

# **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



### 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

- 25p per ad
- 50p per text
- £1.50 reply to ad

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

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# Newspapers and Mobile - Current Examples 2

**er**

**STAR FORUM**

**FROM RANTS TO JOKE**

**IT'S THE BIT YOU WRITE**

**jokebloke**

**£10 LITER**

**IT WAS RIGHT OF THE JOKEBLOKE TO SUSPEND KAREN FALLON FOR 21 DAYS (Daily Star, March 9)**

**LETTER EMAIL**

**TEXT DSTAR TO 82100**

## 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 mcfadden quits wastelife - hope rest of ovrtd covers band follow 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. **vman**

☐ Grimsby girl you don't know iack

**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. any1 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 nt funny? Thts a joke in itself, hez best around. **slim, bpool**

☐ Channel 4's losing 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

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## 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



The image shows a newspaper classified advertisement page. A red circle highlights the 'Tom Hartley' car dealership advertisement. A red arrow points from this circle towards the text on the right side of the slide.

**Tom Hartley**  
*Setting standards for more than 20 yrs*  
**BENTLEY**  
 THE HOME OF PERFORMANCE  
**Save £12000**  
 These vehicles are currently in stock along with many others. Why waste time and money, visit Motorpoint.  
 www.motorpoint.co.uk  
 0870 1270826 0670 126

- 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

### How to use the Eteach listings

**Teachers**  
Every week an easy to use comprehensive list of teaching vacancies will be included in the Education Supplement, produced in association with Eteach UK, the leading teacher recruitment website. The listings are designed to make finding a job as easy and

again names may occasionally be abbreviated. **Post:** details of the teaching post are given (see "posts", below, for abbreviations). **Job ID:** the unique identity number that you will need to use in order to see the full job details on the eteach.com website.

**How to apply for a job**  
SS Gabriel & Raphael RC P

County	Location	Post	Ref
<b>Surrey</b>			
Maths	Caterham	Sunnydown	T 89236
<b>PRIMARY</b>			
<b>Barnet</b>			
Any years	London	Blessed Dominic RC P	T 90258
KS1	London	St Joseph's RC I	T 90351
<b>Barnsley</b>			
Any	Barnsley	St Mary's C of E	T 90238
Early years	Rotherham	Sacred Heart Catholic P	T 88738
KS1	Rotherham	Sacred Heart Catholic P	T 88734
KS1	Rotherham	Sacred Heart Catholic P	T 88740
KS1	Rotherham	Sacred Heart Catholic P	T 88742
<b>Bedfordshire</b>			
Manr	Bedford	St John Rigby Catholic Lower	H 90401
Any		Eteach Permanent Placement	T 87891
<b>Birmingham</b>			

you to a wide range of services. If you are already a member, just log on. **Complete your online CV:** you can then apply directly to the school you are interested in via the eteach.com site. **If you like your CV:** the school will respond to you to arrange an interview or for information they need.

**LEAs**  
If your vacancies to appear in the education supplement, please visit www.eteach.com, 600, and if you wish to supplement contact on 0800-226 2267.

ort has been made to ensure these listings, please check website for full details.

eteach.com

The number one education recruitment web site

**Log in**  
E-Mail  
Password  
Log in

[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

[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



[illegible]

- 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?

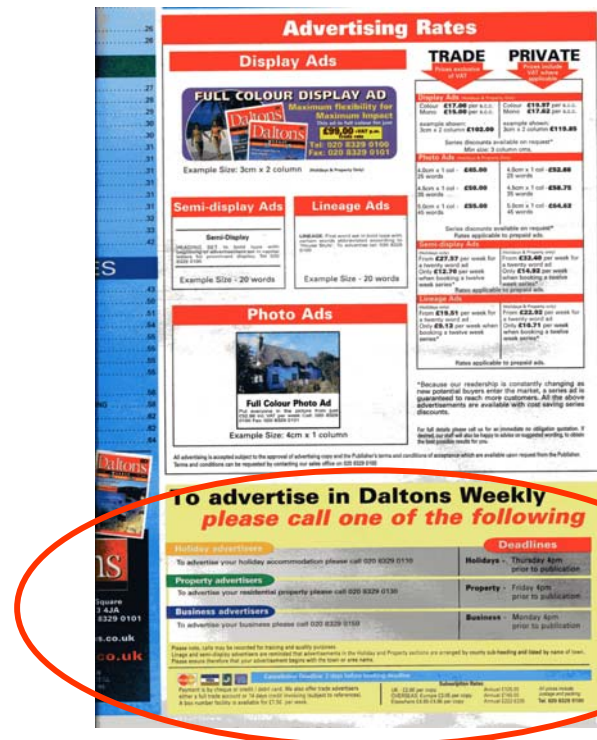
- WAP and MMS can enhance your advertising space today.
- Each advert could have a unique code to text in to a short number
- On receipt of the text an enhanced message can be returned with full information on the item in question
- You can charge the advertiser for providing the enhanced advert.
- You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

## Allow Mobile to expand your column inches!



# So what about the Classified Industry?

## - A random sample



The image shows a page from Dalton's Weekly titled "Advertising Rates". It lists various ad types and their costs. A red circle highlights the bottom section of the page, which contains contact information for advertising in Dalton's Weekly.

**Advertising Rates**

**Display Ads**

**Full Colour Display Ad**  
Maximum flexibility for maximum exposure  
Example Size: 3cm x 2 column

**Semi-display Ads**

**Lineage Ads**

**Photo Ads**

**Full Colour Photo Ad**  
Example Size: 4cm x 1 column

**TRADE**

**PRIVATE**

**Simple Ads**

**Search Ads**

**Photo Ads**

**Simple Display Ads**

**Complex Display Ads**

**Simple Photo Ads**

**Complex Photo Ads**

**To advertise in Dalton's Weekly please call one of the following**

**Holiday advertisements**  
To advertise your holiday accommodation please call 020 8329 0110

**Property advertisements**  
To advertise your residential property please call 020 8329 0130

**Business advertisements**  
To advertise your business please call 020 8329 0150

**Deadlines**

**Holidays** - Thursday 4pm prior to publication

**Property** - Friday 4pm prior to publication

**Business** - Monday 4pm prior to publication

**Printed only ads may be accepted for printing and quality purposes.**  
Design and art-work for advertisements are submitted by advertisers to the Publisher and Property section at Dalton's Weekly. All advertisements are accepted on the basis of space availability and subject to the Publisher's discretion. Dalton's Weekly is not responsible for the return of unsolicited material. Dalton's Weekly is not responsible for the return of unsolicited material. Dalton's Weekly is not responsible for the return of unsolicited material.

**Subscription Rates**

**Printed only** £10.00 per year (plus postage)  
**Printed and online** £15.00 per year (plus postage)  
**Printed and online** £20.00 per year (plus postage)

Dalton Weekly provides no mobile offering



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

082	Amplifiers & Tuning	32 499	Motorcycles & Accessories	52 640	Legal	8332	Full Time Employment General	99
084	Capri & Flooding	18 261	Motorcycles Classics & Collectors	52 641	Opticians	834	General Landscaping	99
086	Clocks/Ornaments/Glassware	18 262	Motorcycles Scooters & Accessories	52 642	Painting & Decorating	58	Health/Fitness	66
088	Curtains & Blinds	18 264	Telescopes & Microscopes	52 643	Pest Control	840	Hotel & Catering	66
090	Dining Tables	20	Holidays & Travel	52 644	Photography	582	Hospital & Medical	66
092	Furniture Misc.	21	Holiday Accommodation (Aboard)	52 647	Plastering	844	Machine Tools	66
094	General Household	21	Holiday Accommodation (Abroad)	52 648	Plumbing & Heating	844	Management & Executive	66
096	Paintings/Pictures/Mirrors	21	Holiday Apartments	52 650	Printing & Design	848	Modelling & Fashion	66
098	Sofas & Suites	21 266	Caravan & Camping Holidays	52 652	Private Investigation	850	Office & Clerical	66
099	Soft Furnishings	21 270	Guesthouses/B&B	52 653	Private Tutor	852	Painting & Decorating	66
		272	Holiday Homes	52 654	Property Services	854	Part Time Employment General	66
		273	Hotels	52 656	Rampwork	856	Plumbing	66
		275	Hotels	52 658	Restoration	860	Retail	66
		277	Villas	52 660	Security & Insurance	862	Security	66
		278	Villas	52 662	Security & Surveillance	864	Temporary Vacancies	66
		279	Villas	52 664	Shoring	866	Training Opportunities	66
		280	Villas	52 668	Stamping	870	Voluntary	66
		281	Villas	52 672	Tiling	874	Working Abroad	66
		282	Villas	52 674	TV Repairs			
		283	Villas	52 678	Typing & Clerical			
		284	Villas	52 678	Wedding Services			

52 640	Legal	8332	Full Time Employment General	99
52 641	Opticians	834	General Landscaping	99
52 642	Painting & Decorating	58	Health/Fitness	66
52 643	Pest Control	840	Hotel & Catering	66
52 644	Photography	582	Hospital & Medical	66
52 647	Plastering	844	Machine Tools	66
52 648	Plumbing & Heating	844	Management & Executive	66
52 650	Printing & Design	848	Modelling & Fashion	66
52 652	Private Investigation	850	Office & Clerical	66
52 653	Private Tutor	852	Painting & Decorating	66
52 654	Property Services	854	Part Time Employment General	66
52 656	Rampwork	856	Plumbing	66
52 658	Restoration	860	Retail	66
52 660	Security & Insurance	862	Security	66
52 662	Security & Surveillance	864	Temporary Vacancies	66
52 664	Shoring	866	Training Opportunities	66
52 668	Stamping	870	Voluntary	66
52 672	Tiling	874	Working Abroad	66
52 674	TV Repairs			
52 678	Typing & Clerical			
52 678	Wedding Services			

## How To Advertise

Private Advertising Deadline: 12 noon Monday

**by phone**  
Phone us on our  
local rate number  
**0845 050 1111**  
24 hours a day  
7 days a week

**by e-mail**  
tv@adtrader.co.uk  
(Text format only. Attachments  
will not be opened.)

**by fax**  
Fax us your ad  
24 hours a day  
7 days a week  
on 0907 907 0080  
50p per fax

**on the web**  
www.adtrader.co.uk

## BEAT THE QUEUES

Beat our telephone queues on Deadline Day!

# 0906 640 6199

This Service is for private advertisers only. All calls £1 per min Monday 9am-3pm only

Adverts placed via the website or via the publication onto the website are automatically issued with an AdTradr Private Response Number. This allows you to keep your contact details private. These all start with a prefix of 07092 and are charged at the call rate of 37.5p per min plus 25p per min evenings and 12.5p per min weekends (including VAT).

When your adverts 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 specified

Full Time Employment General 99  
General Landscaping 99  
Health/Fitness 66  
Hotel & Catering 66  
Hospital & Medical 66  
Machine Tools 66  
Management & Executive 66  
Modelling & Fashion 66  
Office & Clerical 66  
Painting & Decorating 66  
Part Time Employment General 66  
Plumbing 66  
Retail 66  
Security 66  
Temporary Vacancies 66  
Training Opportunities 66  
Voluntary 66  
Working Abroad 66

Personal 99  
Chat Lines 70  
Escort Agencies 70  
Introduction Agencies 70  
Kissogram 67  
Modelling & Photography 67  
Personal Massage 67  
Romance 67  
Female Seeking Female 68  
Female Seeking Male 68  
Male Seeking Female 69  
Male Seeking Male 69

**Ad Trader**  
co.uk

**CUSTOMER INFORMATION**  
WHEN REPLYING TO 07092 NUMBERS

**Property & Rentals**

**For Rent**  
54 700 Bedchambers & Rooms  
54 702 Farm Buildings  
54 704 Flats  
706 Flatshare & Houseshare  
708 Houses  
54 710 Land  
55 For Sale  
720 Bungalows  
55 724 Farm Buildings  
55 724 Flats/Bedchambers

**Personal & Romance**

**Property & Rentals**

**Personal & Romance**

**Property & Rentals**

**Personal & Romance**

**Property &amp**



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 AdTrader 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)

+

BOLD ADS ARE TRADE ADS

LONDON 5 MAY 2004

**32 • PROPERTY**

**Loot.com**

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



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

*Make it easier with LONDON'S LETTING AGENT*

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

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

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



**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) Mover/Nil. £165 pw. 070799 046999

• **RM6, Chadwell Heath**, 2 bedroom flat, furnished, in excellent condition, luxury fitted kitchen, cooker, w/machine, near station & shops. £165 pw. [onlineadresearch-series.com](http://onlineadresearch-series.com) / 020-8593 3176 Ram -

• **South Harrow**, 2 mins walk tube, dbl room £110pw incl, large dbl £110pw incl new refurb, 1/1 kitch, laminate fl 2 bathrooms. 07638 137181

• **Stratford, E15**, 3 bed fully furn flat, 8 mins walk Stratford station, fitted kitchen with washer / dryer, wood floors throughout, £200 pw. 020-8926 4840

• **Sutton, Surrey**, superb, modern, 1st flr flat, in sought after envmt, near BR, alloc undercover parking, e/phone, gch, bath & p/shower, ffl 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)

**Loot.com**

**Mastercars**  
Owner Drivers  
£750 per week  
Guaranteed  
some company cars available  
call John  
0207 209 2999  
www.mastercars.co.uk  
E-Mail: recruit@mastercars.co.uk

**CHURCHILL EXPRESS**  
Van and Motorcycle  
COURIERS REQ  
Co. vans and bikes available  
Owner driver/rider also  
Call Paul for immediate interview  
020 8993 2211

**LGV 1 Drivers**  
URGENTLY REQUIRED  
OTE £30K. Early shifts inc. nights  
out. Please call Kath 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

**STAR**  
TO:  
**88833**  
NOW!"

**TEAMWORK**  
EMAIL: teamwork@london.com

## 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)

**Loot.com**

**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 jewellery she used to always wear. Auntie Ann said many kind and reassuring things to me and even told me off for having my ears pierced! Ann Nesbitt, 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 good fortune? Will you find love? Will you have good fortune? Our Readers are LIVE online Now, call **0906 113 5275**

Now you can test your question to our Psychics or Tarot readers. You can text any question day or night, 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 SANKING**

Specialist in all Problems

Return immediately and definitely the person you love. Fidelity

**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 loved ones, family reunion, bad luck, strange illnesses, court cases, 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**

10 Keshgar 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

HEARTSEARCH - WOMEN SEEKING MEN - HEARTSEARCH - MEN SEEKING WOMEN BOLD ADS ARE TRADE ADS

124 • LIFESTYLE INDEX Loot.com (Optional call rates apply)



**flowers4romance**

- High quality, inspirational bouquets and gifts
- Affordable prices and excellent value for money
- Same day delivery guaranteed in the UK and abroad
- Unique loyalty bonus scheme: the more you buy the more you earn
- Friendly & professional call centre staff
- Free date reminder service - never forget these special occasions again

0800 1383 222  
www.flowers4.co.uk  
quote ref: 50001



0800 1383 222  
www.flowers4.co.uk  
quote ref: 50001

**attractions**  
Loot personals

**Place your free advert on 0870 909 0920**  
YOU WILL NEED A TOUCH TONE PHONE TO USE THIS SERVICE

**Seeking someone special?**  
WHEN WRITING YOUR FREE AD  
**BE HONEST**  
NO ONE EXPECTS PERFECTION  
**BE POSITIVE**  
DESCRIBE WHAT YOU DO WANT, NOT WHAT YOU DON'T  
**BE SPECIFIC**  
KEEP YOUR AD SHORT AND TO THE POINT  
**GRAB ATTENTION**  
SHOW YOUR INDIVIDUALITY - START WITH SOMETHING A LITTLE DIFFERENT  
**BE YOURSELF**  
WRITE IN A STYLE THAT REFLECTS THE MOST IMPORTANT THINGS ABOUT YOU

**Respond to an advertiser by phone on 0905 671 0707 or by SMS text to 85122**

**Browse the latest voice messages on 0905 671 0707**

**HEARTSEARCH**

• **1. Find a partner**  
• **2. Find a friend**  
• **3. Find a date**  
• **4. Find a mate**  
• **5. Find a partner**  
• **6. Find a friend**  
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• **100. Find a mate**

# Including extending their reach into ongoing dialogue...

ill, smart  
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Voicebox

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60 London

● **Black female, 40**, 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, 5ft9, 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, Orange, Vodafone & T-Mobile. For help call 08712 209 188 calls charged 10p/min all times. You are charged 20p for each message you send. To cancel send CANCEL to 81400. Forwarded messages cost £1.20/min. System messages from us cost 25p. Over 18s only. P3P: N/J 5848

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

● **Attractive woman, 50s**, 5ft7, seeks male dance partner for ballroom/Latin dancing, SW London. Txt LT59179 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, Chipswick. 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](mailto:marketing@loot.com)**

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

● **Herts female, 27**, outgoing, chatty, lively, funny, occasional man-eater, wlm 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 wisoh, genuine calls only, anywhere in North West. Voicebox 23622 To reply call 0905 671 0707

● **Ordinary bloke looking**, for overweight, chunky, chubby guy, any age, for fun and friendship. Voicebox 14485 To reply call 0905 671 0707

● **Outgoing female, 24**, lively/bubbly, loves raving and clubbing, wlm 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 48, Minehead, TA24 3  
**Tel: 01643 70951**

• **Left**  
**at the**  
**again**



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

Monday April 29 2004 Exchange & Mart motoring

**New mobile phone service for Exchange & Mart readers!**

**are you looking for a new car?**

We'll give you access to the latest ads through your mobile phone. Search by make, model, colour, price, postcode or area. We'll show you ads that match your search with colour photos. Simply text go exm to 89080 and we'll send you back a message on your car number the site is all yours.

If you know the make of car you want, add the manufacturer name to the end of the text (for example, go audi mercedes) and send to 89080.

The text message you send costs £1.50 and this money is available to spend on the Exchange & Mart mobile service or other content where you see this symbol.

Make sure you bookmark Exchange & Mart in your phone so you can quickly access the site again.

We'll charge you only £1 for 24 hours of unlimited browsing, leaving 10p in your account.

This service is available across all four networks (Vodafone, Orange, T-Mobile and O2) to anyone with a WAP enabled handset.

For more information on this service, or to see a demo, visit our website - [www.exchangeandmart.co.uk/mobile](http://www.exchangeandmart.co.uk/mobile)

**Exchange & Mart**

**O2**

**Mobile**

**FOR SALE** £22,000-£35,000

Black or White, Lincoln or Cadillacs, 120" +, 1999-2003, viewing recommended, 020 8805 1448, AS Limousines T

**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**

**VNCR 1997(P) £7,250**  
6 seater, black with black tuxedo top, excellent wood interior, carpets as new, stereo/CD, excellent corporate car, good condition, 01273 589648, 07822 p

**0 KRYSTAL 2000 £26,995**  
2000 Millennium, neon fibre optics, video, s/roof, climate/air-con, fully loaded, 12-mths MOT, tax, 55,000 miles, immaculate, p/x welcome, finance subject to status. Hornsey 020-8347 4296, p

**FOR SALE** £22,000-£35,000

Black or White, Lincoln or Cadillacs, 120" +, 1999-2003, viewing recommended, 020 8805 1448, AS Limousines T

**Lotus**

**CLUB LOTUS**  
Serving the owner of over 10,000 Lotus cars for more than 40 years. Save ££££'s off insurance, parts, servicing etc. Details 01362 694459 or 691144. T

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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 RESTORED, SCRUFFY, DAMAGED, GOOD, BAD, ANYTHING. CASH TRAVEL. CALL STEVE NOW 07836 639603 T

**Elan**

**LOTUS ELAN SE 1992 (J)** £9,000  
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

**LOTUS ELISE**  
14,000 miles, azure, cape, driving lamp handbrake, garage tax/MOT, Lotus for 07740 886404

**ELISE 160 SPOI**  
Metallic black, carlight covers, im tracked, ori wet 319291 Surrey, st

**LOTUS ELISE 0**  
1 Owner, 11,000 leather, satin black ed. 01474 704505

**ELISE SPORTS**  
Laser blue, blue leather, factory upgrade, f mobiliser, Tracker (Hampshire). P

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***



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