

# Tesco Mobile wins Credit Crunch Award at Mobile Industry Awards



Released on: June 15, 2009, 4:55 am

Author: [Tesco Mobile](#)

Industry: [Telecommunications](#)

The steady rise of Tesco Mobile as a mobile player took another leap forward by winning the coveted "Credit Crunch Award" at the recent Mobile Industry Awards for the brand's Triple Your Credit tariff.

The award was for the company that had delivered best value to customers in the current economic climate, and was judged on three criteria: most outstanding value; value that resonates with customers; and clear communication. Tesco Mobile beat off competition from Virgin Mobile, T-Mobile, Carphone Warehouse, Lebara Mobile, and Lycamobile who were all nominated in the category.

As well as a bigger range of products and in-store marketing, Tesco has offered promotions and deals that have taken the market by storm. In particular, the [Pay As You Go deal](#) that won the Mobile Industry Award was Tesco's top-up £15, which was tripled to give £45 worth of credit. Similar top-up promotions turned £10 into £20, and £20 into £60.

The judges felt there was imagination behind the [mobile phone deals](#), going beyond simply cutting prices. "For me, this is customer insight turned into a deal built around value," said one judge. Another judge said: "It is so simple to understand, and especially with so many offers available, this is something that immediately pulls me in".

The judges believed "triple your credit" was a simple concise, yet powerful tagline. "It is interesting that the attraction is the offer, rather than the price they are offering it at. That's quite different in the current market," said one judge.

The award win comes on the back of May's announcement that Tesco Mobile topped the prestigious mobile satisfaction survey from Which? Magazine for the fourth year in a row, beating all other leading networks in the process.

A Tesco Telecoms spokesperson said: "This is an excellent achievement by the whole team, of which we should all be every proud. It goes to show what can happen when we put excellent customer insight together with fantastic execution."

- ENDS -

#### EDITOR'S NOTES

##### **About**

##### **Tesco**

##### **Mobile:**

Tesco Mobile is a 50:50 joint venture between Tesco and O2. The company sells exclusively Tesco Mobile branded services in Tesco stores, online and through Tesco Direct, across the UK using O2's technology and network. The service gives Tesco Mobile customers value, simplicity and choice, offering them simple, great value tariffs with rewards such as free credit, free [sim cards](#) and Clubcard points. Tesco Mobile has been voted as the number one mobile network for customer satisfaction by Which Magazine (May 09).

##### **For further information please contact:**

Joanna Kinloch  
Tesco Mobile  
Cirrus A  
Shire Business Park  
Welwyn Garden City  
AL7 IAB  
07770 435 943  
[www.tesco.com](http://www.tesco.com)