

Laura Cap
Vice President & General Manager
Allied Van Lines

ADM 2003 Annual Conference



Agenda

- Brief Background - SIRVA
- Key marketing successes
- Observations / industry challenges
- Suggestions to the industry



Laura Cap

- 13 years of Yellow Pages client management experience
- 2 years general management



SIRVA

- Industry's largest and most innovative worldwide relocation company and a leader in logistics for integrated high value products.
- Established brands include SIRVA Relocation, Allied Van Lines, northAmerican Van Lines, Pickfords, TransGuard and northAmerican Logistics.



Moving & Storage Industry Challenges

- Industry Capacity
- Margin Pressure
- Consolidation
- Financial Strength
- Internet Disintermediation



Market Segments

- Corporate Accounts
- Consumer
- Military/Government
- Other Businesses



Agent Network – Yellow Pages Advertisers

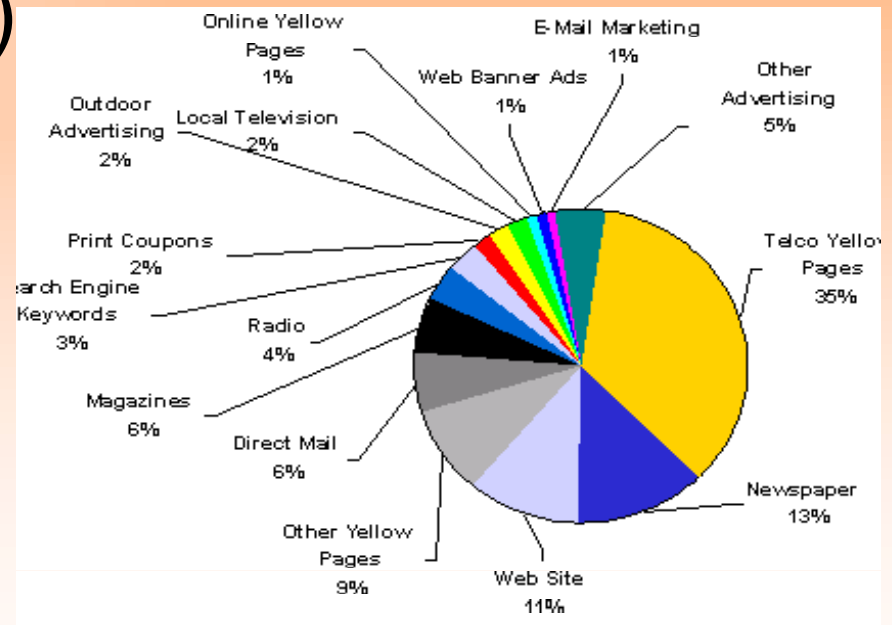
	Agents	Directories
• Allied Van Lines	450	1,573
• northAmerican	500	1,728
• Global Van Lines	100	104
• TOTAL	1,150	3,405



Agent Network – Yellow Pages Advertisers

- Van Line Agents spend 80% media on Yellow Pages (avg.)
 - Direct Mail
 - Telemarketing

Agents spend more on Yellow Pages than other local advertisers



Source: Wave VI of TKG/ConStat's
Local Commerce MonitorSM research



Yellow Pages Investment

- Allied Van Lines \$8.3 Million
- northAmerican \$8.2 Million
- Global Van Lines \$115,000

- TOTAL \$16.6 Million

A Top Ten Yellow Pages Advertiser

Source: Ad Age, 2002



Key Marketing Successes

- Despite the extremely competitive heading of “movers”
 - Yellow Pages ROI 4:1
 - Yellow Pages cost per call (avg.) \$13.00
 - TV \$66.50
 - Magazine \$29.30
 - Newspaper \$19.10
 - Radio \$13.60

Source: TMP / MTM test results
YPIMA 2002 Facts & Media Guide



Key Marketing Successes

- New Markets
- Off rate card arrangements in unique situations
- Testing
- Shared ads- NAVL/Allied/Global



Observations

Industry Challenges

- Local / national sales channel friction
 - Confusion leads to frustration among the van line agents-they question CMR and industry integrity
 - Reduces national control of program
 - News spreads fast
 - “Not being easy to do business with” will cause money to go to other media

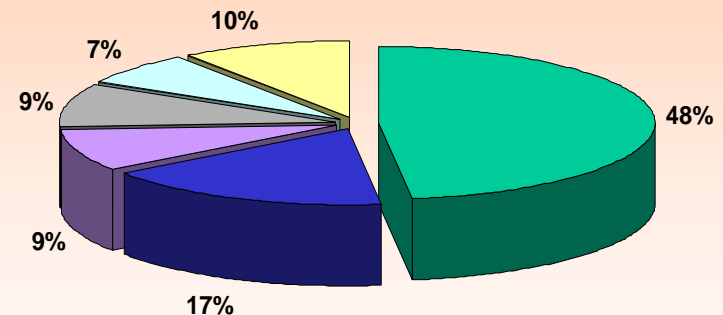


Observations

Industry Challenges

- Local / national sales channel friction
 - Lower sales offers / discounts leads to lost revenue for the industry
 - Everyone losses

\$584,676 Loss in one year alone!



Source: TMP Worldwide Study



Observations

Industry Challenges – The need for third party research

Release Year	# Markets	# Directories	% U.S. Pop.
1997	53	470	33%
1998	49	444	32%
1999	67	630	37%
2000	38	380	22%
2001	29	245	18%
2002	27	211	17%
2003	0	0	0%

Source: NFO WorldGroup



Observations

Industry Challenges

- The need for third-party research
 - Yellow Pages rates continue to increase
 - Yellow Pages usage is flat
 - There's no third-party research in the pipeline – 2005 next release?
 - Third-party research is important for advertisers



Continued Value Creation

References going down - while prices go up

- Movers' from 51st to 64th since 97
- References from 60.7 to 38.7 million in last 6 years alone



Suggestions to the industry

- Usage studies
- Eliminate channel conflict- local vs. national programs
- CMR's fill a key role
- Think about shared ads as a way to stop erosion
- Adjust rates and annual rate increases by heading



Thank You !

Laura Cap
Vice President & General Manager
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