



Phones 4u wins "Best National Advertising and Marketing Campaign" 2008

On Thursday 13th March a prestigious panel of industry experts awarded Phones 4u 'Best National Advertising and Marketing Campaign' at the 2008 Mobile News Awards - for an unprecedented second consecutive year.

The campaign was judged as being more impactful and effective than all of its competitors, during a period of stiff competition and heavyweight expenditure from high profile handset brands and network operators.

Jim Slater, Marketing Director at Phones 4u said: "It has been a great 12 months for Phones 4u, with continuing growth and a raft of exciting developments across the business. The brand has achieved outstanding levels of awareness and consideration amongst our target audience. We look forward to continuing our advertising support and driving further growth."



NOTES TO EDITORS:

- 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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