



21 April, 2008

**PRESS RELEASE**

**Incentivated prepares Account Management team for next growth phase**

Following a run of account wins, mobile marketing agency Incentivated is boosting its Account Management team.



Jo Cotton, who joined the company in October 2006 as Account Manager, is promoted to Account Director, overseeing all client direct business. Jo will be responsible for developing the mobile and digital marketing services the company provides for clients including British Airways, the Central Office of Information, Halifax Bank of Scotland, NHS Choices, PricewaterhouseCoopers, Scottish Power and Visit Britain.

The client direct team will be expanded under Jo's leadership. Eleanor Ryan joins as Account Manager and will be responsible for handling day-to-day account business and extending the range of services existing clients use. Eleanor will also assist responding to briefs for new business. Eleanor joins from Mediadeck Ltd, the international direct to consumer solutions company.

Incentivated is also hunting for new talent to beef up its New Business team and to head its Agency team, and for Account Executives.

Robert Thurner, Commercial Director at Incentivated, comments: "Incentivated has started 2008 with a string of account wins following competitive tenders which means we need to staff up. We are delighted to promote from within, and applaud Jo Cotton for her professionalism in client service and for growing existing business. I am confident Eleanor will prove a valuable addition to Jo's team and expect to announce further appointments shortly".

- ENDS -

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page 1 of 2

*managing mobile interactivity*

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### Notes to Editors

Incentivated works with brands, the public sector and charities to help them communicate with customers instantly and easily via their mobile phones.

We develop and manage mobile marketing and advertising 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, mobile internet and all other mobile data formats.

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, Central Office of Information, Halifax Bank of Scotland, Hilton Group, Macmillan Cancer Support, Masterfoods, NHS Choices, Pricewaterhouse Coopers, Scottish Power, Transport for London , Virgin and VisitBritain.

For more information please visit: <http://www.incentivated.com>