

Naked truth is a shocker for Belgian DA service!

DA caller claims to be the streaker of the billboards ads.

EUROPEAN DIRECTORY ASSISTANCE (EDA), the Belgian alternative directory assistance services operator completed its recent ad campaign in ass-tonishing fashion!

The service which is available in both Flemish and French completed its new 'cheeky' advertising campaign in the most unusual way, as one of their ads featured the photo of an unknown streaker taking off his clothes and running naked through a public place.

The campaign managed by EDA's advertising agency G&Co., featured several supposed fans acting in a peculiar way to illustrate their love for the service with the slogan "Weer een fan van 12-12" and "Encore un fan du 13-13", which can be loosely translated as "Surely a fan of 12-12 / 13-13".

Despite the fact that all rights pertaining to the risqué photo had naturally been paid to a major international stock image broker, the streaker in question decided to raise the issue!



It appears that the streaker is actually a DJ from a radio station based in the Netherlands, who performed his 'act' during the Wimbledon tennis tournament in 2006.

However, to the great surprise of one of EDA's DA agents, the DJ in question called EDA live during his radio show, to declare that the buttocks featured in the ads were his.

Needless to say that the EDA agent on the phone was caught off guard, as he had no idea whether this was a joke or not. However, despite subsequently becoming the butt of colleagues' jokes, the agent had managed not to give the caller the bum's rush!

KCOM Contact Centres can't help helping IRN!

LEADING outsourcer KCOM Contact Centres has announced that the longstanding agreement with Independent Radio News (IRN) to handle Maureen directory enquires (118212) has been formally extended. KCOM and IRN have successfully worked together since 2004 and in that time have handled tens of millions of calls for Maureen customers. A new agreement has been struck to extend the arrangement for a number of years to come. The multi award-winning service is regarded by many as one of the most identifiable brands in the sector.

Speaking for KCOM General Manager Steven Cooper said: "Working with IRN has been a fantastic experience as their knowledge of brand marketing is second to none. KCOM bring tremendous experience of people motivation and the use of technology to deliver a very

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challenging service. I believe that the partnership between KCOM and IRN has been so successful because of these complementary skills, and look forward to fulfilling Maureen customer requests in the future."

IRN's Business Development Director Tim Molloy also hailed the announcement: "KCOM have proved that they can deliver the quantity and quality of call handling that IRN require to meet the ever changing needs of Maureen customers" he said. "IRN particularly value KCOM's ability to adapt to increasing volumes during our successful media campaigns, and that KCOM completely endorse our core brand value of helpfulness."

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Mobile Internet Issue

mobilePeople wins investment to fund growth

DANISH local mobile search company mobilePeople, has received \$8million USD investment from Nordic based venture capitalist firm Via Venture Partners.

The funding will allow mobilePeople to expand its international reach and concentrate on achieving a prominent position within the global mobile search and advertising space.

Via Venture Partners is a multi stage venture fund investing in companies in the Nordic region. The company invests in internet, communication software and ICT growth companies.

"Via Venture Partners only invests in the best of breed technology and companies and mobilePeople is a case in point. mobilePeople has consistently proved that mobile local search and advertising is a fantastic monetisation opportunity and that dedication to customers pays dividends in the long run," said Peter Thorlund Haahr, Senior Partner at Via Ventures.

Jens Andersen, CEO and co-founder of mobilePeople commented on the funding: "This injection of funds will allow us to ensure our global expansion and to focus on the continuous roll-out of innovative mobile services and local advertising solutions for our customers in the directory publishing space."



UK VoIP providers must allow 999 calls

UK-BASED providers of internet telephony must now allow emergency 999 calls over their networks or face the risk of enforcement action, regulator Ofcom has said. Caller location information must also be provided where technically feasible.

The new rule for Voice over Internet Protocol (VoIP) providers affects businesses such as BT, Vonage and Skype that offer services that connect VoIP calls to the public telephone network