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**PRESS RELEASE**

**Mobile pioneers win at DMA Awards**

Mobile marketing has played a decisive role in securing eight awards in six categories at this year's DMA Awards event <http://www.dmaawards.org.uk/content/Win.asp?y=2008&c=Dj>. Four of the awards won were gold.

Incentivated provided the mobile solutions for seven of the eight campaigns in partnership with three agencies: 20:20 London, Kitcatt Nohr Alexander Shaw and Rapp.

AWARD / category / campaign / partner agency

GOLD / Mobile marketing / Virgin Media Television 'Terminators' / partnership with 20:20 London

BRONZE / Mobile marketing / Scottish & Newcastle 'Strongbow BowTime' / partnership with Rapp

SILVER / Digital Innovation / Virgin Media Television 'Terminators' / partnership with 20:20 London

GOLD / Leisure, Ents & Media / Virgin Media Television 'Terminators' / partnership with 20:20 London

SILVER / Broadcast / DCSF 'Bookstart' / partnership with Kitcatt Nohr Alexander Shaw

GOLD / Creative Solutions / Virgin Media Television 'Terminators' / partnership with 20:20 London

GOLD / Customer acquisition / DCSF 'Bookstart' / partnership with Kitcatt Nohr Alexander Shaw

The range of categories in which mobile based campaigns won awards demonstrates the versatility of mobile. Strongbow used mobile to acquire customers to its 'BowTime' loyalty club, to locate their nearest participating bar where they could redeem mobile coupons and engage them in a CRM campaigns with SMS, MMS and WAPsite promotions. Bookstart used mobile as an instant direct response path to above the line media. Virgin Media created a personalized mobile film showing the exact location of Terminator 'victims' in real time, generating thousands of viral mobile conversations and helping to achieve Virgin 1's highest ever TV audience.

Robert Thurner, Commercial Director at Incentivated, comments: "To those who think mobile is yet to gain traction and be taken seriously by marketers, I'd say it's time to think again. The roll call of winners at this year's awards proves beyond doubt that mobile is now firmly established as a powerful channel which delivers exceptional results. Marketers who continue to ignore the strides made by pioneering mobile users risk being left behind. Mobile has come of age and the prospects for mobile in 2009 are exceptional".

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*managing mobile interactivity*

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Jon Mew, Head of Mobile at the Internet Advertising Bureau adds: "The increased awareness, recognition and success of mobile campaigns at awards events industry-wide underlines the exceptional progress that mobile marketing has made this year. Those leading the mobile market have moved well beyond experimentation phase and embrace the medium's unique ability to deliver personalized one to one marketing which is time and location sensitive".

**- ENDS -**

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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, Jaguar, Marks & Spencer, Mars, Pricewaterhouse Coopers, Scottish Power, Transport for London, Virgin, and Visit Britain.

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