tech mascot stands out in a sea of generic speed symbols (e.g., lightning bolts, rockets), making CitiSignal's branding more distinctive.
 - Narrative Potential
 - The rabbit can be used in storytelling—e.g., “Outrun the lag,” “Leap into the future,” or “Fiber that moves like you do”—creating emotional and thematic depth.

8. Timeline

- August 15: Brief Approval
- Sept 15: Locations for rollout and assets locked
- Oct 1: Final asset delivery

- Nov 1: Website and email sequence live
- Jan 1: Campaign Go Live
- Jan 15: Mid-flight performance review
- Jan 31: Campaign Wrap and Learnings

9. Success Metrics

- GA4 and Meta ROAS reporting for acquisition
- Tracking and reporting for email/SMS effectiveness
- Social mentions
- Engagement rate and time on page for new landing hub
- Product sales attribution to campaign UTM

10. Next Steps

- Finalise creative direction
- Prepare campaign RASCI and assign cross-functional leads
- Schedule dev time for landing page and PDP changes