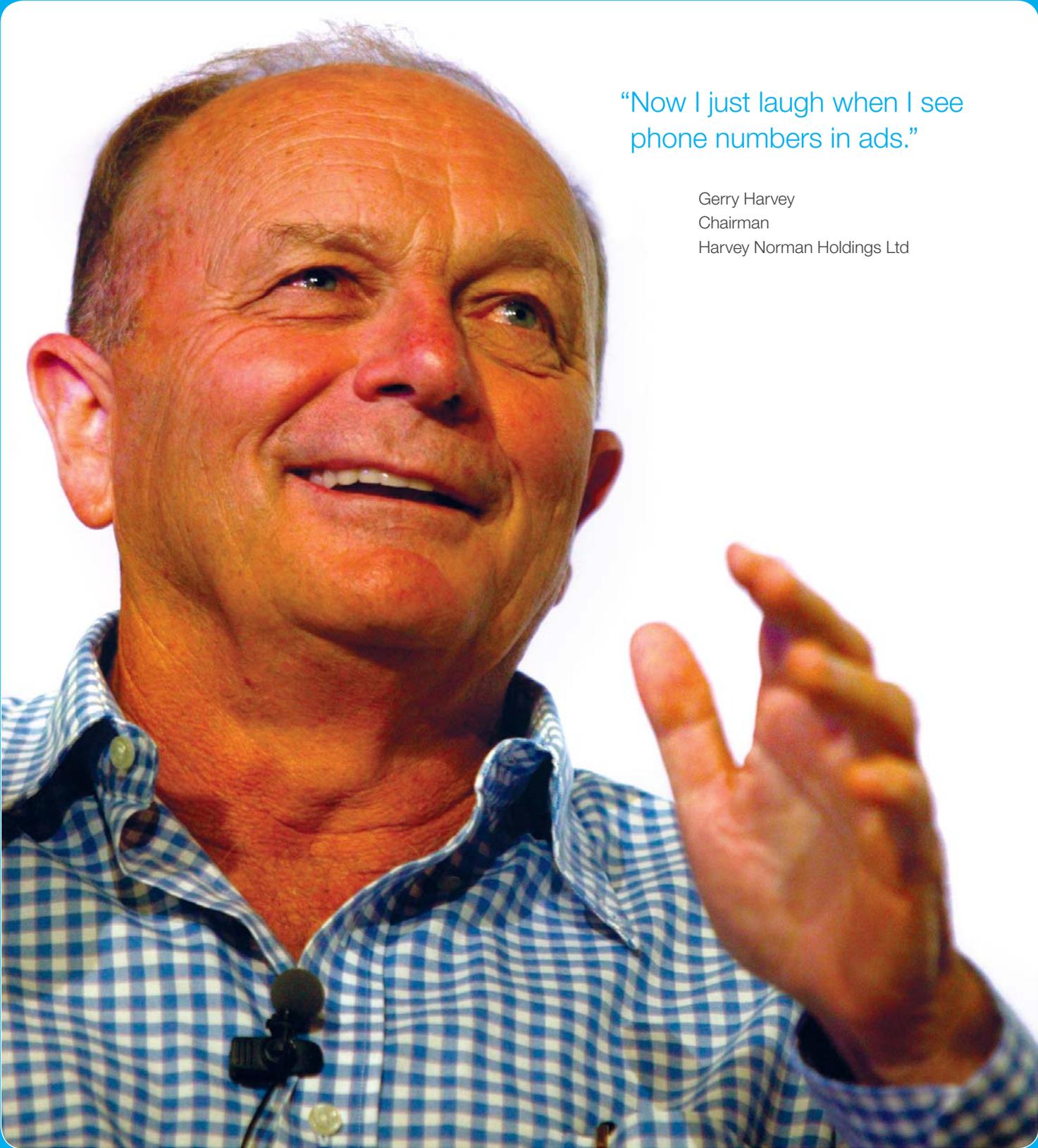


PHONE NAMES

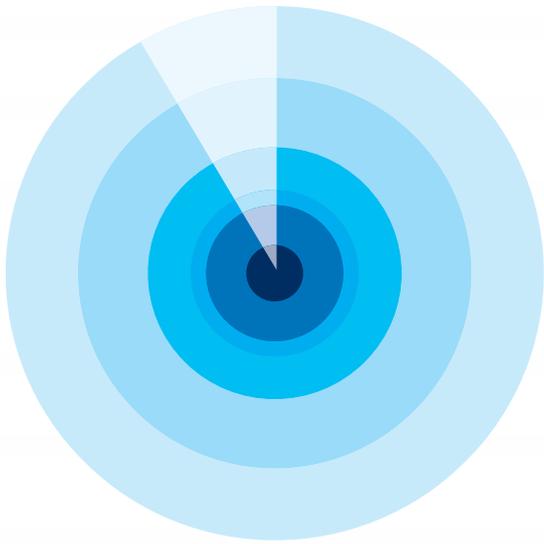
Know the name. Know the number.®



“Now I just laugh when I see
phone numbers in ads.”

Gerry Harvey
Chairman
Harvey Norman Holdings Ltd

Call 1300 PHONENAMES
Visit phonenames.com.au



93%

of the Australian population
are aware of phone names



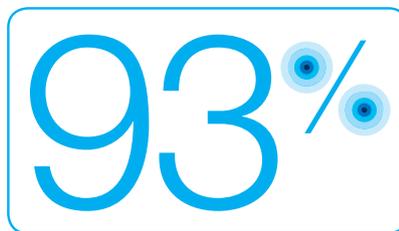
© Research on phone names



Awareness of phone name concept

Research conducted by Roy Morgan in May 2008 indicated that a large majority of Australians are aware of the phone names concept.

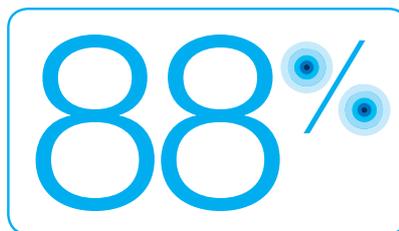
© Awareness of phone names concept:



Usage of phone names

Roy Morgan research also indicated that usage of phone names – the number of people that have dialled a phone name – has increased dramatically since it was last measured in 2006.

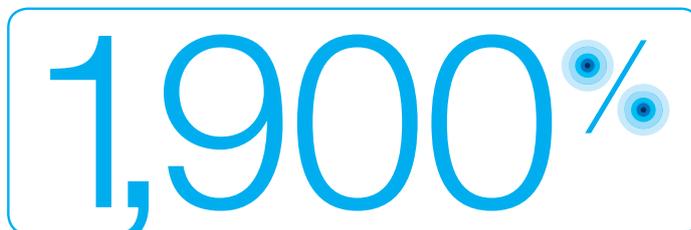
© Increase in usage of phone names:



Increased recall of phone names vs phone numbers

Research conducted by D&M Research in July 2008 indicated that across a variety of advertising mediums (including TV, radio, print, and outdoor) the recall of a phone name is, on average, 510% greater than the recall of a phone number. 48 hours after being exposed to the advertising, recall of a phone name is 19 times greater than the recall of a phone number.

© Increased recall of phone names vs phone numbers:



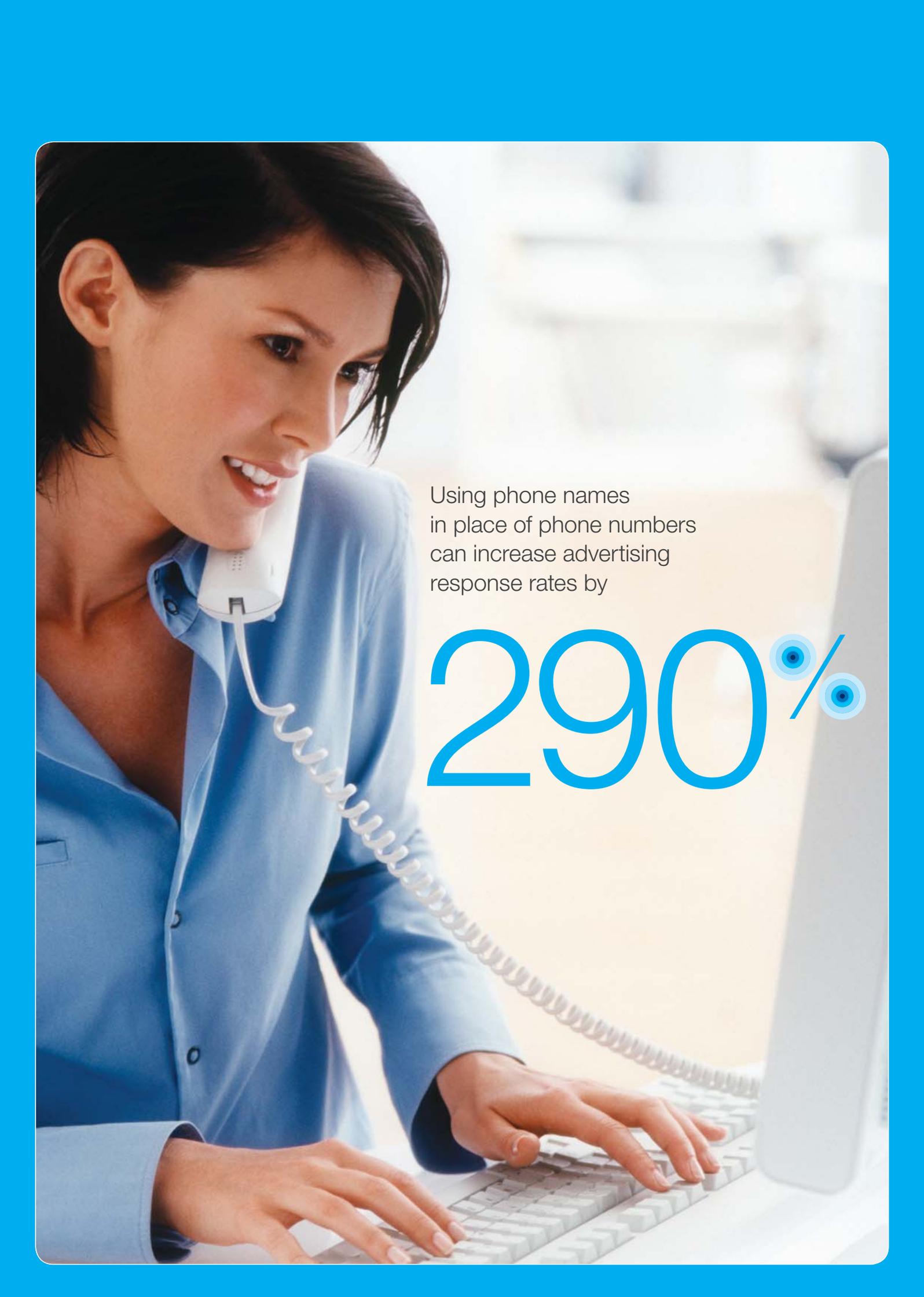
Increased response rates to advertising

In December 2006, our company conducted side-by-side testing of phone names v phone numbers for our client Harvey Norman Holdings Ltd. The ads with phone names generated nearly three times more calls than the ads with phone numbers. A 290% increase in response rates. This reduced the cost of generating each lead by 66%. This result mirrored similar case studies conducted in the USA and UK.

Unaided recall of phone names vs phone numbers

In May 2008, Roy Morgan research tested the unaided recall of a selection of national advertisers' phone names and phone numbers. On average, recall of the advertisers' phone names was 850% greater than the recall of their phone numbers.

To see the complete research reports and case studies mentioned above, including methodology, samples, questionnaires and results, please contact us.

A woman with dark hair, wearing a light blue button-down shirt, is smiling and talking on a white corded telephone. She is sitting at a desk, with her hands on a white computer keyboard. The background is a bright, out-of-focus office environment. The entire image is set against a solid blue background.

Using phone names
in place of phone numbers
can increase advertising
response rates by

290%

© Benefits of phone names

Phone names are easier to remember

Quite simply, people remember names much better than they remember numbers. And when a potential customer remembers your phone name, you're far more likely to get their call next time they're in the market for your services.

Phone names increase response rates to advertising

Case studies in Australia have shown that using phone names in place of phone numbers can increase advertising response rates by 290%. That's nearly three times more calls for every ad – without spending any extra advertising dollars – just by switching from a phone number to a phone name. The increase in response rates is even greater when phone names are used in TV and outdoor advertising.

Phone names lower the cost of lead generation

As advertising response rates go up, the cost of generating each lead comes down. As such, phone names can save advertisers considerable amounts of money in lead generation. For instance, if you double your advertising response rate, you're halving the cost of generating each lead.

Phone names can increase your profit

By helping you reduce the cost of generating each lead, and each sale, a phone name will give you a direct bottom line benefit – and a significant advantage over your competition.

With phone names, you get the calls rather than your competitors

If a potential customer hears or sees your ad, then goes to the Yellow Pages or the internet to look for your phone number, they may end up calling your competitor. But if they see your ad, and can recall your phone name – you're guaranteed to get the call.

A phone name can help you increase market share

If you are the first business in your category to promote a phone name, you have the opportunity to benefit from first-mover advantage and steal market share from your competitors.

Block the competition

If the best phone name for your business is a 'category killer' phone name, you have the opportunity to block the competition, forever. For example, Officeworks licenses and promotes the phone name 1300 OFFICE. Which leaves most of their competitors without a phone name.



Phone names assist word-of-mouth promotion

Think how easy it is for a customer to recommend a company's services when they use a phone name:

"Hey, I got great service from that company XYZ XYZ the other day. You should give them a call. Just dial 1300 XYZ XYZ."

With phone names, you'll get calls even when you're not advertising

As consumers become increasingly aware of phone names, many will simply guess a company's phone name when they need particular goods or services. This is known as presumptive dialling in the USA and has been proven to generate leads and sales long after a particular ad campaign has stopped.

Your phone name can match your domain name

Ever seen a company advertise a domain number? Of course not – no one would remember it. If your domain name is www.brandname.com.au it usually makes sense for your phone name to be 1300 BRANDNAME.

Phone names reinforce your brand

Every time someone dials a phone name, they're dialling a company name, a brand name, or a word that describes the goods and services they're looking to buy. As such, dialling a phone name will reinforce a brand far more than dialling a random sequence of numbers.

Get more business from your existing customers

When an existing customer can remember your phone name, they're more likely to call more often and order more products and services.

A phone name can help you do more business online

With the introduction of SMS to 1300 phone names, many businesses are establishing dialogue with customers via SMS. These 'text message conversations' can be used to collect a customer's data – including email address – enabling businesses to increase the effectiveness of their online communication.

Drive more high-margin sales

When a customer sees your advertising and simply dials your phone name, a sale can often be achieved without the customer contacting your competitors and 'shopping around'.

Without a phone name, potential customers will usually need to look you up in a print directory, or conduct an online search, where they will be exposed to your competitors' advertising and promotional offers.

1300 DOMINOS

1300 DOMINOS



Domino's



Open

Domino's

© Companies that use phone names



1300 DOMINOS



1300 WESTERN



1300 FOXTEL



1300 TELSTRA



1300 UNICEF



1300 HARD ROCK



1300 BARBEQUES



1300 CONTIKI



1300 GREYHOUND



1300 ESCAPE



1300 THE BYRON



1300 VODAFONE



1300 BIG POND



1300 OFFICE



1300 GO HARVEY



1300 AUSSIE



1300 TARGET



1300 OPTUS BIZ



1300 RUBBISH



1800 CLUB MED



1300 STORAGE



1300 SELECTV



1800 REVERSE



1300 FLOWERS



1300 SCENIC



1300 MEDINA



1300 SUBARU



1300 HOST PLUS



1300 ROSES ONLY



1300 WESTPAC



1300 QANTAS



1300 HILTON



1300 PRIMUS



1800 OPORTO



1300 DOMAYNE



1300 JOYCE MAYNE



© What the experts say



“Great phone names, like great pieces of real estate, are unique and available once only. Get the best phone name you can – and market it aggressively.”

Bob Mansfield

Ex Chairman, Telstra Corporation
Ex CEO, McDonalds, Optus, John Fairfax



“In my 40 years in the ad business, phone names are the most effective tools I have ever seen to increase advertising response rates.”

Alex Hamill

Chairman Emeritus, Y&R Brands
Ex CEO & Chairman, George Patterson Group



“Now I just laugh when I see phone numbers in ads.”

Gerry Harvey

Chairman, Harvey Norman Holdings Ltd

To see Gerry Harvey's video testimonial on phone names, please visit phonenames.com.au



📍 Case study:

Phone names vs phone numbers

Client: Harvey Norman Holdings Ltd

Harvey Norman



Outline of case study

Our company conducted side-by-side testing of a phone name vs a phone number for our client Harvey Norman Holdings Ltd. The objective was to assess the impact of a phone name vs a phone number – with all other variables being held constant.

Methodology

Two identical radio ads were produced. The only difference between the two ads being the 'call to action' used at the end of each ad. The first ad used a regular 1300 phone number – 1300 628 678. The second ad used the phone name 1300 THE BYRON.

The two ads were run in even rotation – with identical media weights – over a seven day period on two Sydney radio stations.

The calls and bookings through the phone name and phone number were tracked for the seven day campaign period and for the seven days after the completion of the campaign.

Results

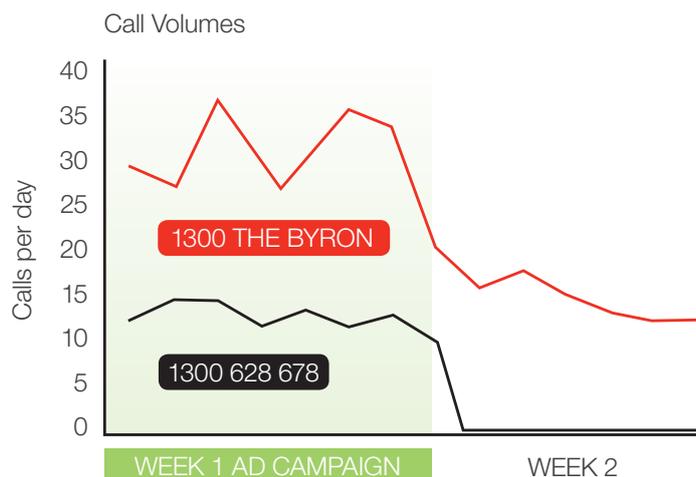
In the week of the campaign, the ads with the phone name generated nearly three times more calls and bookings than the ads with the phone number.

📍 The phone name increased response rates by:

290%

📍 The phone name reduced the cost of generating each sales lead by:

66%



In the week after the campaign, the calls to the phone number stopped almost immediately. While calls to the phone name kept coming through – further increasing the ROI on the advertising activity and reducing the cost of acquiring each lead.

As a result of this test, Harvey Norman Holdings rolled out phone names in all its advertising campaigns.

To see Gerry Harvey's video testimonial on phone names, please visit phonenames.com.au

📞 Frequently Asked Questions

What is a phone name?

A phone name is simply the alphanumeric translation of a phone number.

For example, when you dial the phone name 1300 DOMINOS, you are actually dialling the phone number 1300 366 466.

How do I dial a phone name?

To dial 1300 DOMINOS, you dial the numbers '1 3 0 0' followed by the keys with the letters 'D O M I N O S' on them.

What are the benefits of using phone names?

For advertisers, the main benefits of phone names are:

- 📞 Increased unaided awareness. People remember names much better than they remember numbers.
- 📞 Increased response rates to advertising. When people remember your phone name after seeing an ad, they're more likely to call.
- 📞 Lower cost of lead generation. When advertising response rates go up, the cost of generating each lead comes down.

Does my business need a phone name?

Almost every business can benefit from a phone name. Even businesses that don't sell over the phone can increase the effectiveness of their marketing, and reduce the cost of doing business, by promoting a phone name. If you answer 'yes' to one or more of the following questions, you should talk to us about how a phone name can help your business:

- 📞 Do you spend advertising dollars to generate new leads?
- 📞 Would you like to increase your advertising response rates?
- 📞 Would you like to reduce the cost of generating each lead?
- 📞 Would you like to increase your market share?



- 📞 Would you like more business from word-of-mouth promotion?
- 📞 Would you like to do more business online?
- 📞 Would you like to generate more business from existing customers?
- 📞 Would you like to generate new leads and sales even when you're not advertising?
- 📞 Would you like to increase your brand awareness?
- 📞 Would you like to increase your number of high-margin sales?
- 📞 Would you like to block your competition?

Why haven't phone names been used in Australia in the past?

Until recently, there were two barriers that made use of phone names impossible for a majority of Australian advertisers:

- 📞 Lack of keypad standardisation across fixed-line and mobile phone handsets
- 📞 The appropriate number ranges had not been released by the Australian Government.

When did advertising phone names become possible in Australia?

By mid 2005, after 7 years of lobbying the appropriate government departments, our company had helped remove the barriers mentioned above and made it possible for Australian marketers and consumers to enjoy the benefits of phone names.

Do Australians know how to dial phone names?

Yes. Research conducted by Roy Morgan in May 2008 indicated that 93% of Australians are aware of the phone names concept. Roy Morgan research also indicated that usage of phone names – the number of people that have dialled a phone name – has increased by 88% since it was last measured in 2006.

To see the complete research reports mentioned above, including methodology, samples, questionnaires and results, please contact us.

What phone name is best for my company?

Most large companies in Australia are opting for '1300 COMPANY NAME' phone names. E.g. 1300 FOXTEL, 1300 VODAFONE, 1300 DOMINOS, 1300 TELSTRA. A lot of companies have also licensed 'category killer' phone names. E.g. In addition to 1300 BIGPOND, Big Pond has also licensed 1300 WIRELESS, 1300 INTERNET and 1300 BROADBAND.

How many letters can you have in a phone name?

Phone names that start with a '1300' or '1800' prefix can contain from 6 to 10 letters. E.g. 1300 FOXTEL – 1300 PHONENAMES. Phone names that start with a '13' prefix can contain 4 or 5 letters. E.g. 13 NRMA, 13 MIDAS.

How do I get the best phone name for my business?

Our company acts as an authorised licensing agent for thousands of phone numbers. As each of the numbers in our registry 'spells' from 729 – 4,096 different phone names, we're sure to have a phone name that works for you. To discuss phone names and how they can benefit your company, call 1300 PHONENAMES.

How much does a phone name cost to license?

Phone names can be licensed on a national basis, state-by-state, or even per postcode. Monthly license fees vary depending on the specific phone name you're after and the area in which you'd like to use it.

Our company also offers a success fee remuneration system. The success fee is based upon a phone name increasing advertising response rates and lowering an advertiser's cost of generating each lead.

Do I have any rights to a phone number that spells my business name?

Because there's no one-to-one correlation between a phone number and a particular phone name, there is no priority given based on a phone number spelling a particular business name. In fact, because there are 3 or 4 letters on every number key (except for the 0 and 1 keys) every phone number will spell from 729 to 4,096 different letter combinations.

As such, the phone number that spells a particular business name will also spell many other things including company names, brand names, generic words, and word combinations. E.g. the number that spells 1300 FIND GOD also spells 1300 DINE IN. And the number that spells 1300 WESTPAC also spells 1300 WESTRAC, 1300 WEST SAIL and about a dozen other names, words, and word combinations

Why do I need to act fast to secure the best phone name?

The phone number that spells the best possible phone name for your business will also spell many other things including company names, brand names, generic words, and word combinations.

Phone names are allocated on a first in, first served basis. And when your phone name is gone, it's gone for good.

How do I get the most value out of a phone name?

To get the most value out of a phone name, you must ensure the following:

- ☉ You get the best possible phone name
- ☉ You promote your phone name effectively

Quite simply, phone names work because people are not usually very good at remembering things. As such, if you select anything but the most 'easy to remember' and relevant phone name, customers will not remember it and you will not get the results you want.

Your phone name will also only provide results if it is promoted effectively. It's not enough to connect your phone name, put it somewhere in your ads, and hope people will dial it. To ensure you get the best possible phone name, and the best advice on how to market it effectively, make sure you talk to us first.

How do I assess the value of a phone name?

The simplest way to assess the dollar value a phone name can provide is to multiply your annual ad spend by the increase in response rates a phone name will generate. For example, if you spend \$100,000 a year on advertising and a phone name increases your response rates by 200%, the phone name is providing you with \$200,000 worth of value. ie – Everything else being equal, to generate triple the number of responses, you can either:

- ☉ Increase your ad spend from \$100,000 p/a to \$300,000 p/a – or
- ☉ Simply replace the phone number in your ads with a phone name

The more money you spend on advertising, the more value you will derive from a phone name.

Are some phone names better than others?

Yes. The difference in effectiveness between the best possible phone name and a lesser phone name is measurable and dramatic.

The reason is simple. Phone names work because people are not usually very good at remembering phone numbers – or anything that's not dead simple for that matter. As such, if you select anything but the best possible – most 'easy to remember' and relevant – phone name, customers will not remember it and you will not get the results you want.

What happens to my existing phone number?

When you connect a new phone name, your existing phone number (whether it be a regular fixed line number or a 1300/1800 number) will remain connected and operate exactly the same way it does now. Your new phone name is simply pointed towards your current phone number.

Can you send an SMS to a 1300 phone name?

Yes. The SMS to 1300 trial has now been underway for over 12 months. The results are compelling. When consumers are given the option of calling or sending an SMS to a phone name, the response rates are increased dramatically. For more information on SMS to phone names, please contact us.

How do I get more information on Phone Names?

To find out more about phone names, and how they can benefit your company, please contact us by calling 1300 PHONENAMES, or visit phonenames.com.au.

© About our company

Phone Names is a success-based marketing services provider.

Our entire business process is built around maximising commercial results for our clients. We are uniquely positioned in the phone name industry – having a management team and board of directors comprised of experienced marketers, commercial advisors, and consumer advertising practitioners.

Our promise is simple:

- © We help our clients select and implement the best possible phone names
- © We help our clients extract the maximum value from their phone names

Our company has the hands-on experience, proprietary research, and real-life Australian case studies to back up its promise.

The foundation of Phone Names goes back to 1996, when two of our directors moved to New York to study US advertising and marketing techniques. Our directors were specifically looking for advertising tools and methods that:

- © Had been tried and tested in the USA over many years
- © Were relatively unknown and/or untried in the Australian market place

PHONE NAMES

Know the name. Know the number.®

After two years of observation and research, it became apparent that there were substantial benefits enjoyed by marketers that used phone names in place of phone numbers in advertisements.

In fact, by 1996, phone names had been widely promoted by national advertisers in the USA for over 20 years.

Upon returning to Australia in 1998, our directors began investigating the reasons why phone names had not been used by Australian advertisers. They soon discovered the barriers that made the use of phone names virtually impossible in Australia:

- © Lack of keypad standardisation across fixed-line and mobile phone handsets
- © The appropriate number ranges had not been released by the Australian Government.

By mid 2005 – after 9 years of research and development, and 7 years of lobbying the appropriate government departments and agencies – Phone Names had overcome these hurdles and made it possible for Australian marketers to enjoy the benefits of phone names.

Our company – Phone Name Marketing Australia – now acts as an authorised licensing agent for phone names.

Phone Name Marketing Australia Pty Ltd is a foundation member of the industry body. Our executive chairman, Jack Singleton, has been the president since its formation in 2004.

⦿ Does your business need a phone name?

Almost every business – large or small – can benefit from a phone name. If you answer ‘yes’ to any of the following questions, you should talk to us today about how we can help you grow your business.



- ⦿ Do you spend advertising dollars to generate leads?
- ⦿ Would you like to reduce the cost of generating each lead?
- ⦿ Would you like to increase your advertising response rates?
- ⦿ Would you like to increase your market share?
- ⦿ Would you like to generate more business from word-of-mouth promotion?
- ⦿ Would you like to generate more business from your existing customers?
- ⦿ Would you like to generate new leads & sales even when you're not advertising?
- ⦿ Would you like to increase your high-margin sales?
- ⦿ Would you like to have an unfair advantage over your competition?

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Know the name. Know the number.®

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Woolloomooloo NSW 2011

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