



**Yellow Pages**

### THE MARKET

Information overload. Any human being with a computer can now access more information than he or she could use in a thousand lifetimes. How to cut through the unnecessary and isolate the relevant is a major challenge.

It would take the average reader an entire weekend to read the Saturday edition of a major metropolitan newspaper. Alas, nobody has the time anymore.

The Yellow Pages directory offers a simple and direct way of dealing with information overload. In fact it has been an effective distiller and provider of information since its inception at the end of the 19th century.

Operating in a directory market that is valued at around \$1 billion, Yellow Pages Australia has the major share. And this market is growing all the time as it extends into voice and internet related products.

### ACHIEVEMENTS

Today, the Yellow Pages directory in Australia services over 290,000 business customers nationally (80% are small businesses) and features over 40,000 pages of advertising each year.

Yellow Pages produces over 70 directories nationally and is 100% Australian owned. Each year, more than 13.3 million copies are delivered - at least one to virtually every home and business in Australia. Research shows that 62% of Australians find the product indispensable and in a recent survey Yellow Pages rated Number 2 out of 170 products and services in terms of customer satisfaction.

As a selling tool, more than five million people in Australia use the Yellow Pages directory every week, resulting in approximately 3.2 million purchases.

Eighty-five per cent of Australians prefer to shop locally and whilst the Yellow Pages covers the whole of the metropolitan area, it helps



people find what they want closer to home. Some 40% of small businesses use Yellow Pages as their sole marketing activity.

It obviously works.

For every 100 people who used the local Yellow Pages in the last two weeks, at least 81% contacted the business they found there and 61% made a purchase as a result.

A number of innovations have contributed to this success. In the 1980s, for instance, Yellow Pages created The Small Business Index. This quarterly survey measures the current climate of small business and reports on projections over the forthcoming quarter. It's seen as a truly independent barometer of this sector of the

Australian economy. In 1983 Survey Phones were introduced by Yellow Pages as a unique way to monitor the effectiveness of Yellow Pages advertising. This was a world first.

Yellow Pages also takes its environmental responsibilities seriously. All inks, glues and dyes used are chosen to be environmentally friendly, ensuring that outdated directories can be recycled into housing insulation, animal bedding, horticultural and agricultural products and packaging. Yellow Pages' Book Muncher recycling campaign has educated households how and when to recycle their Yellow Pages directories.

### HISTORY

The advent of the telephone directory dates back to the start of the telecommunications era. As telephone usage has grown so have telephone directories. In some cities what began as a humble sheet of paper can now only be contained in two very large phone books weighing several kilograms each.

The original Yellow Pages in Australia was actually pink and was introduced in the 1920s from America. It consisted of 40 pages within the standard telephone book. It 'went yellow' in Australia in 1973 when it was first published as a book. By the mid 1970s the Yellow Pages directory had achieved almost 100% coverage nationwide.

Today, Yellow Pages is marketed by Pacific Access and is 51% owned by Telstra Australia - and 100% Australian owned. Different companies own the Yellow Pages brand overseas, and Yellow Pages Australia is not related to any of them.

### THE PRODUCT

Yellow Pages is Australia's most comprehensive information directory, designed to give consumers easy access to all the information required to help them find a supplier capable of meeting



their needs.

Through an extensive and ongoing advertising campaign, the Yellow Pages directory has been promoted as an everyday problem solver and source of general information. It is increasingly widely recognised that Yellow Pages is not just for emergency businesses, such as glaziers and plumbers, but is a resource available to all individuals and businesses, containing information on just about everything.

These days, Yellow Pages is much more than a book. Since the early 1980s Yellow Pages has grown into a comprehensive information service. Most local Yellow Pages also feature an information section on community services and special information numbers for most product categories.

### RECENT DEVELOPMENTS

There have been a number of Yellow Pages brand extensions in recent times.

For instance, Yellow Pages can now be accessed via an adviser-assisted service. It's called Yellow Pages Direct, and all it takes is a phone call. The service was created because it is impossible to carry around the Yellow Pages outside the home or office. Even there its bulk may be a problem for the old and frail, or for people with a disability.

Yellow Pages Australia has also become the world's first Yellow Pages company to trial directory information on the internet. Users can now access the Yellow Pages internet site via their own computer at home or in the office.

Yellow Pages has recently introduced full colour advertisements for customers seeking maximum impact for their product.

### PROMOTION

Most Australians will remember Yellow Pages' famous line 'Let Your Fingers Do The Walking' as one of the great advertising slogans of the 1970s. It still exists today because it is still relevant - some would say even more relevant than when it was conceived. Yellow Pages is, after all, about finding an easier way to access useful information through the jungle of useless and unwanted messages which grows thicker all the time.

The slogan was extremely effective, but it is nevertheless true that advertising back then was about a product which was largely associated with the less pleasant tasks in life.

Yellow Pages was a book people had to have, and hoped they wouldn't have to use too often.

By the 1980s everyone knew about Yellow Pages. However, not many people regarded it fondly. Using it was still seen as a chore. So Yellow Pages set about becoming a brand people would like rather than a product they simply had to use.

The result? Since the early 1980s Yellow Pages brand advertising has come to be regarded with affection and



pleasure in Australia and overseas. It has also won an extraordinary number of accolades from professional bodies in both the marketing and advertising fields.

Over the last ten years, nine Yellow Pages advertisements have been recognised at the Cannes Advertising Awards. And they have all contributed towards the consumer perception that Yellow Pages is a likeable brand. The advertising always emphasises warmth, humour and familiarity. It never brags to its audience, but seeks rather to embrace that audience.

Building this perception of a likeable Yellow Pages through the advertising has meant the creation of a whole series of endearing and funny situations where Yellow Pages saves the day.

One of the best loved of these is the advertisement which features a man trying to locate a special part for his rare Gogomobile. After the advertisement went to air, the name of the vehicle became a household word and Yellow Pages became an overnight hero for people looking for the impossible. Ever since that Gogomobile commercial, Yellow Pages has reinforced its role as the humble hero.

Another advertisement features a man who calls Yellow Pages from a phone box in order to locate a handy tailor so he can have his broken zipper repaired.

Yet another shows a man caught in the closet, the phone in one hand and his wife's lingerie in the other. He's calling Yellow Pages Direct for advice on where to get an anniversary gift for his wife.

The campaign shows everyday people looking for everyday purchases and it makes us smile. Even when addressing new technological developments, Yellow Pages advertising has always been able to find a warmer way of approaching the subject.

The television campaign developed to introduce Yellow Pages services on the internet, for example, had to deal with the results of research which showed that middle Australia was interested in the 'net, but intimidated by it.

Yellow Pages solved the problem by featuring an 86-year-old greatgrandfather in its advertisements to introduce the concept of Yellow Pages' website and internet-based products.

### BRAND VALUES

Yellow Pages is an extremely potent brand in Australia. The values of the Yellow Pages brand are firmly rooted in the function and character of the printed directory. It is regarded with warmth and familiarity, has credibility and is perceived to be trustworthy, to deliver on its promises and to be an indispensable partner in any search for information.

#### Things you didn't know about Yellow Pages

- The actors who played the couple in the Gogomobile commercial are husband and wife in real life.
- In Australia, 94% of all adults will use the Yellow Pages directory each year and 47% each week.
- Yellow Pages produce ten million directories nationally each year. If these were placed end to end it would cover a distance of 2757 km, which is the distance between Melbourne and Auckland!