

# 中国电信黄页

## CHINA TELECOM YELLOW PAGES

### THE MARKET

The predecessor of CT Yellow Pages is Shanghai Yellow Pages, a household name in that city representing the earlier branding efforts by Shanghai Telephone Directory Company. The company was established in 1984 under the Shanghai Telephone Bureau.



Shanghai Yellow Pages achieved its leading position in the market after more than a decade of development. According to a Gallup research report in 2001, 75% of the Yellow Pages users referred to Shanghai Yellow Pages when mentioning shopping guidance and information channels. This placed Shanghai Yellow Pages as No. 1 among all types of media (almost twice as popular as the second-ranking medium, newspapers), indicating its authoritative position as a channel of information. The report also indicated that 29% of enterprises relied totally on Shanghai Yellow Pages to make purchasing decisions and 72% of them felt satisfied with what Shanghai Yellow Pages offered.

In June 2004, Shang Zi Market Research, another big name in the market research industry, did a study that revealed 100% awareness of the CT Yellow Pages among the business community and that all the businessmen had used the Shanghai Yellow Pages offered by CT China Yellow Pages. The research study also showed that CT Yellow Pages' overwhelming advantage over competitors in terms of awareness, authority and usage rate.

Relying on its local networks in 22 regions (Guangdong, Shanghai, Jiangsu, Zhejiang, Fujian, Hubei, Hunan, Hubei, Guangxi, Chongqing, Sichuan, Hainan, Jiangxi, Anhui, Guizhou, Yunnan, Shanxi, Tibet, Qinghai, Gansu,

Xinjiang and Ningxia), CT Yellow Pages provides customers with countrywide multi-media communication services through printed yellow pages, an online network ([www.yellowpage.com.cn](http://www.yellowpage.com.cn)), compact disc, short message and voice services, etc. In Shanghai alone, CT Yellow Pages has over 30,000 advertising customers including world-renowned names such as UPS, Standard Chartered, Citibank, DHL, AVIS, KFC, Pizza Hut, Lufthansa Airlines, Linde Forklift, Shanghai Airlines, China Eastern Airlines, Metro, China Ping An, Bank of China, Agricultural bank, Alliance Dazhong, Qiangsheng Taxi, Delixi, Hydrostal and Panda Electronics. Most of these companies have become long-term customers of CT Yellow Pages.

### ACHIEVEMENTS

On its journey to excellence, CT Yellow Pages has won the recognition from customers, industry authorities and government agencies. Some of the awards that have been presented to CT Yellow Pages include: The Outstanding Ad Group Award 1987-1988, jointly granted by the Shanghai Administration of Industry and Commerce and the Shanghai Ad Association; The Outstanding Group of Good Reputation and Quality Service Award 1989-1990, jointly granted by the Shanghai Administration of Industry and

Commerce and Shanghai Ad Association; The Excellent Prize of Public Welfare Advertisement, awarded to the *What Should You Do for Your Parents* produced by CT Yellow Pages in 1998; and the Technology Advancement Prize of the Ministry of Information Technology awarded to CT Yellow Page's WWW launch system in 1999.

### HISTORY

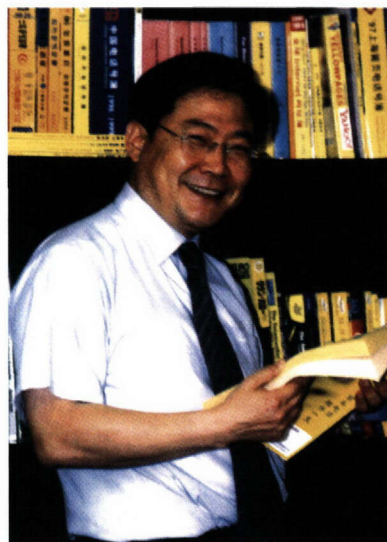
Two events are of special significance in the history of CT Yellow Pages. The first is the establishment of the Shanghai Bell Atlantic Yellow Page Advertisement Co Ltd in 1998. It was the first Sino-foreign joint venture of its kind. This directly led to the rapid development of the Yellow Pages market in Shanghai and that increased the attention given by China Telecom to Yellow Pages as an ad platform. The second special event is the establishment of the CT Yellow Page Information Co Ltd. This gave birth to the CT Yellow Pages brand.

Shanghai Bell Atlantic Yellow Page Advertisement Co Ltd was incorporated in 1998 by Shanghai Telephone Directory Company and Bell Atlantic Telecom Group (now Verizon, also a Super Brand in America), the largest American Yellow Pages publisher. Since then, the joint venture has served as the exclusive advertising agency for Shanghai

Yellow Pages and has made continuing improvements in operating performance by introducing the pioneering Yellow Page's philosophy from the US. From 1997 (Rmb55 million) to 2004 (Rmb150 million), the company had one third of the domestic Yellow Pages market in terms of business revenue, and thus secured its unquestionable dominance in the Shanghai market.

### THE PRODUCT

CT Yellow Pages' major offering is printed yellow page products. As it has exclusive access to China Telecom's authoritative database, CT Yellow Pages has enjoyed this advantage over its competitors from the very beginning. Also, it has





accumulated a wealth of experience through its years in the industry and the long-term cooperation with Bell Atlantic/ Verizon, a leader in this industry. Thus CT Yellow Pages outshines its rivals in major business processes including telephone directory design, ad sales, sales training, editing and makeup, printing and distribution.

At present, in addition to the Shanghai Yellow Pages' 700,000 circulation, the company offers Consumer Guides (which targets the common consumers), an English version of Yellow Pages for foreigners and a Suburban Yellow Pages for the suburban area of Shanghai. Moreover, [www.yellowpage.com.cn](http://www.yellowpage.com.cn), a useful search engine, constitutes an important part of the company's product lines.

## RECENT DEVELOPMENTS

The success of Shanghai Yellow Pages attracted the attention of China Telecom Group's management to the potential of this new business. In 2002, China Telecom decided that CT Yellow Pages would be the sole brand of its Yellow Page products by integrating all local brands around the country. For this purpose, the management of Shanghai Telephone Directory Company incorporated a new national company, CT Group Yellow Page Information Co Ltd. Upon the completion of business integration, local Yellow Pages brands such as Shanghai Yellow Pages, Hangzhou Yellow Pages and Xiamen Yellow Pages were phased out.

## PROMOTION

The success achieved by Shanghai Yellow Pages, the predecessor of CT Yellow Pages, can be largely attributed to its efforts in media promotion, which mainly focused on mainstream newspapers (*Xinmin Evening News*, *Shanghai Morning Post* and *Jiefang Daily*) as well as other supplementary channels including street advertising, metro ads, First Edition Ceremony and other public relations activities. The company also had some successful attempts at producing its own TV ads. In particular, the ad named *What*

*Should You Do for Your Parents* was awarded the Excellent Prize of Public Welfare Advertisement in 1998; it was shown many times in Shanghai through mainstream TV stations and achieved excellent promotional and social effect.

During the early days of CT Yellow Pages, the local brands of Yellow Pages products still prevailed around the country. As such, the promotional efforts spent in the newly integrated brand seemed particularly important. Since 2004, local brands such as Shanghai Yellow Pages have disappeared from the marketplace to give way to the new name, CT Yellow Pages. In addition, new measures have been adopted to attract audiences, including windowed ads posted in elevators and restrooms.

Besides cross-media promotions, CT Yellow Pages has also strengthened the integrated uses of other promotional measures such as road shows, expositions and customer seminars. As a kind of encyclopedia, CT Yellow Pages is well-positioned to promote its brand and products to other exhibitors and visitors in industry expositions, and thus creates more opportunities for advertising customers.



## BRAND VALUES

Reliable, comprehensive and diverse, Shanghai Yellow Pages has provided the people living in the city with a deep information resource that enriches their daily lives. A world-class Yellow Pages is comparable to the international standing of Shanghai as a cosmopolitan city. As the wording in one of Shanghai Yellow Pages' advertisement intones, "Choices Between Fingers", it enables consumers to make informed decisions by offering full and comprehensive information options. Meanwhile, the resourceful Shanghai Yellow Pages products are distributed not only to business corporations, but also to local households. The Yellow Pages is an ideal platform for tens of thousands of SMEs that are trying to reach local decision makers. There are many successful stories about SMEs who developed stronger links thanks to the placement of Yellow Pages ads. To just name one out of many, a cable

manufacturer found its overseas partner by placing an ad in the English version of Shanghai Yellow Pages and eventually developed into a major market player in its field.

The business horizon of Yellow Pages' people has expanded from Shanghai to the entire nation with the evolution of the CT Yellow Pages. CT Yellow Pages is confident of replicating the Shanghai success in other places around the country and helping domestic SMEs grow stronger. In the industry of Yellow Pages, the publishers, advertising customers and readers share common interests and successes.

## THINGS YOU DIDN'T KNOW ABOUT CHINA TELECOM YELLOW PAGES

- The first issue of Shanghai Yellow Pages was published in 1987. It was also the first Yellow Pages published since the birth of new China in 1949
- In 1994, Shanghai Yellow Pages became the first local ad publication distributed to business entities within the city for free as per international practice
- In 1997, Shanghai Yellow Pages took the lead to distribute Consumer Guides to local individual telephone users
- In 1996, [www.yellowpage.com.cn](http://www.yellowpage.com.cn), the first local Yellow Pages enquiry web site, was launched to provide users with a convenient way to enquire about Shanghai corporate information
- In 2004, CT Yellow Pages took the lead to expand the platform of Yellow Pages enquiry to the increasingly popular SMS service
- The four-colour Shanghai Yellow Pages was the first of its kind in Asia