

A HOME RUN FOR YELLOW PAGES

***Yellow Pages* is using Geospend to offer recent home movers access to a local directory.**

In a bid to provide consumers with a local search tool at a time when they really need one, *Yellow Pages* is teaming with Geospend to target consumers who have recently moved house. The *Yellow Pages Local* directory is a compact, easy-to-read guide containing local business listings and relevant local content such as street maps, council information and things to do.

"Through Geospend we are able to send consumers who have moved house within the last week a direct mail piece welcoming them to the neighbourhood and offering to introduce them to the locals through the *Yellow Pages Local* directory," says Kerry Matheson, *Yellow Pages* Consumer Marketing Manager.

Yellow Pages had identified recent home movers as people who are likely to have a high requirement to search for information, but the challenge was how to find out who had moved.

This was where Geospend's Movers Service provided assistance. The service incorporates Australia Post's Change of Address File which contains all names and addresses collected through Redirection of Mail notices lodged at more than four thousand postal outlets around Australia. In line with privacy legislation, customers lodging a Redirection of Mail form must indicate whether they wish to receive advertising material.

Yellow Pages has been able to identify recent home movers and also personalise the direct mail piece to offer a free copy of the directory for their new local area. Customers interested are encouraged to call 1800 001 847 to order a directory if they don't already have one. And for those who do have a directory, the direct mail piece acts as a reminder to customers to use the *Yellow Pages Local* directory for all their local needs.

"We provide the information and the creative for the direct mail piece and Geospend personalises it and lodges it for mailing to the database of recent movers," explains Kerry.

Geospend supplies *Yellow Pages* with reports each week showing how many pieces were lodged and on what dates.

The home movers campaign from *Yellow Pages* forms part of an integrated communications strategy targeting local press, letterbox drops using Geospend Movers Service data and promotional street teams.

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Key Points

- Geospend's Movers Service manages the names and addresses of people who have recently moved and have provided permission for their details to be passed on.
- Geospend personalises *Yellow Pages'* campaign material and lodges it in the post.
- A weekly report shows the number of items lodged and when.

For more information please contact Geospend on 1300 363 242.

