

Ideal Business Show

Wales



118118//Media at Ideal Business Show

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IMMEDIATE RELEASE

118118//Media, the classified advertising business of the UK's leading directory enquiries service, will be exhibiting in the Experts Zone at Ideal Business Show Wales on 3-4 September 2008 at NIAC, on the Cyncoed campus (UWIC)

Its parent company, 118 118, handles hundreds of thousands of active telephone enquiries every day. Many are business enquiries from customers at the point of purchase. Through this exceptional contact, 118118//Media can offer access to extremely targeted high value customers, with minimal wastage.

Callers to 118 118 receive promotional messages via free texts and web site (www.118.com), and are also offered alternative numbers on calls, all at no extra cost. A unique tracking service, 'Call Whisper', means that advertisers can truly assess the effectiveness of their advertising because all calls are pre-announced as delivered by 118 118.

The 118118//Media business is a reflection of the changing way in which people expect to carry on their daily transactions in the new media age we live in. As the UK's most popular provider of directory assistance services - handling calls from hundreds of thousands of active callers at the 'point of purchase' every day - 118118//Media's difference is its ability to connect businesses with more high value consumers actively seeking their product or service category.

The 118 118 Boys will also be at the show and visitors to the 118118//Media stand will have the chance to enter a free draw and win £250 of shopping vouchers.

For further information speak to a member of staff on the 118118//Media stand. [See Ideal Business Show Wales Exhibitor List here!](#)