

White Pages™

THE MARKET

The information marketplace has changed dramatically over the last ten years. Today there are far more choices for communication than just the standard telephone. Increasingly mobile phones, e-mail, web sites and fax machines play greater roles in people's lives, whether at home, in the office or out and about. In this fast moving and increasingly mobile market, there is a growing need for the efficient and comprehensive provision of contact information.

Among the vast array of information sources available, one source of information that has consistently provided comprehensive contact information is the White Pages™ directory.

ACHIEVEMENTS

The *White Pages* directory is the prime source of contact information in Australia, with an average of 59% of consumers between the ages of 18 and 64 in Australian metropolitan markets referring to the *White Pages* directory in any seven day period¹. *White Pages™ OnLine* is consistently ranked among the top five most visited Australian web sites and receives over one million unique visitors each month².

Three quarters of Australian consumers in metropolitan markets between the ages of 18 and 64 agree that the *White Pages* directory is the most

complete source of contact details for business and private purposes. 92 per cent agree that it is easy to use and 85 per cent agree that it is the best place to look when you need to contact someone³.

HISTORY

The *White Pages* brand was born in 1958. The Melbourne and Sydney telephone directories had become so thick that they had to be split into



two distinct directories: an alphabetical directory, the *White Pages* directory, and a classified directory, the *Pink Pages* (later to become the *Yellow Pages®* directory).

For many years, *White Pages* directory products were managed by National Directory Services, an internal business unit of Telstra Corporation Limited, also responsible for the printing and distribution of both *White Pages* and *Yellow Pages* directories. In July 1997, Telstra outsourced these business operations to Pacific Access Pty Ltd, a subsidiary of Telstra, giving it full responsibility for the day to day management of both *White Pages* directory products and *Yellow Pages* directory products (it had been managing the sales, marketing and compilation of the latter since 1991).

THE PRODUCT

The *White Pages* brand sits across a product range that comprises the printed *White Pages* directory, *White Pages™ OnLine*, *White Pages* directory on CD and *Electronic White Pages™*. These products are constantly evolving in order to reflect changing communication methods.

The printed directory is delivered to almost every home and business in Australia each year and is an alphabetical listing of nearly every

business, government and private residence with a telephone connection. There is a total of 55 directories, 46 of which are co-bound with *Yellow Pages* directories, containing over 8 million listings. It is interesting to note that, fifty-five years after the first post war wave of non-English immigrants to Australia, Smith and Williams are still the two top names nation-wide in the *White Pages* listings⁴.

In the printed directory, every telephone connection is entitled to a free entry of name, address and telephone number, with additional information such as fax, email or a web address incurring a charge. Businesses are encouraged to differentiate their listing through a bold, superbold, red or logo enhancement and may take out a full or half page to include their logo, branch addresses and any additional contact information.

White Pages™ OnLine first became operational in September 1995. Recent upgrades, including the addition of the quirky and very popular animated 'Globe' have only added to the user friendliness of the site. As well as including all national contact information published in the printed directories, the site includes Australian postcodes, international times, world dialling codes and even weather details for your contact destination! A mapping service is currently being rolled out to business and residential listings, providing a secondary benefit to users of the service. Listing details are updated daily, giving the site currency of information equal to that of directory assistance.

White Pages™ OnLine can also be accessed anytime, anywhere using either a WAP enabled mobile phone or the *White Pages OnLine Palm Query Application (PQA)*, developed for use with handheld devices using the Palm OS^{®5}. *White Pages OnLine* gives WAP enabled mobile phone⁶ users access to Australia's residential listings and postcode information from their mobile phones. The *White Pages OnLine PQA* provides wireless access to over 8 million Australian residential, business and government listings using their handheld device. The PQA makes use of web clipping technology, extracting only the most relevant information from *White Pages OnLine*, providing users with a quick and efficient means of accessing contact information wirelessly. *White Pages OnLine* wireless applications are powerful tools for anyone on the go.

The *White Pages* directory on CD contains all 55 directories and allows the user to search by business or residential listing across single or

multiple directories. With search features 'sounds like', 'starts with' and 'nearby' including the ability to enter a postcode or locality, it's easy to find what you are looking for. There is also the facility to create a personal address book on the hard drive of your computer and print address labels for mailing.

The Electronic *White Pages™* is a subscription service that provides sub second responses to queries via connection to a *White Pages* database service. Robust and reliable, it provides instant access to the most up-to-date *White Pages* information available. It is a useful business tool for locating and verifying customer details and can also be used to provide Directory Assistance services.



List your email address.



Get noticed with a red listing.



Logos. A new way to stand out.

RECENT DEVELOPMENTS

Recent innovations in product development, especially in regard to electronic commerce, are instrumental in moving the brand to being positioned in the marketplace as the ultimate and complete source of contact information. The *White Pages* directory is a significant brand that can represent all contact details, be they fixed or mobile telephony, physical or electronic addresses.

In 2001, some changes were made to the 2001/02 Perth *White Pages* directory, making it easier to use and faster for people to find what they are looking for. A separate business section has been included, where all business and Government listings are sorted alphabetically. This section appears at the front of the directory and is highlighted by a red tab. The dedicated residential section follows with every unique surname appearing once as a bold heading. Each listing pertaining to that surname is listed underneath by initial/first name, address and contact details. The new format is a first for *White Pages* directories in Australia.

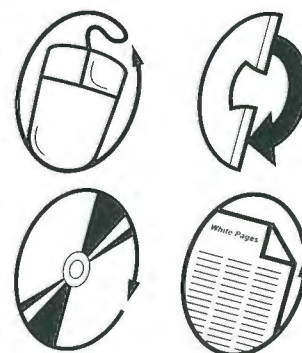
PROMOTION

Through the late 1990s, the *White Pages* brand began a high-profile program to reinforce the role of *White Pages* as a contemporary, comprehensive and relevant information tool. For the first time, the brand used a combination of television, radio and direct mail to connect with its broad user and customer base.

In the new millennium, the focus has shifted slightly to an emphasis on a series of product innovations that benefit both the customer and the user, under the broad heading of enhanced listings. Through an on-going series of ads, mainly on radio, the brand maintains its nearly universal top-of-mind awareness and relevance.

Another significant aspect of promotion for the *White Pages* brand is the printed directory itself. While only an annual event (vs the daily updating of the online product), the arrival of the new printed directory across the country signals the reliability and accessibility of the brand.

The relevance and contemporary presence of the brand is reinforced by the theming of each year's covers. There is a national theme (eg. Centenary of Federation in 2001 and Our Environment in 2002) and each directory features a different photo that reflects that theme with an image that is relevant to that geographic area.



BRAND VALUES

Recent research confirms the core strength of the *White Pages* brand as an indispensable resource for getting in touch and keeping in touch. As the world continues to change at an accelerating rate, there is an increasing need for a trusted means of easily accessing accurate, thorough contact details – whenever and however you need them.

Like the world it operates in, the *White Pages* brand continues to change and evolve, offering more and more practical, efficient and helpful ways of delivering on its core promise of helping people get and keep in touch.

1. Independent research of people aged 18-64 conducted by DBM Consultants Pty. Ltd. Sydney, Melbourne, Brisbane, Adelaide, Perth (Apr 2000 - Mar 2001) 2. Red Sheriff Directory Category Ranking (Unique users, July 2001) 3. Independent research of people aged 18-64 conducted by DBM Consultants Pty. Ltd. Sydney, Melbourne, Brisbane, Adelaide, Perth (Apr 2000 - Mar 2001) 4. Cauchi, Stephen, "Smith the Saxon still our name of names", *The Age*, June 22, 2001 5. Palm OS[®] is a registered trademark of Palm Inc. 6. *White Pages™ OnLine* WAP access available via Telstra MobileNet[®] WAP only. 7. Independent research of people aged 18-64 conducted by DBM Consultants Pty. Ltd. Sydney, Melbourne, Brisbane, Adelaide, Perth (Apr 2000 - Mar 2001) 8. Pacific Access server log files, July 2001 9. Red Sheriff Directory Category Ranking (Unique users, July 2001).

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THINGS YOU DIDN'T KNOW ABOUT WHITE PAGES™

- The first Australian telephone directory was issued in Melbourne in June, 1880. It listed the names of the 23 Edison-Bell telephone subscribers, and the location of their phone lines.
- A different theme for the 55 covers of the *White Pages* directory is decided each year, and these range from historical events, environmental issues, sport, lifestyle, people and places, reflecting the locality of the book.
- An average 59% of consumers between the ages of 18 and 64 in Australian metropolitan markets refer to the *White Pages* directory in any seven day period⁷.
- *White Pages™ OnLine* receives over 2.5 million searches every week⁸, and is consistently ranked among the top five most visited Australian web sites⁹.