

# UNICOM PRESS RELEASE

September 15, 2008.

## **UNICOM CHOOSES MEDIAVEST AS MEDIA PARTNER FOR 118 777.**

**Images available at [www.unicomimages.co.uk](http://www.unicomimages.co.uk)**

Unicom, the leading specialist business-to-business telecoms provider has chosen Manchester based MediaVest as its media partner for its 118 777 radio campaign.

The autumn radio advertising campaign was put together by MediaVest and is already delivering solid returns.

"Radio is a massively strong and effective media channel to promote a service such as 118 777 - we're delighted Unicom has agreed with that view, and chosen MediaVest as its media partner for the launch of its 118 777 service. The directory enquiry market has become very competitive but 118 777 has a very strong offer," said James Reddington, Strategy and Management Director, MediaVest.

"Combining a creative and catchy jingle with a targeted multi-regional campaign, the radio-led launch activity is already achieving a high level of memorable coverage at a very affordable price."

The ads are being played across five key strategic regions initially; London (Magic 105.4); Leeds (Aire FM and Magic 828); Sheffield (Hallam FM and Magic AM); Hull (Viking FM & Magic 1161); and Middlesbrough (TFM & Magic 1170).

Priced at 49p connection charge and 14p per minute, it will mean 118 777 undercuts the three main current directory enquiry service providers – 118 118 by 34% and Yellow Pages' 118 247 and BT's 118 500 by 30% - for an average duration call.

"The price may be more than competitive, but it does not mean we will be providing a cut-price service - we hope the radio adverts will put us firmly on the map, and the service and price will speak for themselves after that," said Chris Earle, Operations Director of Unicom.

"118 777 will provide a high level of service along with all the other types of directory enquiry information a customer might expect. It's a notably memorable number so we expect that if customers use it once, they will be happy with the service and price and will use 118 777 again and again.

Manchester-based Unicom, which has regional headquarters in Birmingham, Ipswich, Leeds, Milton Keynes, Newcastle-upon-Tyne, Nottingham, Sheffield and Stoke-on-Trent, specialises in business-to-business connections.

Ends

### **About Unicom**

Unicom, a trading name of Universal Utilities PLC, is a telecommunications service provider specialising in the small business market. It currently provides telecom, broadband and website services to 70,000 small businesses throughout the UK. Unicom has an annual turnover of over £42m, and employs 500 people at its 10 regional offices situated around the UK.

Unicom has attracted its business customers by offering discounts of up to 60% off BT's prices, at the same time as keeping customers on the BT network. Unicom currently supplies in excess of 450 million minutes of call time to its customers each year. Unicom differentiates itself by offering a high standard of personal customer service, with no premium rate 0845 or 0870 numbers, no recorded messages or menus, and no overseas call centres. Unicom boasts one of the highest customer retention rates in the industry.

This year Unicom launched a new directory enquiry service, 118 777. Based on calls from a BT or Unicom telephone line, 118 777 is 34% cheaper than 118 118, and 30% cheaper than 118 500 and 118 247. Calls from other networks may vary.

Unicom was ranked 26th in the Sunday Times Profit Track 100 listings in April 2006, 89th in the Sunday Times Fast Track 100 index in December 2006 and 96th in the Sunday Times Profit Track 100 listings in April 2007. In September 2007 it achieved a ranking of 95th in the Sunday Times Microsoft Tech Track 100 index.

For the year ending April 2008, Unicom reported pre-tax profits of £9.8m on a turnover of £41.6m (with profits up 29.2% and turnover up 12.3% from April 2007). Unicom expects profits to be in excess of £11m on a turnover of more than £45m for this year.

### **About MediaVest**

MediaVest is the UK's leading independent media specialist, with billings c.£203m. Established in 1994 and employing 198 people in Manchester, MediaVest's philosophy is encapsulated by; "Get Great Results", reflecting its direct, passionate and forward thinking approach to media. Planners and buyers

of advertising across the full spectrum of communication channels, the agency is focused on the commercial returns it delivers and its passion for accountability means it goes the extra mile to understand and quantify the effect of advertising, allowing it to fully optimise client's budgets.

Victoria Emms,  
PR Coordinator,  
MediaVest,  
Victoria.emms@mvmmediagroup.co.uk,  
0161 661 4288.

Further information:

Megan Codling or Iain Macauley  
[mc@pressrelations.co.uk](mailto:mc@pressrelations.co.uk) / [im@pressrelations.co.uk](mailto:im@pressrelations.co.uk)  
07795 848586 / 07788 978800  
[www.switchingon.com](http://www.switchingon.com)