



3, March 2006

PRESS RELEASE

1824[ⓧ]
COLLECTIVE
5 MILLION
STRONG

Government Employs Mobile To Encourage UK's 18-24 Year Olds To Vote

Department of Constitutional Affairs and Mayor of London launch the 1824collective campaign to increase voter registrations using Incentivated's mobile platform

The Mayor of London and the Department of Constitutional Affairs launched a campaign this week to increase the number of 18-24 year olds who are registered to vote, ahead of the local elections in May. A media campaign promoting the 1824collective, a campaign targeting Britain's youth by talking to them on their own terms and encouraging them to register to vote in the May elections. UK urban artist Estelle and MTV News presenter Tim Kash joined the 1824collective to get the message out that young people should get out and vote.

The 1824collective is using mobile to connect with its audience by providing a simple text-to-register option. Voters text "VOTE" plus their name, house number and full postcode to 86222 to receive a registration form. The mobile system is being delivered by Incentivated, which is using its mobile platform "iris" to manage the text application process.

The 1824collective has also used a group of young urban artists to record a special track and video in support of the campaign. The track and video can be downloaded onto mobile phones at www.1824collective.co.uk or by sending VOTETONE1 to 86222 for the realtone.

Ken Livingstone, the Mayor of London said, "Young people are the future generation of leaders and decision makers. It is important that they feel that their opinions are being heard. There are 5 million 18 to 24 year olds in the UK. If they vote they can gain a powerful voice that should and needs to be recognised. The 1824 campaign is about encouraging young people to use the ballot box. The message is get registered and get voting. To make the process as easy as possible, we once again used mobile phone technology."

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managing mobile interactivity

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Elections Minister Harriet Harman said, "There are 5 million 18 to 24 year olds in the UK, which collectively is a powerful voice that should and needs to be recognised. Together their vote would have a huge impact on the way in which we are all governed, from Parliament and City Hall, to the Town Hall. I hope this campaign will encourage young people to use the ballot box. The message is get registered and get voting.'

Jonathan Bass, Managing Director of Incentivated said, "Mobile makes it extremely easy for people to register for their vote. It's a platform that this generation has grown up with and are comfortable using. We are fully behind this campaign and encourage every 18-24 year old to make a difference by voting at this year's elections."

The Mayor of London has used Incentivated to deliver a series of mobile campaigns including Recycle for London, the Safer Travel at Night minicab service and the State of London Debate conference amongst others.

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About Incentivated

Founded in 2001, Incentivated is a mobile marketing agency that provides software for straight forward integrated marketing activities and campaign management services where the need is more complicated. Incentivated's solutions are used by leading brands, charities and public sector bodies to improve the effectiveness of communication between the organisation and its customers. Greater participation resulting from the use of the mobile medium and reduced operating costs typically lead to increase ROI.

Incentivated's mobile marketing products and services have been developed using the latest technologies in text and picture messaging for direct marketing, direct response and sales promotion. Using the Global Standard for Mobiles Incentivated can deliver mobile campaigns to the four corners of the globe.

In addition Incentivated has a range of sector-specific applications for mobile customer service and mobile commerce objectives. Mobile customer service enhances existing customer service processes by adding the mobile channel as an additional option for consumers. Incentivated's mobile commerce platform allows businesses to offer secure transaction processing, collection of payments by PSMS and content delivery to the handset.