

# Marketing News

SEPT. 15, 2005 / A PUBLICATION OF THE AMERICAN MARKETING ASSOCIATION

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## Stats: Vanity fair

### Just dial 1-800 ...

Despite the growth of the World Wide Web, the use of toll-free numbers in television advertising continues to grow, according to a study released in July. And among those toll-free numbers, so-called vanity numbers are on the rise, according to Burlington, Vt.-based 800response, a provider of vanity 800 numbers.

The study, titled "Toll-free Numbers in Television Advertising," analyzed more than 5,500 television 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.

The study found that the lodging industry is the most frequent user of vanity toll-free phone numbers (including 866, 877 and 888 prefixes) in television advertising. But it's not alone.

—Michael Fielding, Staff Writer

### Call me!

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



Source: 800response, Burlington, Vt.

Graphic: Nelson Tarr

## 800response

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