



The Number 118-118

What do you do when your task is to unseat the monopoly player in a telecoms category that is being deregulated in a country you don't currently do business in? In the case of US-based directory assistance provider INFONXX, whose goal was to beat out British Telecom (BT) for dominant share of the lucrative UK Directory Assistance market, the answer was to engage Brandemic founder, Brent Hollowell, to help figure it out.

Headline: Mission Accomplished. The Number 118-118's groundbreaking "Got Your Number" campaign, featuring two iconic 70's-styled runners who became a viral sensation across the UK, earned the company the #1 market position, and remains one of the most memorable and successful brand launches in the history of British marketing.

Background: As the consultant hired to lead the branding process from London, Brent quarterbacked the brand creation effort from the ground up. This included leading the market research to gain key consumer insights (i.e., 25% of "heavy users" were between 24-35 years old and made almost 90% of all directory assistance calls, so the creative needed to appeal to young adults first and foremost), to defining the business strategy that led to the brand name, logo design, early consumer launch strategy and all campaign creative briefs.

Brent vetted, selected and led an eclectic mix of key agency partners in London to ensure executional success of all the complex steps of bringing the brand to life within an intensely short window. The business results exceeded even the wildest expectations, as The Number 118-118 not only outmaneuvered BT for the #1 market share (first ever instance of an incumbent telecom monopoly not prevailing in a deregulated service), but also earned the designation as the "UK's Top Power Brand" and "Campaign of the Year" in 2003, its first year in business.