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PRESS RELEASE

Incentivated is partner in mobile 'CABWISE' Christmas push

The mobile marketing agency Incentivated is providing the mobile technology for a re-launched, award-winning campaign to warn women of the dangers of using illegal minicabs in London. The campaign calls for people to be CABWISE in time for the office Christmas party season.

The joint campaign between the Mayor, Transport for London and the Metropolitan Police targets women and students, party-goers, shoppers and all those wanting a safe journey home. The instruction is simple: TEXT 'HOME' to 60835. A return text message is then sent containing two local licensed minicab operator numbers, and one Black Cab number.

The campaign has three components. First, the 'CABWISE' rebranding will heighten awareness of the service. Second, CABWISE 'vCards', mobile business cards which can be saved to mobile phonebooks, will be texted to users. Third, mobile CABWISE screensavers can be downloaded to handsets, to assist those with a forgetful disposition after a couple of drinks.

Jonathan Bass, MD at Incentivated, said: "The HOME text service has been operational for over a year, forming a key part of the wider campaign in London to make travel safer at night. The campaign provides a strong platform for us to develop this initiative. The CABWISE element of the campaign harnesses the download capabilities of today's handsets making it easier for people to save the shortcode, and be reminded on the mobile service."

Running from December 1st, the mobile initiative is promoted by a poster campaign and TV ads on Pub TV screens, which will be played between music videos. In addition, more than 500,000 emails will be sent out, alerting people to the <http://www.london.gov.uk/cabwise/> website, where they can download a vCard with the contact details or the screensaver.

The online push has been devised by Tullo Marshall Warren.

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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.

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, Hilton Group, Carphone Warehouse, OneTel, Scottish Power and Macmillan Cancer Support.

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managing mobile interactivity

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