

My Story: Demolition Supermarket

“We should probably spend more on Yellow Pages ... but it’s a question of how much business we can handle?”

Rick Wilkinson has had so much success with Yellow Pages® that Demolition Supermarket now runs like a turbo-charged V8. “We’re probably getting around 350-400 Yellow Pages calls from Auckland each month.”

“According to my own measures, Yellow Pages kills other advertising media,” says Rick.

“When looking for parts people go straight to the Yellow Pages for a category, rather than looking up a particular company name.”

During the twenty years that Demolition Supermarket has been operating in Whangarei, their customer market has changed dramatically. Now, women and younger people go to the Demolition Supermarket for just about anything.



Buying is about trust. As an advertiser, you benefit from the fact that people know and trust the Yellow Pages.

“We’ve increased the categories we list in, but have kept it simple,” adds Rick, who also has a spot colour listing in the White Pages®, making Demolition Supermarket even easier to find.

Advertising with Yellow Pages has also made dealing with incoming calls much more efficient, giving Demolition Supermarket more time to focus on their core business.

Their Northland Yellow Pages advertisement is aimed at customers, whereas their Auckland Yellow Pages advertisement targets suppliers.

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"In Northland, people call about what they want to buy rather than requesting address details over the phone. Putting details like addresses in our Northland Yellow Pages ads has taken care of that."

Not only are calls easier to handle, but with a presence on the Internet Yellow Pages®, many customers are also emailing queries through Demolition Supermarket's Yellow Pages email link.



"The percentage of people accessing the webpage link through the Internet Yellow Pages is surprisingly high. We've found email allows us to streamline our workload."

"Yellow Pages is just great for that broad approach."

"Email enables you to respond to queries in your spare time, and also to multitask. It's excellent for record keeping and filing."

For Demolition Supermarket, Yellow Pages not only attracts buyers, but also suppliers.

"It provides stock for our business. This can take a lot of time. So we've set up the Northland advertisement to sell parts to customers, and the Auckland advertisement for buying stock."

Demolition Supermarket has been with Yellow Pages for at least 15 years, and has consistently advertised with them during this time.

"It's grown with our business. With other media, we've cut back on spend. But we've never cut back on Yellow Pages advertising."

"It's the first port of call and it's pretty valuable to our business. People naturally go there, for second-hand and demolition parts."

Finding not looking

Yellow Pages® makes it easy for customers to find you.

For more information call 0800 803 803

 Yellow Pages®

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Local Directories™