

Here's to the people behind the numbers™



## Introducing the people behind the numbers.

Yell's mission is to champion the enterprising people whose skills, ingenuity and passion make up businesses, large and small, across the UK.

We believe that the people who advertise in Yellow Pages and on 118 24 7 are the best advert for our brand, and so they have become the stars of our new campaign. This new work is a celebration of what makes them so great.

Here's to the people behind the numbers.

**Enjoy.**

[www.peoplebehindthenumbers.com](http://www.peoplebehindthenumbers.com)



About the director

## Nick Gordon

Award-winning director, Nick Gordon, was born in South Africa and brought up in London. He made his first venture into film while studying for a BA Fine Art Sculpture degree at Manchester Metropolitan University, and hasn't looked back since. He has a range of experimental short films, commercials and music videos under his belt, and has worked with high profile artists including Placebo, Supergrass and Starsailor. Nick's videos have been nominated for thirteen awards over the last four years.

About the photographers

## Adam Broomberg and Oliver Chanarin

Adam Broomberg and Oliver Chanarin are a photographic team based in London. Together they have produced four photographic books and are currently working on a fifth for 2007. Their work has been exhibited in galleries across the world and they regularly teach workshops and give master classes in photography, as well as lecturing on the MA in Documentary Photography at LCC in London. They are the recipients of numerous awards, including a Royal Photographic Society award, and continue to work for a number of magazines including The Guardian Weekend, The Observer Magazine, Sunday Telegraph and Vogue.





## Barry Marsh

Abbey Pest Control and Environmental Services, County Down

“Pest control, in the domestic situation particularly is 110% and you’re like a knight in shining armour.

I treat people the way I’d like to be treated myself. I do what I do to the best of my ability, I never do a job half measures. I always walk away knowing I’ve done a good job.”

“The thing they say when you go is thanks a million, you've done a great job and I hope I never see you again!”

# Chengy Muchemeyi

Kids Kingdom, Essex

"It's great to meet youngsters who know how to enjoy the good side of life – they cheer me up by playing and stuff.

It might be just an advert but we all have to start somewhere on the television!

My mum and dad when they see me on telly, they are really going to be excited and proud of me.

**They said, 'Son – you are the first of us to be on telly.'**

I am actually representing a long generation who didn't make it on telly – so I am really excited."





## Ruth Greidinger

Alexander Technique Teacher, London

“I’m delighted to have been chosen to appear in the advertising. It was great fun – I enjoyed the filming and meeting all the people on the shoot.”

“I told friends and family and they were all thrilled. They all said they think I have something special so can see why I was chosen – I’m quite the diva now!”

# Wendy Bose and Donna Goodwright

Jane Asher Party Cakes, London

Wendy says, “I really enjoy it, every day is different, there’s always new ideas and you never get two weeks the same.

It’s a very rewarding job, especially when you’ve designed a cake right from the beginning it does feel really good – until you realise it’s going to be eaten, but you don’t think about that bit.

It’s nice to make a difference to someone’s day.”



Donna says, “Sometimes you make such a nice cake, it doesn’t get cut. People want to keep them.”





## Christie Boucher and Mary Ensell

Frean & Smyth Veterinary Surgeons, North Cheam



Christie says, “All my friends and family have found this really funny – but in a good way. They’ve all been laughing about it together, but they’re being really supportive.”

# Barry Parker and Adrian Blake

Roof Craft, Newcastle

Barry says, "I'm really excited about being in the ad – hopefully it will be good for business."

My friends and family are dying to see the ad, although they are likely to take the mickey!"



Adrian says, "We decided to start up because we thought we could do a better job and have better career prospects by setting up on our own."

To be honest, we were surprised to find how difficult it really was. But we're still here and determined to make a success of the business."

"The key to customer service is just to always do the best job."





## Denis Maloney

Edinburgh Plastering and Tiling,  
Edinburgh

“Good customer service is the most important aspect in business. You must ensure quality of your work which means knowing all of the techniques and tricks of the trade; being flexible, reliable and committed to your job.

I have been advertising with Yellow Pages for years. It's great that a wee Scottish business like mine is getting all this exposure.”

“My family is so excited about seeing me on TV, especially my daughter who can't wait to tell all of her friends at school.”

# Graham Barnard

Happy Hutch Company, East Yorkshire

“I think we do the best hutches available today. We have people coming back to us who’ve had one for two or three years and say it’s just as good as the day it was made.

**Any advice I’d give to people starting up a business is don’t give up, don’t let other people say you can’t do it.**

And have a good woman behind you.

That’s no joke – if you have a good woman behind you, that really does help, that’ll send you on your way.”





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