

## Mobile solves people's problems around the home



### The Solution:

A text call to action features on ads in London's newspapers (The Evening Standard, Metro, London Lite)



Customers are invited to text the name of the trades required e.g.: **PLUMBER** or **BUILDER** followed by their **postcode** to **87233** (spells TRADE). By return, they receive a text message with details of the nearest recommended 'tradie'.

Customers are charged **premium rate** 50p (+ stnd network rate)

### Business Need:

To **offer** an **easy and fast solution** to those looking to find recommended and vetted tradespeople operating in their **local** area.

### Why Mobile?

- ✓ 88% of the UK population owns a mobile\*
- ✓ 30% of mobile users have used a shortcode to respond to adverts in other media\*\*
- ✓ Convenient for those who have no time to look for reliable help via the internet

Sources: \*Metro // \*\*O2