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**PRESS RELEASE**

**Incentivated launches Countryside Properties text campaign**

Mobile marketing agency Incentivated has launched a text campaign for Countryside Properties in order to market three of this leading housebuilders high profile residential developments in London; Space2 in Bethnal Green, Union2 at Greenwich Millennium Village, and Woolwich Green, Shooters Hill.



Countryside Properties are currently promoting their new SMS campaign via press advertising in the Evening Standard and Metro, and via messages on their onsite signage and hoarding. They have different keywords for each site which allow Incentivated to run multiple campaigns for Countryside Properties and track the source of the lead.

One method that is proving particularly successful is the installation of a large mesh banner on the side of their Space2 development. This is highly visible to commuters on the Liverpool Street to Southend rail line, and is thought to be the largest text to action message in the UK.

Countryside Properties' regional marketing manager said: "We are convinced that SMS is a good support mechanism for our advertising. It is simple to use, set up and provides an activation device for our marketing and advertising materials. In order to achieve high sales targets in what is now a fluctuating housing market it is imperative that the marketing department explores every angle in

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*managing mobile interactivity*

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order to drive visitors to our sites. I'm pleased to say that our SMS campaign has so far generated an additional 160 sales leads for our consultants to pursue in less than a month."

Jonathan Bass, MD at Incentivated, said: "This type of campaign is very cost effective as only one sale needs to be made to recoup the whole set up and ongoing cost many times over. Campaign tracking is excellent - you can see in black and white where lead generation is stemming from."

**For further information:**

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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.