Kirk Welch
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To whom it may concern:

In the late 1990's-2000's, I worked directly with the Griffin Group as head of marketing for Panhandle Telephone Cooperative, Inc. (PTCI) and Panhandle Telecommunication Services, Inc. (PTSI) As a cooperative (PTCI) and a wholly owned subsidiary of the cooperative (PTSI) competed head-to-head with national providers in the areas of cellular telephone, internet access and digital television service.

Over the years The Griffin Group provided market insight, creativity and leadership that allowed PTCI and PTSI to not only survive, but to thrive in these highly competitive spaces. Their concept of the lovable "loser" Bob, who was clearly challenged by many of life's simplest task, but able to understand the companies' services, light-heartedly calmed the fears of the tech-anxious second wave of technology adopters.

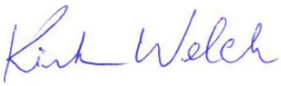
Thanks to a consistent, aggressive, and strategic media approach, Bob became a familiar and endearing character like a goofy uncle that always makes you smile. Combined with the ever-present PTCI voice of reason in the radio ads, Bob grew to be an effective vehicle for differentiating between local, advanced services provided by local people, and the offerings of those smooth-talking salesmen from "New York City".

The Griffin Group also led the companies through a process of establishing their brand. The Bob character was an extremely effective promotional tool, but Bob was not the brand. Through an intentional branding campaign, the Griffin Group helped tell the story about the substance behind the silliness. The branding campaign created trust, confidence and connection with a substantial, younger market segment that wondered if anything really good could come from Guymon, Oklahoma. Trusted, Proven, Involved, Advanced helped answer that question.

While The Griffin Group was extremely creative in concepts and messaging, as importantly, they made my job easier. They were responsive, professional, and efficient. They were brave enough to tell me things I didn't want to hear, if it was in the best interest of the project. The Griffin Group embraced a collaborative approach that resulted in impactful work with buy-in.

I am definitely a satisfied customer from my last work with Rusty Griffin and I would certainly call him for any future advertising needs. Feel free to contact me with any questions you may have.

Respectfully,



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