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PRESS RELEASE

Incentivated wins Carmarthenshire County Council “Cab Safe” mobile task

Mobile marketing agency Incentivated has won the Carmarthenshire County Council's Cab Safe task.



Similar to Incentivated's award-winning existing work for Transport for London's Safer Travel at Night campaign, the "Cab Safe" project- the first of its kind in Wales- enables members of the public to text CAB to 83222 to receive details of local licensed taxis and private hire firms, giving members of the public quick access to licensed cabbies in rural areas as well as urban regions such as Llanelli and Ammanford.

Promotional poster and beer mat campaigns have already begun and will continue throughout the year.

The system works by locating the sender via their mobile phone signal and replying automatically with the contact numbers for the nearest taxi firms in their vicinity. The Carmarthenshire Community Safety Partnership (CSP) is funding the scheme and scores of taxi companies have already signed up for the service. The automatic reply service will send out numbers on a random basis so that no single firm can monopolise business.

Mark James, the chief executive of Carmarthenshire Council and the chairman of the Carmarthenshire Community Safety Partnership, said: "The aim of the CSP is to make the county a safer place to live,

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managing mobile interactivity

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work and visit. This texting service will be a valuable source of information and will also give people assurance that the taxi picking them up is licensed. Any project to make people feel safer in the county should be supported and commended.”

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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.