

Reaching your customers when they're ready to buy.

About DAA

DAA is one of the UK's leading directory advertising specialists. Formed in 1989, we have implemented effective directory solutions for our clients for nearly 20 years. Acting independently in the market, we provide objective and unbiased advice and ensure that our recommendations incorporate the most relevant directory publications and media channels for our clients.

With changing trends and developments within the directory market advertisers are under more pressure to make campaigns work. Using our market insight and in-depth knowledge of directories we help our clients improve programme efficiency and maximise return on investment.



Relationships are at the heart of DAA and are key to our success. We have personal links with media owners and consider ourselves to be an extension of our clients' marketing team. We encourage open communication between ourselves, our customers and publishers to ensure that we all work together to achieve common goals.

Our Clients

Our clients are known throughout the UK and range from blue-chip companies to government departments. We provide our services to over 30 national advertisers across a variety of industries, including business-to-business, finance, insurance, motor and retail.

Our client base includes Halifax Banks, Halifax Insurance, Halifax Estate Agents, Bank of Scotland, the Institute of Chartered Accountants, Renault and Focus. Each year we conduct a customer satisfaction survey to give our clients an opportunity to provide feedback on our company and the services we provide. The quotes below have been taken directly from customer surveys and illustrate the perception our clients have of DAA.

“They know their customers and market very well and are very professional”

“We find the relationship with DAA to be very good”



“DAA are always effective, efficient and answer queries very quickly”

“Overall excellent, they manage the account well”





Media

In recent years the scope of the directory market has expanded considerably. As trends in customer buying behaviour continue to change, it is essential that more directory-related media is included within the directory programme mix. In addition to the traditional printed directories, we ensure that we also incorporate online directories, product themed guides, loose inserts and the 118 services within our client programme recommendations.

Printed Directories

Printed directories continue to generate substantial volumes of calls and, for most directory programmes, will account for a higher proportion of response than any other directory media channel. Directories provide a reference point, are available 24 hours a day, 7 days a week for 365 days a year and therefore continue to deliver cost effective lead generation for advertisers. The main players are Yellow Pages, Thomson Local and Phone Book. With three strong brands competing in the marketplace, advertisers have the choice to implement powerful directory campaigns.



Online Directories

With the continued increase in the use of the Internet to source supplier information, the role of online directories is becoming more important. Like printed directories, online directories are used at the point the consumer is looking to make a purchase and it is widely acknowledged that around 4/5 searches result in a phone call. Online directories are generally counterparts of the printed products and include Yell.com, Thomsonlocal.com and Thephonebook.bt.com. There are also a number of standalone directories including 192.com, Seek.net and Touchlocal.com.

118 Services



Telephonic directories, known more commonly as 118 services, provide advertisers with a relatively new way of obtaining business. Given the nature of this media channel a substantial number of enquiries come from mobile phones. Advertising opportunities therefore exist through text adverts in addition to preferred voice adverts. Since the de-regulation of 192, the number of companies involved in this activity has decreased dramatically. The main players that have emerged are 118 118, 118 500 and 118 247.

Themed Guides

There are a number of publications that DAA consider to be Themed Guides. Most of these are produced as A5 booklets and are usually industry focused (e.g. Financial, Insurance, Travel, Motor) allowing a number of service providers to advertise a range of related products. Targeting specific consumer groups across the UK these 'directories' can work well for advertisers and are often considered within directory campaigns as additional or top-up activity.



Loose Inserts

Inserts present an opportunity to 'top-up' response in the short to medium term. Retention and shelf-life of these products is likely to be less than that of the product guides, but if the creative and regional targeting is right, advertisers can generate a strong response from this media. DAA buys inserts through Yellow Pages, Thomson and Phone Book in addition to the more subscription based media channels.

Our Services



DAA recommends value for money advertising programmes that deliver and maximise enquiries for our clients. Every client is different and we believe that we need to be flexible to ensure we can completely satisfy each client's needs. We therefore offer tailor-made service solutions ranging from a full management service to a 'pick and mix' arrangement. We can provide these services on a fee or consultancy basis.

Campaign Management

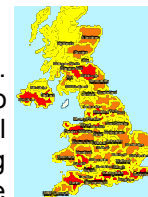
Planning is critical to the success of any directory programme. We ensure that we fully understand our clients' markets and programmes before making any recommendations or changes. We conduct a full review and using our learnings, market knowledge and insight, recommend dynamic programmes that meet our clients' goals and deliver the response targets.

Media Buying

The media buying aspect of directory advertising is highly administrative and can be extremely time-consuming, particularly for advertisers with larger programmes or branch networks. Mistakes can be costly, given the lifetime of each directory and so accuracy is essential. We provide our clients with a full service, designed to take away the burden of directory media buying and data management.

Response Measurement

Accurate response measurement is essential when determining campaign performance. We work with our clients to analyse response data on a regular basis. This enables us to make insightful recommendations on directory selection, creative design, regional campaign variation and more. For advertisers that do not already have call monitoring systems in place, this can also be arranged through DAA. We can set up unique telephone numbers and put into place sophisticated methods of monitoring and call connection.



Reporting & Analysis

There are a number of factors that can influence the performance of a directory campaign, from general market trends to specific industry trends. It is important for clients to have an understanding of these factors as anything that can impact programme performance will influence the programme strategy. Through regular reporting and analysis we can keep our clients up to date with market trends such as directory usage, channel usage, classification activity and competitor strategies.

Research

With changing trends in the directory market, advertisers need to fully understand consumer behaviour before investing large sums of money in their directory programmes or in contrast making rash decisions to cut back or even pull out of directories altogether. Regular research is paramount to this insight and should be used as part of the planning process. DAA shares various research findings with clients and can also recommend and implement bespoke marketing research projects.

DAA conducts a channel study annually to provide insight into consumer media usage in general and directories in particular. The findings from our 2007/08 study will be available from January 2008

Creative

Advert design within directories is crucial but often misunderstood. DAA provides strategic and tactical advice, to ensure that advertisers maximise the potential of their directory advertising through creative design. We can fulfil all creative requirements from critique to concept and design.



Developments at DAA

As a highly responsive agency, DAA continues to look for new ways to meet its clients' needs. Since 2008 DAA's website has become fully interactive offering a secure client log-in area, for clients to download up to date reports, schedules and analysis at the touch of a button.

DAA has always actively worked to minimise any negative affects our business has on the environment. We incorporate these values within our day to day activities, ensuring for example that we are energy efficient with the way in which we run the office through to the recycling of our paper waste and directories (of which there are many!).

For more information on any of our services, please contact us.

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