

The Voice over IP market is one of the fastest growing communications industries in the world. Adaptive Easel partnered with WDT to offer VoIP calling to its global customer base, and created ALLVOI as its primary service brand. AdEasel developed a marketing plan & strategy that included a major Chicago Transit Authority (CTA) campaign to increase brand awareness and to establish key messaging that differentiated ALLVOI from their core competitors in the VoIP industry. The campaign has successfully introduced ALLVOI to the Chicago market and created several targeted campaign spinoffs.



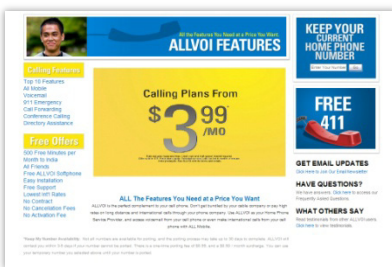
ALLVOI.com

*ALLVOI offers some of the lowest international & nationwide rates in the VoIP industry*



Online banner ads promote ALLVOI sponsored events and calling plans to targeted demographic groups. Banners click through to specific pages managed through the Content Management System which contain more event and calling plan information as well as signup buttons that guide users through the safe and secure signup process.

## Video Features



AdEasel incorporated several videos into ALLVOI's web site. These videos showcase a wide range of service and support offerings which cover everything from 'How ALLVOI Works' to 'Featured Calling Plans'. The videos also follow the Web 2.0 strategy of implementing more video into online content.

## International Rates



ALLVOI features some of the lowest international & nationwide calling rates in the VoIP industry. To highlight this AdEasel created a system to easily manage the calling rates for hundreds of international destinations. This information is easily updated according to any potential rate changes that occur over time.

## Targeted Landing Pages



AdEasel created International landing pages to target specific demographics of which ALLVOI has gained particularly strong appeal. These landing pages feature multiple calling plans and promotions which showcase the unique range of services and features that accompany each individual calling plan.

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