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BROADBAND COMPARISON SITE LAUNCHES ADVERTISING CAMPAIGN

- **First brand to launch in broadband price comparison sector**
- **Multi-million pound integrated marketing campaign launches on Boxing Day 2012**
- **Initial campaign will run for 3 months**

broadbandchoices.co.uk, the UK's leading Ofcom accredited comparison site where consumers could save money by switching broadband, home phone and digital TV, has launched a multi million pound advertising campaign intended to build a stronger brand presence within the consumer price comparison market. The advert, which marks the first time that broadbandchoices.co.uk has advertised on a national scale, will debut on Boxing Day coinciding with an overall website redesign and new visual identity.

The decision to begin above-the-line advertising follows a recent funding injection of £10 million into the company from Business Growth Fund.

Preparation, planning and co-ordination of the brand launch has been underway for the past 12 months under the guidance of Mike Longden, director of brand and marketing consultancy, thecoalshed. During this period, extensive research undertaken by [thenursery Research and Planning](http://thenursery) discovered there was a real opportunity for broadband comparison to become normalised behaviour. As Longden explains, "We found the majority of consumers did not use comparison websites to compare their broadband as it had never occurred to them to do so, instead preferring to do their own research. Many who had considered changing providers felt it was a complicated process and therefore elected to do nothing at all."

"Our new campaign intends to focus on the key issues from the research, in a simple and straightforward manner. We were keen to create a vehicle which tackled everyday broadband problems within normal conversation, whilst creating a strong reinforcement of the brand. We hope our reworking of Handel's 'Hallelujah Chorus' delivers this in both a unique and memorable manner."

Chris Eagle, marketing director at broadbandchoices.co.uk said:

"The price comparison market has evolved quickly over the last 10 years with several brands staking a claim in product areas such as insurance, energy and credit cards through their advertising messaging. In contrast, the home communications switching sector has been neglected. As an Ofcom-accredited site that focuses specifically on telecoms, this has created a huge opportunity for us to become a destination brand for consumers looking to compare and switch these services."

“Broadband, home phone and digital TV switching is a hugely underdeveloped market – thousands of UK households and businesses are missing out on cheaper bills and service improvements because they don’t have the time or knowledge to compare the options available. With over 5 year’s specialisation in this area and an exciting new website design, we have the perfect solution to help them.

“Deciding to advertise for the first time is a big step for us, however I have been consistently impressed with thecoalshed’s thorough preparation, attention to detail and ability to align the creative concept with our core brand values. I look forward to seeing the results of our campaign and continuing to develop our brand presence throughout 2013.”

The ad will first air on TV on Wednesday 26th December 2012. [Space City Productions](#) produced the creative in association with [thecoalshed](#). Launch and growth specialists [Total Media](#) will manage the offline and digital media planning and buying account, following the success of a 4-way pitch process. The TV launch will be supported by a fully-integrated marketing campaign across Q1 2013.

The advert can be viewed [here](#).

Ends

For further information please contact:

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Or visit our social media pages:

[Twitter](#)

[LinkedIn](#)

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[YouTube](#)

About us:

broadbandchoices.co.uk is a rapidly growing, award winning price comparison site with over 50 staff based in central London.

We are the UK’s number 1, Ofcom accredited comparison company for fixed line communications services - broadband, home phone and digital TV.

Our broadband and home phone comparison services have the much sought after Ofcom accreditation, and our spokespeople are widely quoted in the national press and broadcast media.

Our website attracts over 1.8 million visitors per month, and every month we help thousands of customers find better deals on their broadband, phone and digital TV services.

Our white label programme provides the cutting-edge technology behind some of the biggest names in the comparison market including: [Comparethemarket.com](#), [Confused.com](#) and [GoCompare.com](#).

