

MARKETING MANAGEMENT

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That number again ...

The lodging industry is the most frequent user of vanity toll-free phone numbers (including 866, 877, and 888 prefixes) in TV advertising, according to a recent study.

The *Toll-free Numbers in Television Advertising* study found that, despite the growth of the World Wide Web, usage of toll-free numbers in TV ads continues to grow. And among those toll-free numbers, the vanity numbers are on the

rise—according to 800response, a Burlington, Vt.-based provider of vanity 800 numbers.

The study analyzed more than 5,500 TV commercials from four networks in four major markets in 2005. Independent contractors taped, reviewed, and collected data from the commercials, which represented more than 20 industries.

Call me!

Percentage of industries whose advertisements included a so-called vanity toll-free phone number:



Source: 800response, Burlington, Vt.

Graphic: Nelson Tarte

800response

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