



GRAB A LARGER SLICE OF THE MARKET!

SHOP SIGNAGE

People remember words, not numbers

A phone name is a telephone number that spells out a word on a standard telephone handset. Phone names have been used in the United States for 30 years with great effect. Phone names are now increasing in popularity here in Australia.



SHOP SIGNAGE



Easy to remember, easy to use

A phone name is much easier for people to remember than a series of numbers. Due to the popularity of mobile phone text messaging, people are aware that the numbers on a keypad represent letters of the alphabet. In fact, 92 per cent of Australians are familiar with the alphanumeric dialling concept (Roy Morgan Research, 2006).



BOX/COUPONS

Increase your advertising response

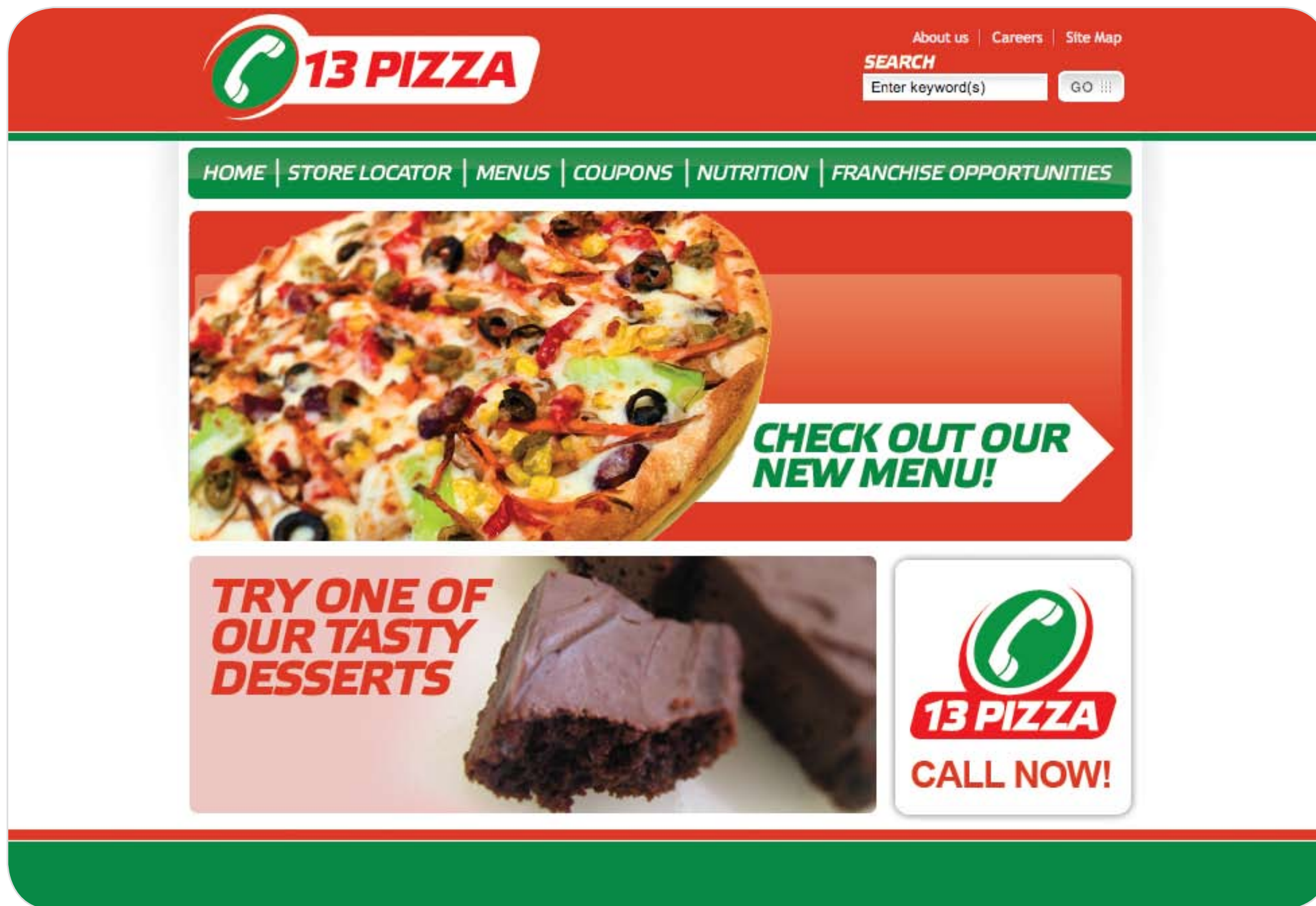
Radio and TV commercials can be effective, but the audience may not remember a regular telephone number. They **will** remember a phone name. Studies indicate that using phone names significantly increases advertising response rates. This results in a significant decrease in the cost of generating leads.



Convenience cuts out your competitors

Having a regular telephone number means making your customers do more work. They have to use the internet or a telephone book to find your number. While doing this, they can be distracted by your competitors' advertisements. If you have an easy-to-remember phone name, they simply pick up the phone and call.

WEBSITE



Get people talking

Nothing beats a personal recommendation, so word of mouth is one of your most important advertising tools. A phone name makes it that much easier for someone to say to a friend, "I had a great pizza last night. You should try one — just call 13 PIZZA."

OUTSIDE BRANDING/YELLOW PAGES



Be unforgettable

Phone names draw on people's existing knowledge of your brand, and every time a customer calls a phone name, the brand is reinforced for them. The phone name 13 PIZZA sends a clear message that there is only one number to call for pizza.



BROCHURES



**It's all you need
to remember**

Create your own pizza!

Can't decide which pizza to choose from the menu? Then create your own one-of-a-kind pizza!

1 First, pick a base.

Extra thin
Regular
Thick crust

2 Then, select your toppings.

Pick from our range of delicious toppings:

Ham, bacon, pepperoni, cabanossi, beef, seasoned chicken, sliced tomatoes, sun-dried tomatoes, olives, jalapeno peppers, capsicum, pineapple, onion, mushrooms

(Don't forget to ask us about surcharges.)

3 Enjoy!



Sides



Bread

Our tasty garlic bread is baked in-store.

Chicken bites

Tender chicken breast pieces coated in mild, medium or hot seasoning (serves four).

Refreshing cold drinks

Coke, Diet Coke, Fanta and Sprite are available in 600 mL and 1.25L bottles.



Desserts

Satisfy your sweet tooth with one of the following:

Lemon cheesecake

Chocolate mousse

Fudge brownies

(All desserts serve four.)



Know the product, know the number

Phone names are becoming commonplace in Australia, so people often guess a company's phone number. If someone is in the mood for a pizza, they may try calling 13 PIZZA – particularly if they don't have access to a phonebook or the internet.



This cartoon illustrates the potential for 13 PIZZA to capture the market segment that is not necessarily brand loyal.