

# DISH names The Richards Group its new creative agency of record

ENGLEWOOD, Colo., March 13, 2018 /PRNewswire/ -- DISH today announced it selected The Richards Group as its new creative agency of record. The Dallas-based Richards Group was chosen following a comprehensive agency review.

"The Richards Group brings to the table a history of successful campaigns, breakthrough creative and a unique set of capabilities necessary to take the DISH brand forward," said Jay Roth, CMO and senior vice president of DISH. "Throughout the agency review process, DISH and The Richards Group discovered natural synergies between our two founder-led organizations, and we're eager to bring the results of this partnership to market."

The pay-TV category has historically generated low customer satisfaction that DISH has been working to confront. Last year, Roth kicked off [the company's "Tuned In To You" promise](#) with a campaign called "The Spokeslistener." Each of these spots illustrates the common frustrations experienced by pay-TV customers and the solutions offered by DISH.

Reflective of progress made, DISH was recently ranked #1 in customer service nationally by J.D. Power. DISH earned the highest numerical score for customer service among national TV providers in the J.D. Power 2017 U.S. Television Service Provider Satisfaction Study.\*

"We've learned that people appreciate the customer-centric approach that's inherent at DISH and brought to life by the Spokeslistener," said Roth. "We see the Spokeslistener being an element of our marketing program moving forward, as The Richards Group helps us drive the 'Tuned In To You' message into our markets."

"We are absolutely thrilled to have the opportunity to work with DISH to achieve its business objectives," said David Hall, Brand Management Principal of The Richards Group. "We believe they are exactly the right kind of client and brand for which we can do great work together for years to come."

The Richards Group is the largest independent branding agency in America, focused on the sole purpose of endearing brands to people at every point of contact. Initially founded as a freelance design firm by renowned creative director Stan Richards, the company has expanded its offerings to meet the evolving needs of clients for the past 41 years, now including best-in-class services in areas like advertising, brand identity, graphic design, social media,

strategic planning and public relations.

*\*DISH Network received the highest numerical score for customer service and second highest score for overall customer satisfaction among national TV providers in the J.D. Power 2017 U.S. Television Service Provider Satisfaction Study, based on 18,685 total responses, measuring the experiences and perceptions of customers with their TV service provider, surveyed November 2016-July 2017. Your experiences may vary. Visit [jdpower.com](http://jdpower.com).*

### About DISH

DISH Network Corporation is a connectivity company. Since 1980, DISH has served as the disruptive force in the pay-TV industry, driving innovation and value on behalf of consumers. Through its subsidiaries, the company provides television entertainment and award-winning technology to millions of customers with its satellite DISH TV and streaming Sling TV services. DISH operates a national in-home installation workforce, as well as an advertising sales group delivering targeted advertising solutions on DISH TV and Sling TV. In addition to its TV services, DISH has commenced buildout of a nationwide narrowband "Internet of Things" network that will apply capacity from its strategic spectrum portfolio. DISH Network Corporation (NASDAQ: DISH) is a Fortune 200 company.

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### About The Richards Group

The Richards Group, located in Dallas, is the largest independent brand-building shop in the nation. Clients include the brands of Cardinal Health, Dr Pepper Snapple Group, GameStop, The Home Depot, Motel 6, Orkin, Ram Trucks, The Salvation Army, Sub-Zero, Wolf and many others. The Richards Group can be found at [www.richards.com](http://www.richards.com) or on Twitter, [@RichardsGroup](https://twitter.com/@RichardsGroup).

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