



The UK's Biggest Mobile Broadband Choice at Phones 4u

Phones 4u has launched its first ever advertising campaign focussing solely on mobile broadband. Phones 4u is the only place where you can buy mobile broadband products from Orange, 3, Vodafone and T Mobile, meaning that we have the biggest choice of mobile broadband in the UK.

The campaign will include press, outdoor, online, and transport executions.

The press activity will run across commuter press titles, with ads in publications such as Metro, London Lite and thelondonpaper. The campaign will also be visible across the London Underground and rail network, advertising the extensive range of mobile data packages that will be available.

Jim Slater, Marketing Director at Phones 4u said:

"Today's technology savvy consumers require better technology, faster download speeds and excellent value for money. This campaign will let our customers know about the unbeatable mobile broadband range on offer at Phones 4u."

"In striving to meet our consumers' needs, we feel that it is important to offer a wide range of fixed and mobile broadband solutions to our customers. Our highly trained staff will be on hand to discuss with our customers their precise broadband requirements, and offer a package that is right for them."

Editor's Notes:

- Phones 4u is an independent mobile retailer selling all networks and handset manufacturers' products.
- It is part of the Staffordshire-based 4u Group, and the Group CEO is Tim Whiting.
- Leading the way in the mobile industry through its excellent customer service, innovative advertising and differentiated in-store experience, Phones 4u has over 440 stores and is still rapidly growing.
- Phones 4u recognises that buying a new phone can be a complex and confusing affair. Phones 4u cuts through this confusion with its unique consumer consultation process, resulting in accurate, impartial advice and a package that is right for each customer.
- As a result it sells more new contracts than anyone else on the High Street.

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PRESS AD

The UK's biggest choice of mobile broadband



*Mobile broadband offers from
all the networks in one place.*



Available in store or at phones4u.co.uk



We'll find the right deal 4u.



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In-store POS

The UK's biggest choice of mobile broadband!

The internet is now as portable as your laptop.
At home or away, you can now access the web anywhere

Whatever you need we've got it!
Ask staff today about our latest offers...

