



30 November, 2007

PRESS RELEASE

OMD UK and Incentivated partner for first Citroën mobile activity

OMD UK and Incentivated have developed Citroën's first mobile campaign. The mobile marketing and advertising activity will support Citroën's branding campaign which breaks this week.

Incentivated has developed a detailed mobile internet site which mimics the dedicated micro-website created specifically for this campaign. The mobile internet site enables consumers to order a brochure, find their nearest dealer by entering their postcode, and to book a test drive.

Consumers will be able to click through to the mobile site via mobile network operators' on-portal banners ads, as well as some off-portal ads as well. The ad creative was generated by Incentivated based on the work of Pexton Searle and planned by OMD UK. The branding campaign will run in press and online also.

Jonathan Bass, Managing Director of Incentivated adds: "This campaign demonstrates the value of adding mobile to the media mix. The mobile internet site, which is based on Citroën's dynamic online content, creates a compelling, user-friendly experience. We applaud Citroën's decision to embrace mobile advertising, and estimate more than a million people will see Citroën's mobile banner ads in the run-up to Christmas".

The mobile internet, which is regularly browsed by one quarter of all mobile users, is destined for explosive growth in the coming months as mobile users benefit from fixed rate data plans. On average, mobile advertising generates click through rates 5-10% times higher than online.

The campaign was negotiated by Christian Padmore at OMD and David Fieldhouse at Incentivated.

For further information:

Contact information

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, Mars Petcare, Pricewaterhouse Coopers, Scottish Power, Transport for London and VisitBritain.

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

page 1 of 1

managing mobile interactivity

Incentivated Limited

1 Love Lane, London EC2V 7JN (registered office) switchboard: 0845 130 3985 fax: 0845 230 3985
email: info@incentivated.com www.incentivated.com

Registered number: 4330957. England and Wales