

ever fancied being the creative for a change?



draw here ↗



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# Calling all advertisers

More and more Irish advertisers are using Telecom Eireann CallCards to promote their brands. **Why?** Because market leaders like Guinness, Jacobs, Cadburys and Mitchelstown know an innovative advertising medium when they see one.

- Over 7 million Telecom Eireann CallCards are sold each year.
- Telecom Eireann CallCards are on sale at over 7000 outlets nationwide.
- 64% of all public phones take Telecom Eireann CallCards.
- Teenagers, students, tourists and sales reps are all high Telecom Eireann CallCard users.
- 62% of CallCards are purchased by 16 -34 year olds.
- 30% are purchased by 35 - 54 year olds.
- 41% of users are ABCIs, 47% are C2DEs, 12% are Fs.



Whatever you want to say, you should be talking CallCards

Whether you use Private or Advertising CallCards, you can put your message into the hands, pockets, purses and wallets of your target market.

Telecom Eireann Advertising CallCards: Advertising space is offered on standard 10 or 20 unit CallCards. A minimum of 150,000 branded Telecom Eireann CallCards are produced and exclusively distributed over approximately 4 weeks through Telecom Eireann's network of over 7000 agents nationwide. Clients can specify the timing of their Telecom Eireann CallCard release date to coincide with other promotional activities. Clients pay for the advertising space only.

Telecom Eireann Private CallCards: A minimum of 1000 specially branded Telecom Eireann CallCards are produced and delivered directly to and distributed by the Client. The Telecom Eireann CallCards are purchased in their entirety and are not available to the general public. Telecom Eireann Private CallCards are a very effective marketing tool when specifically targeting a group of people.



# Advertising Call Cards

Telecom Eireann Advertising CallCards are an effective marketing tool which gives you the opportunity to talk to your target market. Xtra-vision have used them to carry advertising messages. Nestlé have used them as promotional devices. And 2FM/Hotline have used them as response mechanisms.

- Use them for straightforward advertising messages.
- Use them as promotional devices.
- Use them for phone-in competitions.
- The distribution network comprises 85% of all Post Offices, Newsagents, Supermarkets, and Service Stations.
- Clients can purchase own branded Telecom Eireann CallCards at a discounted price.
- Gain access to 200,000 'pocket billboards'.

# Private Call Cards

Telecom Eireann Private CallCards offer a flexible, cost-effective medium which delivers innovative ways to recruit and retain customers. Telecom Eireann Private CallCards have a high perceived value because they are not on sale to the public. For example, AIB have used them to reward teenage and student customers.

- ✗ Use them as rewards for customers.
- ✗ Use them as incentives for staff.
- ✗ Use them as a support medium for in-store promotions.
- ✗ Use them to impress clients.
- ✗ Minimum print run is 1k.
- ✗ Telecom Eireann Private CallCards are delivered to and distributed by your company.
- ✗ 10, 20, 50 or 100 units.





## SMIRNOFF RED - A brand CallCard

Gilbeys Ireland wanted an innovative way to encourage brand recall for Smirnoff Red in the on-trade sector.

Free 10 unit Telecom Eireann Private CallCards, heat sealed onto Smirnoff Red packaging, did the trick.

The promotion generated excitement, rewarded purchase and (most importantly!) increased sales.







## A congratulations card

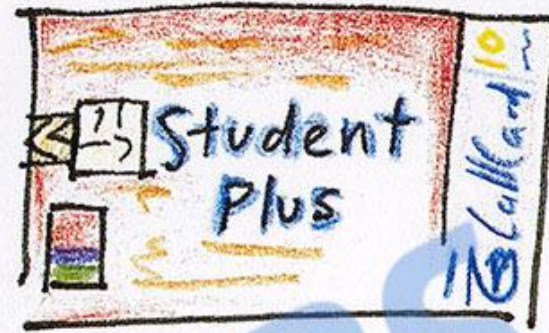
Esso Ireland were looking for a unique medium to promote and celebrate 100 years of Esso as the market leader in Ireland.

Telecom Eireann Advertising CallCards, on sale at Esso forecourts and through the Telecom Eireann CallCard network, were the perfect medium to raise awareness of their centenary and to build the Esso brand. Staff and selected customers were presented with complimentary Telecom Eireann CallCards to reward loyalty.



7.

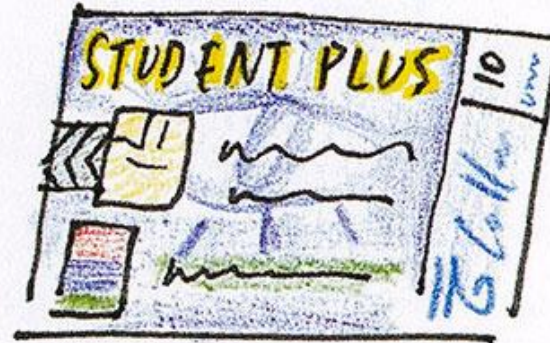




## A thank-you card

AIB needed to encourage teenagers and students, not just to open AIB Student Plus and Teenlink accounts, but to use them regularly.

Free 10 unit Telecom Eireann Private CallCards provided the ideal incentive. These branded Telecom Eireann CallCards were sent as 'thank-you' cards to students and teenagers who continued to use their accounts.



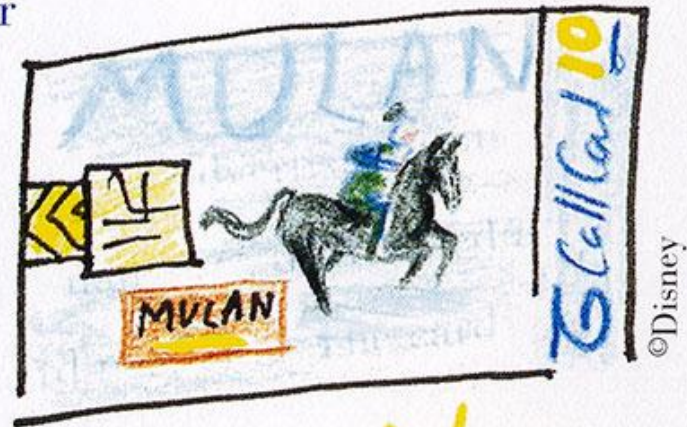




## An Invitation Card

Disney had already used Telecom Eireann CallCards to promote animated films like HERCULES, POCAHONTAS, THE HUNCHBACK OF NOTRE DAME and ALADDIN. This time they wanted to create excitement to their key target audience prior to the release of their new film, MULAN.

200,000 10 Unit Telecom Eireann Advertising CallCards featuring MULAN were distributed across the Telecom Eireann CallCard network. The Telecom Eireann CallCards were used to promote early awareness of the film.





# Rate card for advertising Call Cards

<u>Denomination</u>	<u>Quantity</u>	<u>Total Cost</u> €IR
10 Units	1st 200,000	
20 Units	1st 150,000	12,000
10 Units	201,000-400,000	
20 Units	151,000-300,000	22,000
10 Units	401,000-600,000	
20 Units	301,000-450,000	30,000

**Prices are exclusive of V.A.T at 21%**

We're constantly researching new promotional possibilities for Telecom Eireann CallCards. For more information on further promotional opportunities, such as product sampling, please call Pauline Malone on 1800 404 100.



# Rate card for private Call Cards

<u>QTY</u>	PRICE PER CARD 10 UNIT <u>€IR</u>	<u>TOTAL</u> <u>€IR</u>
1,000	5.00	5,000.00
2,000	3.50	7,000.00
3,000	3.00	9,000.00
4,000	2.75	11,000.00
5,000	2.60	13,000.00
10,000	2.30	23,000.00
20,000	2.15	43,000.00
30,000	2.10	63,000.00

Prices are exclusive of VAT at 21%





Prices include 4-colour printing on the front and 1-colour printing on the back of the Telecom Eireann CallCard. Extra charge for 4-colour back is £500 (excluding VAT).

Prices do not include artwork.

Additional quantities of Telecom Eireann CallCards will be printed for the Telecom Eireann CallCard Collectors' Club at no charge to the advertiser.

Prices are subject to change and should be confirmed with the order.

## DELIVERY TIMES

Delivery is 6 weeks from receipt of final artwork.





## Design layout for Telecom Eireann CallCards

Colour roughs of proposed Telecom Eireann CallCards must be submitted to Telecom Eireann for approval. If you have any queries about design layout, Freefone Pauline Malone at 1800 404 100.



### Front of Call Card

Unit denomination, line and arrowbox should be the same colour.

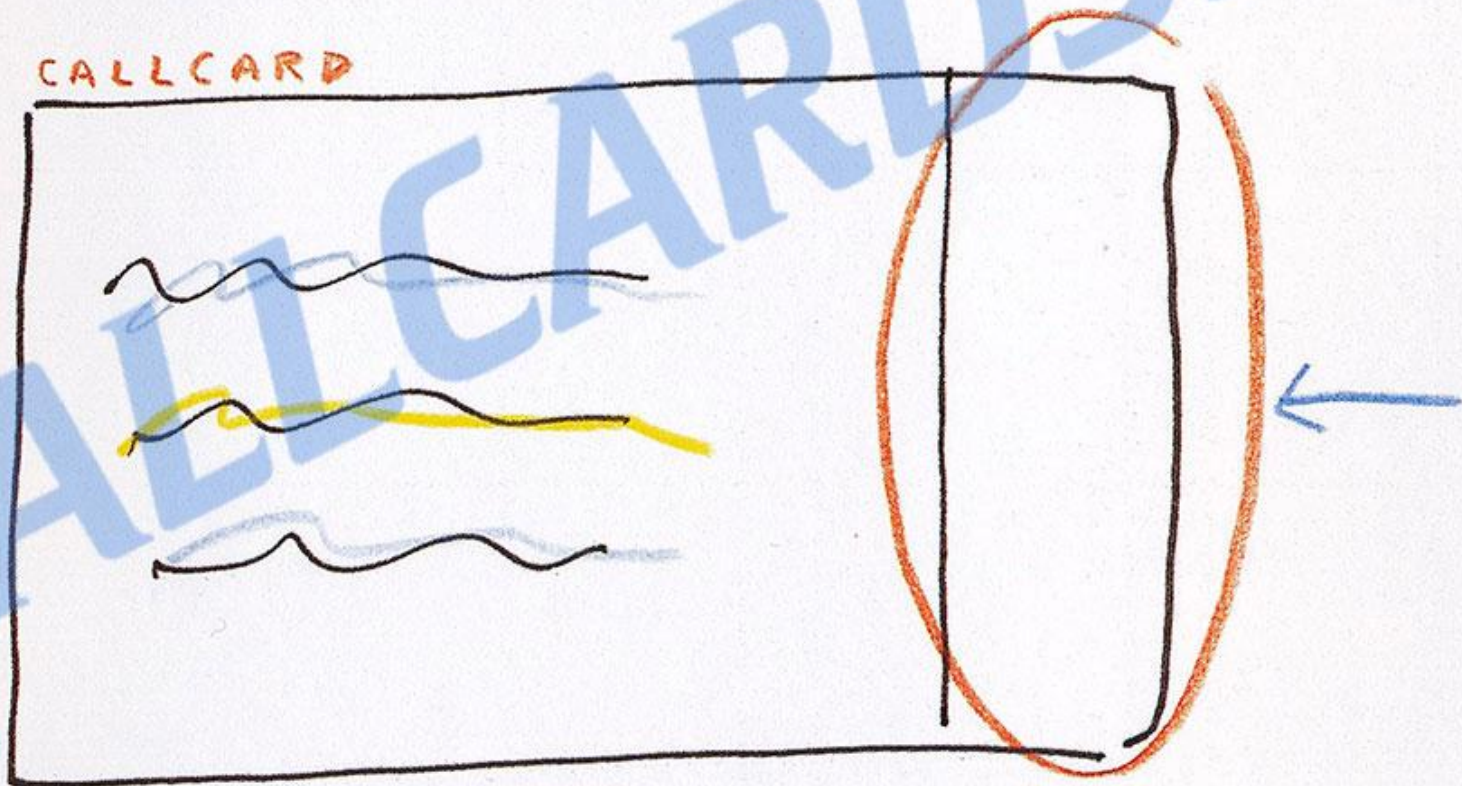
This colour should contrast with background colour of the Telecom Eireann CallCard. Details in the arrowbox should be white out of background colour. The Telecom Eireann CallCard Brand-strip (on the right-hand side) should appear in a strip which is 60% white overlay.



## Back of Call Card

All space to the right of the line down the back of the CallCard is reserved for Telecom Eireann use.

CALLCARD





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EIREANN



CallCard