



For Immediate Release

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Advertisers Hit the Mark with Creative Advertising Campaigns

800response Presents the 2007 Bull's-Eye Advertising Awards to Customers for Best Use of Vanity 800 Numbers in their Campaigns

BURLINGTON, Vermont (February 19, 2008) – 800response (www.800response.com), North America's leading provider of Custom 800 numbers (also known as vanity 800 numbers) and Web-based [Call Tracking](#) and [recording](#) services, announces the winners of the [2007 Bull's-Eye Ad Awards](#). The annual advertising awards program honors creative use of vanity 800 numbers like 1-800-NEXT-CARE and 1-800-ROOF-PRO in their customer's advertising campaigns.

“The annual awards program is the perfect platform to pay tribute to our customers and their advertising agencies. We recognize six winners for their outstanding work in the areas of radio, television, outdoor, print, alternative, and overall ad campaigns,” says Laura Noonan, vice president of marketing at **800response**. “I'm very impressed with the quality of the advertising campaigns and the unique use of our Custom 800 numbers,” adds Noonan.

NextCare Urgent Care (www.nextcare.com) of Mesa, Arizona and 1-800-ROOF-PRO (www.areyouleaky.com) of Plymouth, Michigan swept the competition, each with three 1st Place awards.

NextCare Urgent Care and their agency, Books Advertising, Inc., receive awards for:

- *Best Use of a Custom 800 Number in Print Advertising*
- *Best Use of a Custom 800 Number in Outdoor Advertising*
- *Best Integrated use of Custom 800 Number in Advertising.*

1-800-ROOF-PRO and their agency, eBuyMedia, Inc. wins for:

- *Best Use of a Custom 800 Number in Radio Advertising*
- *Best Use of a Custom 800 Number in Television Advertising*
- *Best Use of a Custom 800 Number in Alternative Advertising*

A complete list of first, second and third place winners, along with the winning advertisements, are available at

<http://www.800response.com/resources/sampleads/index.html>.

“NextCare Urgent Care is honored to be the recipient of the **800**response Bull’s-Eye advertising awards. We were thrilled to roll out our new advertising campaign “*What Next? NextCare*” in early 2007. We are receiving great caller response to the campaign. It has given NextCare a fresh face in the communities where we provide care and our hope is that it will continue to build a strong association between patients’ urgent care needs and NextCare, for years to come,” says Megan Lamy, regional manager of marketing and sales with NextCare.

“Roof-Pro and eBuyMedia Inc. are excited to receive three 1st place Bull's-Eye Ad Awards for our campaign success and creative design using our Custom 800 number. We place 1-800-ROOF-PRO in all of our television, radio and print advertising. The campaign has been largely successful for our roofing client. We love it because we are able to directly track all of our advertising. We look forward to entering many other clients in **800**response's ad contest in 2008,” says Andy Winnie, President of eBuyMedia, Inc., in Plymouth, MI.

In January, **800**response finalized an advertising research study conducted in conjunction with an online survey provider and third-party research firm. The purpose of the study was to identify consumer recall rates of vanity 800 numbers compared with the recall rates of numeric toll-free numbers when used in print, outdoor and broadcast advertising.

The [survey results](#) are significant for all businesses who advertise. Findings show that consumers demonstrate:

- An 84% improvement in recall of a vanity 800 number featured in an outdoor or print advertisement when compared with a numeric toll-free number.
- A nine times higher recall rate of vanity 800 numbers over numeric toll-free numbers in broadcast advertising.

“Consumer recall of phone numbers in advertising improves dramatically when an advertiser features a vanity 800 number as the response tool rather than a numeric toll-free number,” says Noonan. “We work with businesses covering all industries and geographic areas – from medical clinics throughout the country, to home improvement specialists in the mid-West. Organizing the awards program helps us build stronger relationships with our existing customers and gives us the opportunity to see our Custom 800 Solutions in action,” says Noonan.

[About the Bull’s-Eye Ad Awards:](#) The Bull’s-Eye Ad Awards is the first advertising competition developed to recognize the use of vanity 800 numbers as consumer response tools in all forms of media including television, radio, out-of-home, print, direct mail, as well as alternative forms of media including online ads, web sites, promotional items and more. Introduced in 2005, the Bull’s-Eye Ad Awards pays tribute to the customers of **800**response and their advertising agency representatives who use advertising prowess in choosing effective response-generating methods to execute successful advertising campaigns.

About NextCare Urgent Care: Urgent care provider NextCare (<http://www.nextcare.com/>) is the world's largest privately owned provider of urgent care and occupational medical services, known for bringing together service-driven healthcare and innovative medical technology to the delivery of medicine. NextCare operates 27 urgent care facilities among Arizona, Colorado, North Carolina and Georgia.

eBuyMedia, Inc. specializes in helping local businesses get results from advertising. The agency's primary goal is to make sure their clients get the most out of their advertising dollars. eBuyMedia helps clients plan, design, write, negotiate and coordinate advertising campaigns.

800response maintains the highest quality inventory of Custom 800 numbers available today and offers these critical lead tracking tools to businesses nationwide. Custom 800 numbers are proven to increase response rates by 30-60%. Services include a sophisticated Call Routing platform, Web-based Call Tracking, Recording, and Monitoring. These powerful direct-marketing tools enable businesses to optimize advertising budgets, build a database of leads, access demographic information on callers, allocate sales staff based on call patterns, and analyze advertising results. For more information, visit www.800response.com or call 1-800-NEW-SALES.

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