Cox Communications Debuts ‘Grandstories’ Initiative

What happens when grandparents stop worrying that their grandkids spend too much time on social media and start connecting with them through it?

ATLANTA - September 6, 2019 - Cox Communications, the largest private telecom company in America, launches ‘Grandstories’ just in time for Grandparent’s Day, on Sunday, September 8. The initiative brings grandparents closer to their grandkids by teaching them how to make stronger connections with the people who matter most using social media. ‘Grandstories’ reinforces Cox’s new brand positioning- ‘*Bringing Us Closer’* - by demonstrating how broadband connectivity is most powerful when it creates more human connection. The work was developed by180LA for Cox Communications.

“Our Grandstories campaign is the first of many with a goal beyond selling broadband, but rather reminding us all of the *human* connections that technology enables,” said Gaston Vaneri, senior vice president, brand strategy, Cox Communications. “The campaign brings that brand purpose to life in a very touching way, as we watch real grandparents learn to use social media to connect, with their grandchildren. Those connections enrich the relationship on both sides and on a very personal level. We hope the stories inspire others to embrace technology to connect with loved ones, especially grandparents, on this year’s Grandparents Day.”

Cox launched their new brand positioning in November 2018, with a focus on enabling more human connection. The company’s new tag line “Bringing Us Closer” is rooted in a belief that life is better when we people truly connect. In a society where online *connectivity* has often replaced *genuine connection*, Cox Communications is looking for new ways to inspire people to both reflect upon, and strengthen, the human bonds in their lives and communities.

“Isolation and loneliness is a growing epidemic. Especially among seniors,” stated Mike Bokman, group creative director, 180LA. “Our grandparents have so much knowledge to share, so many stories to tell, so much love to give. They deserve our attention, but our attention is not easy to get these days. So we’re helping to bridge that gap by inspiring grandparents to connect with their grandkids in the place their grandkids are sure to notice — social media.”

About the Grandstories Initiative

Cox Communications trained and mentored seniors in the use of social media, documenting the process from the perspective of both grandparent and grandchild, capturing authentic moments of connection. The grandparents used these new ways to communicate in order to share with their grandkids the things that matter the most to them.

The 'Grandstories' films and related assets will be featured in social media and tips to help other grandparents and grandkids get connected are available at cox.com/grandstories. This week the company released 'Seize The Day' featuring a story about Larry and his granddaughter, Jessica. The additional short films will follow later this fall.

About the Grandstories Videos:

'Seize The Day' – Larry (79) and Jessica (33) After the passing of Larry's wife, Pat, he realizes the preciousness of time. In order to reconnect with his granddaughter, Jessica, and make sure his wife's memory lives on, Larry takes to social media to connect with his granddaughter, and share his most precious memories about Pat. He tells the story of how they met and fell in love while both serving in the Navy, and how they kept their relationship alive through letters while he was away at sea for nearly a year. Larry shares some of his favorite letters, many of which he still has to this day. To Larry's surprise, Jessica also received a beautiful letter from Pat, which she shares with her grandfather in a powerful and emotional conclusion.

'Family Recipes' – Young(76) & Karen(21): Young is a traditional, non-English-speaking, Korean grandmother. She feared her granddaughter, Karen, is becoming too American, spending too much on her phone, and would soon forget her Korean roots. Young connected with Karen by sharing her family's never-written recipes on social media. With the help of Cox, Young filmed herself making each cherished recipe, providing her granddaughter with step-by-step instructions. Young hoped not only to preserve her recipes, but also to pass down the family's Korean culture and heritage, all while preserving a special bond with her granddaughter, but she had her doubts on whether her efforts were in vein. When Karen surprises her grandmother at home one evening before dinner with her attempt at Young's kimchi recipe, her grandmother and grandfather's reaction is not to be missed.

'Making Up For Lost Time' – Nadene(73) & Cody (26): 50 years ago, Nadene gave her newborn daughter up for adoption. She has been happily married since that time, but never had another child. Recently, she received a call - It was her daughter, who shared that Nadene has a grandson named Cody. Nadene was longing to have a personal relationship with her newfound grandson, but distance was an issue, as Nadene lives in San Diego and Cody in Oregon. She turned to social media to bridge the geography and connect with Cody. Nadene was concerned about coming on too strong, and scaring Cody away. The exact opposite occurred. Cody shared a wonderful, personal surprise with Nadene: he was getting married. Thanks to her efforts to

connect, Nadene joined in Cody's wedding celebrations.

About Cox Communications

Cox Communications is committed to creating meaningful moments of human connection through broadband applications and services. The largest private telecom company in America, we proudly serve six million homes and businesses across 18 states. We're dedicated to empowering others to build a better future and celebrate diverse products, people, suppliers, communities and the characteristics that makes each one unique. Cox Communications is the largest division of Cox Enterprises, a family-owned business founded in1898 by Governor James M. Cox.

About 180

180 is an award-winning international creative agency with offices in Amsterdam (180 Kingsday) and Los Angeles (180LA). A part of Omnicom Group Inc. (NYSE: OMC), 180 employs 155 people from over 30 countries. 180 specializes in consumer, brand and product strategy and offers a spectrum of expertise, including: content creation, digital marketing, retail marketing, design, data sciences, social media, and advertising. 180LA past and present clients include: Adidas, Al Jazeera, Amstel/Heineken, BMW, BonPrix, Cambia Health Solutions, Cox Communications, DHL,Expedia, Geothermal Exchange Organization, Ketel One, Lay's, lululemon, MINI, Pfizer, Postmates, Qatar Airways, Replay Jeans, Sony PlayStation, Under Armour, and UNICEF. For more information, go to www.180LA.com.

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Additional assets available online:

https://newsroom.cox.com/grandstories