

Italian Yellow Pages Publisher Adds Value with Microsoft® Tag-based Advertising Package

Case Study

PAGINE Si!

Website

www.pagine.si

Country or Region

Italy

Industry

Phone Directory Publishing

Customer Profile

Since 1996, Italian firm PAGINE Si! has published print and Internet-based phone directories and offered multimedia publicity services. From the beginning, the goal has been to provide simple, easy-to-use listings that provide consumers with richer information and advertisers' with greater return on their investments.



By creating a “bridge” between its print directories and advertisers’ mobile Web sites, Microsoft® Tag is helping Italian phone directory publisher PAGINE Si! to offer its advertisers innovative and engaging ways to reach consumers at the moment they’re most receptive and using the mobile device that’s central to their lives. The company is adding value to traditional yellow pages ads by offering ads with Tags, and it will even build new – or customize existing – mobile Web site landing pages for advertisers who include a Tag in their ads.

Italian firm PAGINE Si! began publishing print and Internet-based phone directories and offering multimedia publicity services in 1996. From the beginning, the goal has been to provide simple, easy-to-use yellow pages listings that provide consumers with richer information and advertisers with greater return on their investments.

In October 2009, PAGINE Si! became the first company to use Tag systematically in a yellow pages directory and to integrate Tag into an advertising package. “I’d been working for many years in yellow pages, and I was looking for ways to improve paper-based information and use mobility,” says PAGINE Si! Vice President of Strategy and New Media Paolo Cellini. “Tag was perfect to do that.”

Italy has more mobile phones than people – about 1.5 mobile phones per person – and, as Cellini notes, “Italians are not unfamiliar with 2D barcodes. For example, you can buy airline tickets with QR codes, or see them in popular news and sports magazines.”

The technology is not hugely popular yet, but barcode use is ramping up because Italian consumers also have access to good, affordable mobile Internet plans. “With the growth of the mobile smart phone market and low cost mobile Internet access plans,” Cellini explains, “I thought this was the right moment to introduce Tag to our market.”

Tag-based Advertising Helps Advertisers Bridge Print, Mobile Initiatives

With Tag, PAGINE Si! is helping its advertisers bridge their print and mobile advertising efforts. PAGINE Si! operates with a typical yellow pages business model. Access to its directories and Internet listings are provided free of charge to consumers. Only the advertisers pay.

Targeting the companies that are already represented in their phone directories (PAGINE Si! serves over 55 different cities with a total distribution of 6 million directories), the publisher now offers premium ad packages that feature Tag. Whether or not advertisers already have a Web Site, PAGINE Si! provides those who purchase Tag-based listings with a mobile Internet landing page, which opens automatically on consumer’s mobile phones when they scan the Tag. The Tags link directory users to additional information, offers, discounts, and coupons.

To help expand the use of Tag in Italy, mobile phone manufacturer Samsung has pre-loaded the Microsoft Tag Reader application on its mobile phones for the Italian market through an agreement with Microsoft. Samsung phones are not required to interact with Tag. Anyone with a mobile phone can easily download the Tag Reader free of charge from <http://gettag.mobi>.



Tag and PAGINE Si! Changing Perceptions, Fostering Innovation

“Tag is changing the perception of the company – through the ability to offer new, value-added services and new ideas about what advertising could be – so that innovation in print is possible.”

Paolo Cellini
Vice President of Strategy
and New Media

While it is too early to provide hard numbers on the effectiveness of its Tag campaign, the offering has garnered a lot of attention and excitement for PAGINE Si! According to Cellini, “People are spending more on advertisements. They say, ‘Wow – what is this!?’”

To monitor the initiative’s success, the publisher is using the built-in reporting and analytics capabilities of Tag to monitor the health of its Tag campaign, and, as the technology catches on with both consumers and advertisers, PAGINE Si! plans to make those same capabilities available to advertisers as well.

Cellini is very optimistic about the future of Tag and its impact on PAGINE Si! “Tag is like a PC mouse for the Mobile world. You cannot live today without a mouse in the PC world. Tomorrow, I think, you will not live without a Tag in the mobile world.”

In addition, Cellini says, “Tag is changing the perception of the company – through the ability to offer new, value-added services and new ideas about what advertising could be – so that innovation in print is possible. It is like building a bridge between something that can remain stable and something that can change every day. I think it’s a very great technology.”



For more information about Microsoft Tag, go to <http://tag.microsoft.com>

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