

FREE  
**METRO**

**BROADBAND SPEC**

GET UP  
TO TOP  
SPEED  
ONLINE



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ME



**Broadband  
has landed**

BROUGHT TO YOU IN ASSOCIATION WITH BT BROADBAND

## Big Bang

Need more impact?  
When BT launched their  
broadband internet  
service, Metro's front  
cover went broadsheet  
for the day.



**Broaden your horizons**

**F**or those who are looking for a new way to get their broadband service, BT Broadband has a solution. It's called BT Broadband. And it's the fastest, most reliable broadband service available in the UK. It's also the most affordable. And it's the most secure. So how do I get up and running?

### So how do I get up and running?

1. Go to [www.bt.com/broadband](http://www.bt.com/broadband) or call Freephone 0800 300 000

2. Choose your broadband service. BT Broadband offers a range of services to suit your needs. From 1Mbps to 24Mbps, there's something for everyone. And all services are available in the UK.

3. Choose your broadband package. BT Broadband offers a range of packages to suit your needs. From basic to premium, there's something for everyone. And all packages are available in the UK.

4. Choose your broadband provider. BT Broadband is the only provider that offers a range of services to suit your needs. From basic to premium, there's something for everyone. And all packages are available in the UK.

**USE BROADBAND**

BT Broadband is the only provider that offers a range of services to suit your needs. From basic to premium, there's something for everyone. And all packages are available in the UK.



Win a high-speed train  
trip across Europe page 24



BT wanted a high-impact launch for their broadband internet service. They wanted to go beyond traditional press advertising, to create PR and of course to generate interest in BT's broadband offer.

The big idea was to stop Metro's net-savvy, early-adopting, Urbanite readership in their tracks by creating a BT Broadband 'false' cover that wrapped Metro and was read top to bottom in the style of a broadsheet.

The reverse of the wrap was used to explain the broadband proposition and its benefits, supplemented by a four-page feature in the centrefold of Metro.

All this was created by Metro's editorial team – a great example of the unique levels of collaboration between Metro's editorial and commercial teams.

Metro's BT Broadband Day also featured a competition to win a high-speed train trip through France.

Over 10,000 people entered the competition and half of these requested a BT brochure. Pre and post-campaign research with London and Scottish Metro readers showed the level of cut-through achieved in just one day:

Prior to the BT coverwrap, 19% were considering getting broadband and 54% were considering BT as a supplier.

Post-campaign this had risen to 26% considering broadband and 91% considering BT.

**'Metro made a strong and relevant idea into an enormously successful one with remarkable results. My thanks goes out to the whole team who made the experience so enjoyable, it really was a template of how advertising and editorial should work together.'**

Stuart Mays, ZenithOptimedia



**See what a difference a day makes? Metro. Urban Genius.**



See CD-ROM