

# 1-800 BRAND ON RADIO GETS 14X MORE CALLS

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## 1 STUDY

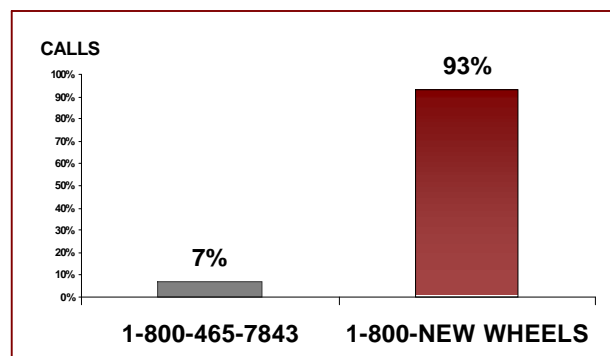
Response Marketing Group, Burlington, VA conducted a study to determine if a radio ad with a 1-800 Brand gets more calls than a radio ad with a generic toll-free number.

## 2 METHOD

Michael J. Motto Advertising ran 66 radio ads for Denville Nissan on WDHA, New Jersey's Rock Radio 105.5 FM. The 60-second ads played on an equal rotation for the last week of December, 1998. Half of the ads used **1-800-NEW WHEELS** and half used 1-800-465-7643.

## 3 RESULTS

**1-800-NEW WHEELS** generated 14X'S more calls to the same radio ad than 1-800-465-7643.



## 4 SUMMARY

Nissan's General Manager, Bobby Bonser, sums it up, "It's easy for listeners to remember **1-800-NEW WHEELS**. Callers hear the number on their way to work and remember it until they can get to a phone."

**Simple? Seems like it. Obvious? Not always.**

Founded in 1989, Dial 800 is the leading Exclusive-by-Market licensor of 1-800 Brands in America. Dial 800 set MCI up with 1-800-COLLECT. It made history, creating \$2 Billion a year in revenue and capturing a 60% dominant market share of the collect call market. To learn more, give us a call today at **1-800-DIAL800** or visit us on the web at [www.dial800.com](http://www.dial800.com)!

**DIAL 800**  
*When you want your phone to ring.*