



CCS

insight

UK High Street & Web Analysis

[abridged sample]

BlackBerry Promotions in the UK High Street, Web & In-Store Collateral

- **O2**
 - Curve 9300 on rear page of consumer magazine

- **Vodafone**
 - Torch 9800 on Web landing page
 - Torch 9800 featured on upgrade/trade-in promotion in retail displays

- **Orange**
 - Curve 9300 on rear page of business magazine

- **T-Mobile**
 - Curve 8520 on page 6 of Web shop, £139.99 + £10 top-up

High Street Retail Displays

3 UK — Window Display



iPhone 4 on the One Plan – new graphics



One Plan SIM Only offer

Carphone Warehouse — Window Display



"Britain's best value"
"campaign"

High Street Retail Summary — August 2011

- **O2**
 - PRIORITY moments loyalty programme is the predominant promotion in all retail window displays

- **Vodafone**
 - Freebees continue to be heavily feature in retail displays
 - Various shops still promoting iPad 2 and smartphone trade-in offers

- **T-Mobile**
 - Truly unlimited Internet on all £25 + plans
 - You Fix mixed PAYM/PAYG tariff promoted in retail displays

- **Orange**
 - Extra £10 off handsets when you cash in your Phone Fund — Orange Stockholm and Barcelona handsets featured
 - iPhone 3GS free from £25 a month

Magazines

In-Store Magazines: Vodafone Consumer (Front Page/Back Page)

Vodafone
In your hands
July-August 2011
vodafone.co.uk/magazine
All you need and more, from Vodafone

Top up just £5
and get free
calls and texts
all weekend
See page 20

Bank of Hive
I PROMISE TO PAY TO THE BEEKEEPER OR BEER DRINKER OF THE SAME
FIVE POUNDS

New smartphone
The HTC ChaCha with a
one-touch Facebook button
Why wait for the latest smartphone?
Get a great price when you
trade in your current phone

SAMSUNG

Do you know someone
who goes the extra mile?

Samsung is offering an amazing opportunity for people in your community to proudly carry the Olympic Flame. All you have to do is nominate a person you know who goes the extra mile in life. It could be a friend at school, your sports coach, in fact, anyone you know. Simply tell us why they deserve the honour. Nominate in your local Vodafone store using a Samsung Galaxy device or go to:

www.samsung.com/london2012

Terms and conditions apply. For full details visit samsung.com/london2012

Nominate at samsung.com or at any Vodafone store

In-Store Magazines: Consumer Summary — August 2011

- **Orange**

- HTC ChaCha — one touch to open Facebook
- Crystal clear images — Sony Ericsson Xperia Neo and Arc featured

- **3 UK**

- All you can eat data. Only on Three. On Pay Monthly and Pay As You Go — Samsung Galaxy SII featured
- £50 worth of Ovi games free with Nokia X7 Silver Steel — exclusive to 3

- **Carphone Warehouse**

- Price guide — Britain's best value
- PAYG range of handsets guide

Web Sites

Web — Shop Page Screenshot: O2

Web — Landing Page Screenshots: Phones 4u

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Amazing BlackBerry® Curve™ 8520 Deals

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DEAL OF THE WEEK

Samsung Galaxy S II **£20.50** per month

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new **LG Optimus 3D**
FREE from **£30.00**
[More Info](#)

new **HTC Sensation**
FREE from **£26.00**
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Web Site Landing Page Summary — August 2011

▪ **Carphone Warehouse**

- Britain's best-value iPhone 4
- iPad 2 — thinner, lighter, faster, FaceTime, Smart Covers, 10 hour battery
- Britain's best-value prepaid phones — Samsung E2121 £9.95, Galaxy Europa £49.95
- BlackBerry Torch from £25 a month, BlackBerry Curve 3G from £13.50 a month

▪ **Phones 4U**

- End of Summer Savings — save up to £340
- The lowest price is the Phones 4u price on iPhone 4
- Amazing BlackBerry Curve 8520 deals — only £25 a month with £270 cashback

▪ **Virgin Mobile**

- Free BlackBerry Curve 8520 — £10.99 a month