



12<sup>th</sup> June 2008

## Phones 4u wins Marketing Society Award

Phones 4u has won the prestigious “Marketing Effectiveness” award at the **Marketing Society Awards for Excellence 2008** for its “Jack” campaign.



The judging panel, consisting of senior marketing industry figures, chose Phones 4u for its innovative and highly cost effective advertising campaign.

Jim Slater, Marketing Director at Phones 4u said: “It’s brilliant to have won the awards for the best advertising in the mobile industry, but to win a Marketing Society Award when the Phones 4u brand is pitted against top brands from other industries makes us very proud indeed. Phones 4u is a great brand and a great business.”

Other category winners included Dulux Paints, Ariel, Cadbury Dairy Milk and Guardian Unlimited.

Phones 4u were recognised for conquering the difficult challenge of attracting young and hard to reach 16-24 year-old consumers. The judges applauded the way Phones 4u managed to successfully portray the confusion felt by consumers in the mobile marketplace. By communicating the fact that Phones 4u cuts through this confusion, the campaign resulted in the highest level of brand communication awareness amongst its target audience, and massive advertising recall, despite a comparatively modest media budget.

- ENDS -

**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 445 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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