



“Fine Art” and gourmet food showed off the sophistication of NEXLINK phone service. As a leader in business telephone service, we decided the best way to announce the grand opening of NEXLINK’s local service was the high class gourmet buffet and art exhibit centering on the theme, “The Art of Customer Service Blending with a Masterpiece of Technology.” ■ This turn-key campaign featured canvas works of great masters like Claude Phonet, Leonardo Da Voice-mail, and Salvador Dial-tone. Local dignitaries were invited to the art display, which included a short program and gourmet luncheon. This Public Relations campaign remains one of their most successful efforts to date.

Mixing high
culture with
customer
service