



17 October 2006

## PRESS RELEASE

### **Incentivated appointed to run SMS campaign for MTV awards tickets competition**

Mobile marketing agency Incentivated has been awarded the task to provide the mobile mechanic for SMS text and win campaigns launching on plasma screens at shopping centres across the country.

The client, leading international retail and residential property group Lend Lease, in conjunction with Ashingo Media, has installed a network of plasma screens in Bluewater shopping centre, which from this weekend for one month will serve a mixture of content (advertising and entertainment) and will include a premium rate SMS text & win competition giving visitors the chance to win two VIP tickets to the MTV Music Video Awards in the USA in 2007. A six minute video loop will be played continuously on the networked screens, and the 20 second text & win animation appears twice per loop.

Incentivated is directing the on-screen animation and sourcing the exclusive prize for Bluewater. The competition is the first of many SMS-based competitions managed by Incentivated for the Lend Lease estate, including Bluewater, Golden Square in Warrington, Touchwood in Solihull and Overgate in Dundee.

Robert Thurner, Commercial Director at Incentivated said: "Today's shopping centre operators must drive footfall, increase the frequency of visits and engage shoppers to extend the duration of visits. We applaud Lend Lease for pioneering this eye-catching mobile promotion which will target the 500,000 visitors to Bluewater each month.

Our research shows there significant interest from retailers in using mobile technology and we predict strong demand for retail based campaigns in the coming months".

#### **For further information:**

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#### Notes to Editors

Incentivated works with global brands to help them communicate with customers instantly and easily via their mobile phones.

We develop and manage mobile marketing campaigns and services on local, national and international levels. We reach people in all corners of the world and in many languages, using text messaging and the mobile internet.

page 1 of 2

*managing mobile interactivity*

#### **Incentivated Limited**

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We believe the mobile phone is an intensely private medium. Respecting this principle, our campaigns provide information that consumers find useful and welcome. Founded in 2001, Incentivated's fast growing client base includes British Airways, Jaguar Cars, Hilton Group, Carphone Warehouse, OneTel, Scottish Power and Macmillan Cancer Support.