

(No Subject)

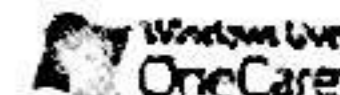
From: **Saracino, Joe** (Joe.Saracino@VerizonWireless.com)

Sent: Mon 2/09/09 11:59 AM

To: ragobros@msn.com

Cc: Brenda.Raney@VerizonWireless.com; James.Gerace@VerizonWireless.com

Attachments: 209 Ltr Rago.PDF (78.9 KB)



February 9, 2009

Lou Rago

Dear Mr. Rago:

I am writing in response to your call to Verizon Wireless and as a follow up to our discussion this morning. Thank you for your comments regarding our commercial that depicts an American family at a backyard barbeque. We have pulled this commercial from the air as of this past weekend.

I can assure you, it was never our intention to offend anyone in our commercials or single out any particular group of people. It is in that context that we create all of our advertising. We are a major corporation and in today's environment, every dollar a customer chooses to spend with us is hard-earned; there is no value in creating commercials that offend the very people we want to become customers. We understand that we have work because customers value our high quality wireless communications service.

The creative strategy for this campaign called for a lifestyle depiction of the new expanded calling family of 80 million customers achieved when Verizon Wireless acquired Alltel on January 9<sup>th</sup> of this year. The result of many hours of development work resulted in the decision to place the actors in a scene that would be familiar to people with large families. It was designed to celebrate family with the message of identifying for viewers the benefits of using Verizon Wireless service to stay connected to relatives and friends. If this advertisement offended you I apologize.

Your concerns have been heard and we have briefed both of our advertising agencies and our internal teams so they are aware of your comments can be taken into consideration in the future.

Thank you for taking the time to write.

Sincerely,

**Joe Saracino**

**Verizon Wireless**

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<<209 Ltr Rago.PDF>>

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