

# **ICMA - The future is not static**

**But can Mobile keep you in the game?**

**8<sup>th</sup> May 2004**

## Brief Background on WIN

- Founded 1996
- First Commercial Service launched 1997
- £8.2m Equity from Goldman Sachs 2000
- Sunday Times ARM Tech Track 100 company 2001 & 2002
- “Best Use of Mobile Internet” - The Met Office March 2001
- “Best Use of Mobile” - BT Cellnet FindMe June 2001
- “Best Consumer Product and Service” - AA June 2002
- First MMS offering made available November 2002
- Turnover 2003 £15.5m - profitable



## Customers reaching over 30m handset users:

### Telecom



.....T.....Mobile.....



**vodafone**

### Media



### Industry/Corporate



## Or as you would say...

- experienced mobile company seeks mutually beneficial relationship with classified publisher

## Content

- This is not a lecture on mobile strategy
- But hopefully will give you an indication on the impact of mobile and what it can do for you.
- A few facts and figures
- Where is text used in the classifieds today?
- Some thoughts on where it could be used
- What can the new technologies deliver?
- What you should be considering as part of your offering

## A few facts and figures 1 - World

- There are 1 billion GSM customers worldwide
- 25% of the world population will have a mobile phone by the year end
- 95% of all text messages are delivered within 10 seconds of being sent
- 23% of mobile users use Text Messaging at least once a day

*source MDA*

## A few facts and figures 2 - UK

- 54m UK handsets
- 61m texts sent daily in December 2003
- 76m texts sent when England won the RU World Cup
- 111m texts sent New Years Day
- 20.5bn texts sent in 2003
- 24bn texts forecast for 2004

*source MDA*

- 51% of women would rather receive a text than a card to mark a special occasion

*source MDA mother's day survey*

- **This is no longer a “young persons” thing**

## A few facts and figures 3 - UK

- 75% of the UK's largest 50 companies believe they have a need for mobile data
- Of the companies that have deployed mobile:
  - 35% say they have had productivity gains
  - 82% improved workflow,
  - 44% cost savings
  - 37% revenue gains

*source Orange and Deloitte Consulting*

## A few facts and figures 4 - UK

- Mobile in advertising:
  - 71-96% brand recall rate from SMS advertising
  - 43% thought SMS had a positive effect on brand advertising
  - 7% a negative effect

*source MMA Survey of Germany, Italy and UK*

## SMS and Newspapers

Given the overwhelming evidence in favour of SMS where does it feature with Newspapers?

**The bald truth is that as a communication medium it has largely been ignored by the Newspaper Industry.**

Examples exist where Newspapers have used it for:

- Revenue Generation - selling content (Football, Horoscopes)
- One way interaction - competitions

The only area within newspapers to have started to explore its real potential is adult services



# Newspapers and Mobile - Current Examples 1

The Guardian

# SOULMATES

Guardian readers meet here

## WOMEN SEEKING MEN

0905 211 0301

Line 8C 10p

● **Black Female**, 33 seeks white M 25-35, who should enjoy theatre, music, dancing, films, travel, food for life. Ldn • 23644 0906245644

● **Friendly Fellow** Kitchen-handyman, 22, seeks female, 20-30, for fun. Transylvania for fun & all those party parties. Ldn • 23689 0906203689

● **Leisurely** 30, 5'6", 115, 100, Attract F 32-40, seeks music, loves films, comedy & the occasional long walk. Seeks: kind, considerate, genuine 30-40. Ldn • 23996

● **Spirited & Beautiful** Kit/creative, sensible, with a sense of humour. Ldn • 23998

● **Woman in Vision** Tall, bright F 43, seeks an interesting man in a white Ldn • 23765

● **Woman in Her 40s** 5'9", likes boring postcards, likes. Seeks: son & wife. Ldn • 23691 0906245708

● **Male**, 30, 5'8", 115, 100, enjoys outdoor activities, socialising, eating out. WLM/T attrac. for wife. Ldn • 23955

● **Looking For Aragon Or Similar** Attract, artistic F, seeks tall, dark, intense. Ldn • 23697

● **Attractive Woman** 40+, 5'9", likes walking, cycling, travel, music, dancing, films. WLM/T attrac. with optimistic attitude. Ldn • 23698 0906245708

● **Attractive, intelligent, bright F**, 45-50, likes music, books, art, culture, who can make me laugh. Ldn • 23755

● **Fair Play**寻求 F 36-55, 5'6", likes, fair, artistic, kind, considerate, friendly. Ldn • 23705

● **Freedom To Talk Very** M 40, 5'8", likes: music, films, travel, food, theatre, comedy, foreign, exhibitions & dancing. Seeks M 35-42. Brighteyes Ldn • 23702

● **WLM/T** 30, 5'6", 115, 100, likes travel, cooking, walking & laughter. Ldn • 23703

● **Creative, Stylish** F 54, 5'6", seeks: into the Arts, comedy, music, dancing, films, travel, food, theatre & laughter. Seeks: kind, 50+. Ldn • 23704

● **Smart, Friendly** guy, 42, likes art, the countryside. Seeks: kind, 35-50, to have with him. Brighteyes Ldn • 23236

● **Attractive Lady**, 50, seeks younger man for fun. Ldn • 23695 0906245945

● **Black, atheist, pacifist, feminist, socialist** F, 20s, seeks skinny indie boy with SON. Ldn • 23738 0906245708

● **Brave, Instilling**, Mature blonde, optimistic (1.1 M & 0.1, 22, seeks profiles

of women, seeking a mate, kind, sensible. Seeks: welcome. Accountants not. Ldn • 23743 0906245708

● **Female** 24, 5'4", 100, 105, Attract, passionate, seeks educ., country-loving, cheeky partner with a sense of humour. Ldn • 23747 0906245708

● **Veggie Folk** F, 22, seeks M 20-40, 40, GSH, for intellectual stimulation. Ldn • 23748 0906245708

● **Happy Days** Confident, content, curly black F, 34, 5'7", seeks family, laughs, fun, man & height & looks. Ldn • 23749 0906245708

● **New To Notting Hill** F, 40s, likes interesting M for chaps. Ldn • 23750 0906245708

● **Attractive, friendly, kind** 40s, seeks: kind, considerate, kind, 40s. Ldn • 23751 0906245708

● **Enjoy Life** 30s, 5'6", 115, 100, Attract, seeks: kind, considerate, kind, 30s. Ldn • 23752 0906245708

● **Smart & Sassy** 20s, 5'6", 115, 100, seeks: kind, considerate, kind, 20s. Ldn • 23753 0906245708

● **Over 40s** 40s, 5'6", 115, 100, seeks: kind, considerate, kind, 40s. Ldn • 23754 0906245708

● **British Eyes** Vlachart (Irish grand princess) 30s, 5'6", 115, 100, seeks: kind, considerate, kind, 30s. Ldn • 23755 0906245708

● **Winter Warming** Lovely, clever, kind, considerate, kind, 30s. Ldn • 23756 0906245708

● **Kind & Considerate** 30s, 5'6", 115, 100, kind, considerate, kind, 30s. Ldn • 23757 0906245708

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- Guardian and Observer benefit from additional revenues from anonymous ongoing dialogue

## Newspapers and Mobile - Current Examples 2

# TEXT MANIACS



## TEXT DSTAR TO 82100

Text DSTAR followed by a space, then your name and comment, and send to 82100. Texts cost 25p plus your normal mobile operator cost.

all da best bryan, westlife have given us 5 wonderful yrs of music and hopefully another cple with the remainin 4. **beverley, belfast**

I'M SO SAD BRYAN HAS LEFT WESTLIFE. LET'S HOPE HE GOES SOLO! **YOUNG STOAT, ABERDEEN**

Can't believe my favourite bryan has quit! Take care. **Paul Hunter, Drax**

PLEASE PLEASE DON'T LEAVE US BRYAN. WE GAYS LUV U. **TITCH, KIRKBY LONSDALE**

Wake up and smell the cheese u sad fans - Bryan has ad ur money and run. **Jimmy Patterson**

bryan mcfatten quits wastelife - hope rest of ovr8td covers band fol-low soon. **col, rugby**

When kerry mcfadden was singing in the jungle it sounded like a fire in a pet shop, so how did she get into a group in the first place? **RICHARD OF WEYMOUTH**

Just seen Atomic Kitten live - they were great. Big up the Lil Massive. **ROBIN**

to chimp, or shud i say chump - there r loadsa gud female singerz, alicia keys, jamelia etc. **Elle**

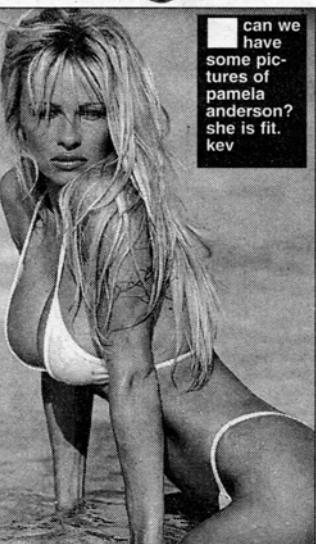
Whatever happened to Kate Bush? She was all woman! **Spam, wigan**

80s music will always be the best. Today's music is painful. **Jon, Kent**

i agree with everything grimsby girl says. **vnman**

Grimsby girl, you don't know jack

can we have some pictures of pamela anderson? she is fit. **kev**



ton 3 back. shud av left them in camp x-ray. **MICK, DUDLEY**

if the government r taxing fatty foods they should make healthier foods more cheaper anyl agree? **ian, halifax**

tights that make u lose weight - great. need a pair for me an 2 for the wife. **simmy fae maryhill**

peter kay at funny? Thats a joke in itself, hez best around. **slim, bpool**

Channel 4's losin the plot with this new rubbish Fit Farm and Brat Camp. it's as bad as itv now. **Carla**

I KNOW I KEEP MOANIN BOUT E'ENDERS, BUT HONESTLY, CAN ANY1 OUT THERE PLS TEL ME Y ON EARTH HAVEN'T THE FERREIRAS BEEN AXED YET? THEY R JUST SOOO BORING! **JAY**

GMTV's Traffic-link Blonde Bombshell **GEMMA HADLEY** would look superb on PAGE 3 for ALL to SEE! **Mitch of South London**

reply 2 steve, couldn't agree more about sly stallone, the man's a god. he is doin a film based on the deaths of tupac and biggie. **kenny, dundee**

Great pic of jordan yesterday. Best one i have seen. That mario bloke is one lucky git. **matty b**

I wish I looked like Lucy P! I think she is gorgeous! **Claire, E. London**

in reply to oz, the girl in the vodafone advert is david beckham u muppet! **danny**

Chris (Wed), ur rite about Carol Smillie, but dont u think Kylie's got

- Daily Star utilising Text for classified forum page 25p per entry

## Newspapers and Mobile - Current Examples 3

- But it is in adult that done with Mobile

## So how should Classifieds be using mobile?

- Text for ad placement where 160 characters or less
- MMS for ad placement where larger formats required
- Text response to adverts:
  - Call me (nearest dealer)
  - Send more info
- Extend your involvement in the sales process, revenues from ongoing dialogue...

## For Ad Placement



- Most of the personal ads are within 160 characters



**THE SUNDAY TIMES**

To advertise in the Driving section please contact one of our sales team

T:020 7481 4422(Trade)  
T:020 7481 4000(Private)  
F:020 7782 7827(Trade)  
F:020 7782 7799(Private)

- But where is the text option?

## Formatted ad placement using MMS



- 8 million MMS handsets in the UK
- 40% of the population will have MMS handsets by end of year
- To format via MMS and send becomes a distinct possibility.
- Technology already in use in Broadcast media

## Text to get the advertiser to call you



- Auto Trader already provides an online call me service
- Text in to have your details forwarded to the advertiser with the item of interest
- The advertiser can then call back
- Adding value to the placement of the advert

# Text to get more info

10 eTeach.com

**eteach.com**

The number one education recruitment web site

**Log in**

E-Mail

Password

[Join now](#)

**Essentials**

- [Home](#)
- [Search jobs](#)
- [Browse jobs](#)
- [Browse recruiters](#)

**Education sectors**

- [Student](#)
- [Church / Faith](#)
- [Independent](#)
- [Supply](#)
- [International](#)
- [Swydd-fan](#)

**Information**

- [Staffroom](#)
- [Resources](#)
- [Advice](#)
- [News](#)
- [About Eteach](#)

**THE INDEPENDENT**

Enter job ID here

Call Eteach  
Permanent Placements  
**0845 226 1905**

[Privacy](#) | [About Eteach](#) | [Testimonials](#) | [Press](#) | [Contact Eteach](#)

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All of this data could be provided direct to the mobile phone via WAP or MMS by texting in the reference

## Extending your reach in the sales cycle

68 Friday, 12 March 2004 Evening Standard

- Working on the same principal as dating for flat shares
- Allow anonymous text to short list candidates
- Accrue more income from ongoing dialogue
- Provide your ad customers with a better service allowing them to pre-screen candidates in their own time

## What can the new technologies deliver?

- WAP and MMS can enhance your advertising space today.
- Each advert could have a unique code to text in to a short number
- On receipt of the text an enhanced message can be returned with full information on the item in question
- You can charge the advertiser for providing the enhanced advert.
- You can charge the respondent for drawing down the particulars

# Allow Mobile to expand your column inches!

THE SUNDAY TIMES • FEBRUARY 29, 2004

**MERCEDES**

**Tom Hartley**  
Setting standards for more than 30 yrs

**BENTLEY**

**LAMBORGHINI & FERRARI**

**POSCAR**

**OTHERS**

**WE ALSO WANT TO BUY YOUR CAR!**

**Virgin Cars**

**MERCEDES AUCTION**

**Kams**

**MERCDES WANTED**

**Best Prices**  
All Mercedes-Benz vehicles wanted.  
Call Richard Bonn on 07736 329761  
richard.bonn@mercedes.co.uk  
or Paul Preston on 01223 811916  
paul.preston@mercedes.co.uk

**BRABUS**

**WANTED**  
MERCDES-BENZ URGENTLY REQUIRED

**THE SUNDAY TIMES**

**CLASSIC CARS**

**CONTRACT HIRE & LEASING**

**YORKSHIRE FINANCE**

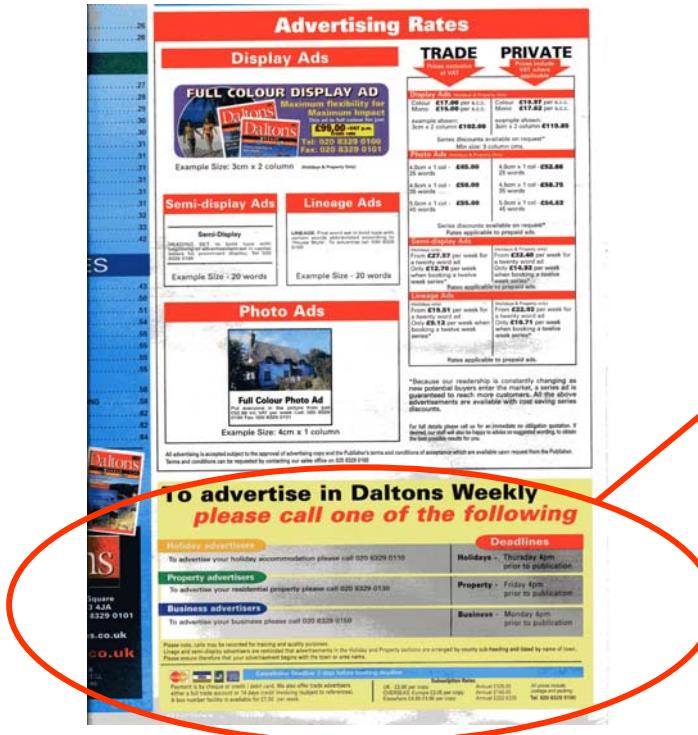
**Carsave**

**COME DAY ALL QUOTED WILL BE DONE THIS WAY**

**LAMBORGHINI**



# So what about the Classified Industry? - A random sample



Dalton Weekly  
✓ provides no  
mobile offering

## At first glance nor does Ad Trader...

002 Antiques	18 261	Antiquing & Collecting	32 432	Antiquing & Collecting	32 440	Legal	832 Full-Time Employment General
003 Carpets & Flooring	18 262	Metal Detecting	32 432	Motorcycles Classic & Collectors	32 441	Options	834 Gardening/Landscaping
004 Clocks/Glassware	18 263	Models & Medals	32 432	Motorcycles Spares & Accessories	32 442	Painting & Decorating	836 Hairdressing
005 Curtains & Blinds	18 264	Telescopes & Microscopes	32 432	Motorcycles Used	32 443	Pest Control	838 Health/Wellbeing
006 Dining/Silverware	18 265		32 432	Motorcycles Used	32 444	Photocopying	840 Home Cleaning
007 Dog/Mag.	18 266		32 432	Motorcycles Used	32 445	Plastering	842 Hospital & Medical
008 General Household	21 267	Holiday Accommodation (Abroad)	32 432	Motorcycles Used	32 446	Plumbing & Heating	844 Machinery/Tailoring
009 Paintings/Artifacts/Mirrors	21 268	Apartments	32 440	Motorcycles Used	32 447	Printing & Design	846 Management & Executive
010 Sofas & Suites	21 269	Caravan & Camping Holidays	32 440	Motorcycles Used	32 448	Private Investigation	848 Marketing & Fashion
001 Bon Fireworks	21 270	Guesthouses/B&B	32 440	Motorcycles Used	32 449	Property Services	850 Office & Clerical
<b>Sound &amp; Vision</b>	<b>22 271</b>	Holiday Homes	32 450	Motorcycles Used	32 450	Painting & Decorating	852 Painting & Decorating
<b>Music</b>	<b>22 272</b>	Holiday Parks	32 450	Motorcycles Used	32 451	Part Time Employment General	854 Part Time Employment General
110 CD/Cassettes & Records	22 273	Villas	32 450	Motorcycles Used	32 452	Party Plan	856 Removal
112 Disco & Karaoke Equipment	22 274	Holiday Accommodation (UK)	32 450	Motorcycles Used	32 453	Plastering	858 Removal
114 Groups, Bands & Studios	22 275	Apartments	32 450	Motorcycles Used	32 454	Roofing & Insulation	860 Retail
116 Audio Equipment	22 276	Caravan & Camping Holidays	32 450	Motorcycles Used	32 455	Storage	862 Sales & Marketing
118 Music Accessories	22 277	Guesthouses/B&B	32 450	Motorcycles Used	32 456	Surveillance	864 Security
120 Music Memorabilia	22 278	Holiday Homes	32 450	Motorcycles Used	32 457	Taxi	866 Temporary Vacancies
122 Musical Instruments	22 279	Holiday Parks	32 450	Motorcycles Used	32 458	Tiling	870 Training Opportunities
124 Music Prods. & Soft. CD Players	22 280	Villas	32 450	Motorcycles Used	32 459	TV Repairs	872 Voluntary
126 Personal Stereo	22 281	Holiday General	32 450	Motorcycles Used	32 460	Tying & Clinical	874 Working Abroad
128 Radios/Cassette Players	24 282	Apartment Specialised	33 450	Motorcycles Used	32 461	Wedding Services	876 Working
130 Tullion	24 283	Bedroom Accessories	33 450	Motorcycles Used	32 462		
<b>Phone</b>	<b>24 284</b>	Caravans	33 450	Motorcycles Used	32 463		
140 Mobile Phones & Accessories	24 285	Caravan & Camping Equipment	33 450	Motorcycles Used	32 464		
142 Telephones & Antennaphones	24 286	Cruises & Flight	33 450	Motorcycles Used	32 465		
<b>TV &amp; Video</b>	<b>24 287</b>	Holiday Miscellaneous	33 450	Motorcycles Used	32 466		
152 Cam. Cameras/Films	24 288	Luggage	33 450	Motorcycles Used	32 467		
154 Video Projectors	24 289	Motor Homes	33 450	Motorcycles Used	32 468		
156 Satellite Televisions	24 290	Mobile Homes	33 450	Motorcycles Used	32 469		
157 Home Cinema Systems	24 291	Packages/Tours & Breaks	33 450	Motorcycles Used	32 470		
24 292	Holiday Miscellaneous	34 514	Ladies Clothing	34 510			
158 Televisions	24 293	Tents	34 514	Ladies Clothing	34 511		
160 Video Cameras	25 297	Timershapes	34 514	Ladies Clothing	34 512		
	25 298		35 118	Mens Clothing	35 119		
	25 299		35 118	Mens Clothing	35 119		

# How To Advertise

**Private Advertising Deadline:- 12 noon Monday**

by post

Send your ads to:  
Thames Valley Ad Trader  
Unit 10 Beacontree Plaza  
Gillette Way  
Reading, Berks  
RG2 0BS

by phone

Phone us on our  
local rate number

Local rate number  
0845 050 1111  
24 hours a day  
7 days a week

by fa

Fax us your ad  
24 hours a day  
7 days a week  
on 0907 907 008  
50p per fax

on the we

[www.adtrader.co.uk](http://www.adtrader.co.uk)

29

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**CUSTOMER INFORMATION**  
**WHEN REPLYING TO 07092 NUMBERS**

Adverts placed via the website or via the mobile option onto the **Ad Trader** CO.UK

When you place via our website or via the publication onto the website are automatically issued with an AdTrader Private Response Number. This allows you to keep your contact details private. These all start with a prefix of 07092 and are charged to the caller at a rate of 37.5p per min peak, 25p per min evenings and 12.5p per min weekends (including VAT). When your advert appears online with us, we will replace the telephone numbers you supply with a single number. This number will be displayed with your advert in place of your private telephone numbers. When called, our service will re-direct the caller to your specific telephone number.

Distributed By: Comag Magazine Marketing, Tavistock Road, West Drayton, Middlesex, UB7 2QE Tel: 081 957 1840

## However inner pages shows this as a new service to text in adverts

0845 050 1111 NEW SMS TEXT SERVICE 5th - 11th May 2004 19

# ADVERTISE **FREE** TEXT YOUR ADS FROM YOUR MOBILE



AdTrader have made the FREE Ad Service as efficient as possible by introducing a revolutionary and unique way of placing your free ads...by text! Placing a free ad couldn't be quicker or easier from wherever you are, whenever you like.

*Simply follow the instructions below to place your next*

*wherever you are, whenever you like.  
Simply follow the instructions below to place your next free ad using this service!*

**1** Start your message with the letters **AD** and then type the text of your free ad as a message on your mobile phone. This should include a brief description of the item you are selling and the price (it is necessary to include your phone number or area in which you live)

**2** Send the text message to  
**07786 206206**

**3** The Ad Trader Text Message server will send you a text asking you to state your postcode and a landline telephone number. Reply by text with this information (for our records) and your advert will appear in the next available issue.

*Deadline is 12pm Monday for inclusion in the following Wednesday's publication.*

But why not on the front page with other input media?

## Ad Trader

- 326 classifieds on one page
- 50 pages of classifieds
- 15,000 classifieds in an issue
- At 25p per advert = additional revenue of £1,500 per issue
- At 50p per advert = additional revenue of £4,500 per issue

# Loot have taken this further if somewhat erratic

FLATS TO RENT (£151-200pw)

32 • PROPERTY

+

BOLD ADS ARE TRADE ADS

Loot.com

(National call rates apply) Call Loot 08700 43 43 43

LONDON 5 MAY 2004

**Working too hard to find a place to rent?**

Make it easier with LONDON'S LETTING AGENT

- New Property Text Alerts!
- Email Property Alerts!
- Arrange viewings online
- Late night viewings
- 24/7 call service
- Offices across London

See 100's of properties with LONDON'S LETTING AGENT  
[www.ludlowthompson.com](http://www.ludlowthompson.com) Offices across London

ARLA

ABBREY

Sign up now  
Call: 0845 450 7620  
(24 hours / 7 days a week)

 [ludlowthompson.com](http://ludlowthompson.com)  
Make us work for you™

**Plaistow, E13**, 2 bed, furnished purpose built flat, good decor, e/shower, m/w, washer / dryer, fridge freezer, private drive, short bus ride to tubes, close Newham General Hospital. £165 pw. Tel: 07976 146999

**RM6, Chadwell Heath**, 2 bedroom flat, furnished, in excellent condition, lounge, kitchen/diner, w/machine, near station & shops. £165 pw. Tel: 020 8593 3176 Ram

**South Harrow, HA1**, 2 mins walk tube, dbl room £100pw inc, large dbl £110pw incl, new refurb, f/kitch, laminate fl 2 bathrooms. 07838 137181

**Stratford, E15**, 2 bed fully furnished flat, 8 mins walk Stratford station, f/fittd kitchen with washer / dryer, wood floors throughout, £200 pw. 020 8926 4840

**Sutton, Surrey**, superb, modern, 1st flr flat, in sought after devonmt, near BR, alloc undercover parking, e/fone, gch, bath & p/shower, f/f kitch, large bedrm, unfurn, suit profs, £155 pw. 020 8661

Advertisers using text for alerts of matches  
– why leave it to the advertisers?

## Advertisers taking the lead...

5 MAY 2004 LONDON

Call Loot 08700 43 43 43 (National call rates apply)

**Mastercars**  
Passenger and Courier Services

Owner Drivers  
£750 per week  
Guaranteed

some company cars available

call John  
0207 209 2999  
www.mastercars.co.uk

**CHURCHILL EXPRESS COURIERS REQ**

Co. vans and bikes available  
Owner driver/riders also  
Call Paul for immediate interview

**020 8993 2211**

**LGV 1 Drivers URGENTLY REQUIRED**

OTE £30K. Early shifts inc. nights out! Please call Katie or Sarah on  
**0870 444 1336**  
for an immediate interview  
please quote ref A/REF: 80

**HGV DRIVERS REQ** for  
East London Skip Co.  
Excellent Rates of Pay  
**020 8985 5000**

**BOLADS ARE TRADE ADS**

**Loot.com**

**MAX 10p**

**WANNA BE FAMOUS?**  
"We need new talent today!"  
Pop Idol-Reality TV-Film  
BIG AUDITIONS  
M/F-All Ages-Hats-No exp nec.

"For details txt:  
**STAR**  
TO:  
**88833**  
**NOW!**"

**COULD THIS BE**

New International com  
U.K. requires staff at a  
the hotel and catering  
over Europe. Fantastic  
opportunities available.

**TERESA CARLIS**  
**07090 700**

**ADVERTISEMEN**

**THE CLASSIFI**

**TING YOUR**

**models**

**the minimum fee**

**advertisers must**

**Editorial Department**

**with a sample of**

**published work, in**

**paper and details of**

**work arising from this**

**ment is intended**

**lied.**

**TEAMWORK**

**E-MAIL: teamwork@loot.com**

**Assistant Manager**

**Responsible for public and restaurants across the UK**

Advertisers using text as a response mechanism

## Advertisers taking the lead....

5 MAY 2004 LONDON

Call Loot 08700 43 43 43 (National call rates apply)

**LIVE PSYCHIC AND TAROT SERVICES**  
'I was amazed by her gift'

My Auntie Ann was such a character, she died when I was a small child but I remember her quite vividly. Imagine my surprise when your medium, Pam, said she had a message for me from her - and then went on to describe her in incredibly accurate detail. Even down to a piece of jewelry she used to always wear. Auntie Ann still has a few amazing things to me and even told me off for having my ears pierced! Ann Nenibit, Yeovil

Call our Live Psychic line to find out what the future holds for you. Will you find love? Will you and your family be healthy? Will you be lucky? This is a LIVE service. Find out now call **0906 113 5251**

**LIVE TAROT SERVICE**  
Call our Live Tarot line and see what the future may have in store for you. Will you have love? Will you find love? Will you have good fortune? Our Readers are **LIVE online Now**, call **0906 113 5275**

Now you can text your question to our Psychics or Tarot Readers. You can ask them anything or not, and you'll receive a prompt reply from one of our fantastic Live Psychics or Live Tarot Readers. For a Live Psychic Reading just text: **LOOTPSYCHIC** (space) & your question to **80006** For a Live Tarot Reading just text: **LOOTTAROT** (space) & your question to **80006**

**PAY AFTER RESULTS**  
**PROFESSOR SANKUNG**  
Specialist in all Problems  
Return immediately and definitely the person you love. Fidelity

**BOLD ADS ARE TRADE ADS**

**Loot.com**

**Mr Kalifa**  
INTERNATIONAL MARABOUT- 27 YEARS EXPERIENCE

Would you want your problems solved in three days? Contact the most acclaimed Marabout Expert in solving all your problems. Looking for love, bringing back love or, family reunion, bad luck, strange illnesses, cou cœurs, making your business a centre for attraction and dealing with troubles, anxieties and protection. No matter what your problems are I can solve it for you

**020 8316 7464 07960 03848**  
5a Kashgar Road, Plumstead, London SE18 7HS

**The Great International Spiritual Healer**  
**Mr. K Lateef**

I am the master of Love Problems, Relationships & Marriage and I can help to solve many other problems. Such As: black magic problems, business, money, bad luck & exams, etc. If you have any problems regarding love, relationship marriage. Contact the specialist & I will solve it. Results in a Matter of Days Guaranteed

**0208 522 7412 07984 433 96**

**Mr Abdul**  
37 years experience  
Results After One Week  
I am a Marabout born with this knowledge from God.

Provision of content services, yet Loot have horoscopes they could mobilise

# Where Loot have taken a lead is mobilising their lonely hearts classifieds



# Including extending their reach into ongoing dialogue...

at, smart  
nr black  
Voicebox

vtm slim,  
nd friend-  
call 0905

male, 36,  
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7 To reply

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or similar,  
friendship.  
07

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07

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intelligent  
19 To reply

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my age for  
e, Voicebox

en-minded  
my age for  
s, Voicebox

29, animals,  
4-60, for fun  
vebox 34590

er lady, 18+  
ing to break  
52 London

• **Black, female, 49,** quite attractive, size 14-16, looking to meet other gorgeous, black females for relationship, possibly friendship. Txt. LT64767 Voicebox 64767 To reply call 0905 671 0707

• **Lonely and passionate,** gay, white female, 39, 5ft, slim, loves music and quiet evenings, looking for females for friendship or maybe more. Surrey. Voicebox 97346 To reply call 0905 671 0707

**LIFESTYLE**

**FRIENDSHIP UK**

**txt chat**  
Text, Flirt and Date  
**REAL WOMEN**  
right now!  
**Send LOOT to 81400**

02, Grange, Vodafone, & T-Mobile. For help call 08712 209 188 calls charged 10p/min. Standard rate calls are charged 10p/min. To cancel send CANCEL to 81400. Standard message cost £1.25 max. System messages from us cost 25p. Over 18s only. PGP: 47 84H

• **Attached gay guy, 62,** looking for male friends, 45-65, for socialising in the Greenwich/summerside area. Voicebox 27577 To reply call 0905 671 0707

• **Outgoing woman, 50+,** 5ft, seeks male dance partner, ballroom, Latin dancing, SW London. Txt LT99179 Voicebox 99179 To reply call 0905 671 0707

• **Black mother of 2, 31,** mixed race children, seeks new friends/couples, with children, for fun days out, dinner parties or coffee. Chiswick. Txt LT199795 Voicebox 99179 To reply call 0905 671 0707

• **Did Loot bring you and your other half together? Would you like to share your love story with other readers? Send an e-mail to us at marketing@loot.com**

• **Easy going Leeds guy, 39,** kind, caring and

• **Herts female, 27,** outgoing, chatty, lively, funny, 5ft, 5in, looking for male friends for fun, girly nights out, bars, clubs and enjoying ourselves. Txt LT64868 Voicebox 64868 To reply call 0905 671 0707

• **Nurse, 30-45,** wanted by fit, gym-trained, genuine guy, must be outgoing, flirty, with a wifey, genuine calls only, anywhere in North West. Voicebox 23622 To reply call 0905 671 0707

• **Ordinary bloke looking** for over-weight, chunky, chubby guy, 30-45, for fun and friendship. Voicebox 14485 To reply call 0905 671 0707

• **Outgoing female, 24,** lively/bubbly, loves raving and clubbing, with raving partner for good times and going out. London area. Voicebox 82900 To reply call 0905 671 0707

introductions with no membership  
Free details + Bargain Offer from  
Person to Person (Dept LT),  
P.O. Box 40, Minehead, TA24 5  
Tel: 01643 70950

• **Left  
at the  
again**

## But Exchange & Mart have taken it a step further

**Call: 0845 3304460**  
[www.direct-chauffeur-line.co.uk](http://www.direct-chauffeur-line.co.uk)

**RETCH LIMOUSINES CHOICE OF 10**  
**ALL FULLY LOADED, ALL IN DAILY**  
**AX, PRICES FROM £7,000 - £16,500;**  
**14 751999, 07766 047639. T**

work, £8,995 ono.  
 07949 805786, 020-  
 8519-1015 (E.London) P



**Lotus**



**● CLUB LOTUS**  
 Serving the community over 10,000 Lotus cars for more than 40 years. Save £££'s off insurance, parts, servicing etc. Details 01362 894459 or 891144. T

**Exchange & Mart**



More than 150 Lotus on your WAP phone. Text **go exm lotus** to **89080** or visit  
[www.exchangeandmart.co.uk/mobile](http://www.exchangeandmart.co.uk/mobile) for more information

**● WANTED LOTUS ELISE**  
**ELANS, ESPRITS ETC, NEEDING RESTORING OR RE-**  
**STORED, SCRUFFY, DAMAGED, GOOD, BAD, ANY-**  
**THING, CASH TRAVEL. CALL STEVE NOW 07836 639603**

**● ELISE 160 SPC**  
 Merit, black, cap, handbrake, garage tax/MOT, brook, orf 'wet' 319291 Surrey, s



**Elan**



**● LOTUS ELAN SE 1992 (J)**  
 70,000 miles, British racing green, service history, 12 months MOT and tax. Telephone: 020-7548 3570 (office hours) P

**● LOTUS ELAN S2 1994 (M)** £9,500 ono  
 Diamond bright red.

and reinforce the message throughout their columns

## So Mobile and Classifieds – where are we today?

- It has started to happen
- Developments piecemeal
- No coherent mobile strategies emerging
- Newspapers are challenging this space

## Does Mobile infringe on the Free Ad modus operandi

- Users already can pay for free ad placement
- Text can be cheaper than postage but gives you revenue share on the delivery
- Text versus direct mail
- Making Mobile part of the up sell
- Utilising text to drive call centres
- Outbound calls versus text which is most intrusive; which provides higher redemption
- Free ads – people out for a bargain: low cost text fits the bill
- Utilisation of Text for extended ads – a text a week until “Stop”
- Getting data on repeat users – mobile CLI a unique identifier

## In summary what should you be considering?

- Using text or picture messaging for ad placement
- Using text to respond to ad
- Using text to notify the advertiser of interest
- Can the ad trigger a dialogue?
- Using MMS or WAP to expand the ad

***Mobile can enhance the revenue streams you generate from your classified columns***

A blue-toned background graphic featuring a close-up of a car's instrument cluster with various buttons and a digital display. The overall aesthetic is modern and technological.

**www.winplc.com**

**+44 (0)1494 750500**

**[peter.norman@winplc.com](mailto:peter.norman@winplc.com)**