

Words hold the key
17 March 2006
The Australian

PEOPLE do not remember numbers, they remember words.

This simple fact has been known to Americans for 35 years. It is words, not numbers, that make the mind go round.

An Australian venture, 1300Australia, is demonstrating to business how simple products can maximise all advertising and marketing, and, more importantly, increase call traffic.

Phone Words are derived from the alphabetic translation of a phone number.

It gives an example, 1300273348, which spells 1300Credit. They are effective because they are recalled by customers.

This year Roy Morgan has conducted, what most would consider, gratifying research into phone numbers. It discovered that only 3 per cent could remember National Australia Bank's number, Flight Centre and AAMI 1 per cent; and 0 per cent could remember the phone numbers for Wizard, Budget rent-a-car and Bank of Queensland. The National Terror Hotline, on which the Government has lavished a hefty \$18 million, had a 0 per cent response to its number.

One arresting statistic was the response when asked Westpac's number, a sizeable 13 per cent of people said 1300Westpac.

Westpac had only advertised the number for six weeks late last year. This is strength of the case for Phone Words.

The CEO of 1300Australia, Gavin Scholes, said: "A customer of ours in Queensland, Ozyair.com.au leased 1300Aircon 12 months ago. The increased response to their traditional radio advertising has been three times greater."

In the US, Phone Words have more than 70 per cent of Fortune 500 companies using them. Studies show consistently an increase in advertising by up to six times in print, 14 times in radio and up to 500 per cent in television.