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PRESS RELEASE

The Mayor goes Mobile

The Greater London Authority (GLA) has chosen Mobile Marketing specialist Incentivated to supply a mobile phone messaging service for use in marketing communications targeted at Londoners. Using the shortcode that spells MAYOR on the telephone keypad (**62967**), Mobile Marketing will support advertising and other campaigns including the development of location-based 'Find My Nearest' services, 'Ticket Request by SMS' and maps accessible on mobile phones for visitors to City Hall.

Jonathan Bass of Incentivated commented, "We are delighted that the Mayor has chosen Incentivated as its Mobile Marketing partner as part of a multi-year contract. 'Ticket Request by SMS' is just one of the products that the Greater London Authority has chosen to encourage participation at their events. Londoners will be able to send their postcode in a text message and have a ticket posted to them automatically. In the next few weeks we expect to integrate other mobile solutions into such campaigns including Location Based Services."

Ken Livingstone, The Mayor of London commented, "This is an exciting new venture for the London government. We now have an opportunity to use the mobile medium to make it even easier for Londoners to attend our events."

"It is important that we engage with the people of London regarding all of our initiatives, events and developments for the capital and anything that improves accessibility is a positive thing. That is why we have chosen to launch this initiative around a simple request for tickets to my annual State of London debate conference, which allows members of the public to engage with London's decision makers. We look forward to using more mobile marketing in future."

Contact Details not for publication

Greater London Authority

Press Office

Email: Rebecca.miller@london.gov.uk

Tel: 020 7983 4064

Incentivated

Jonathan Bass: Managing Director

Email: jcb@incentivated.com

Tel: 0845 130 3985

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managing mobile marketing

Incentivated Limited

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

Registered number: 4330957. England and Wales

Notes to Editors

Incentivated Limited is a leading Mobile Marketing Agency, providing software solutions and campaign management expertise to companies wishing to adopt the Mobile Medium as part of their marketing, customer service and mobile-commerce strategies. Established in 2001, Incentivated has helped brands use the mobile phone to deepen their relationship with consumers, from the submission of utility meter readings by SMS to building Mobile Internet sites for advertising or operational purposes.

GLA Marketing is the department responsible for the marketing activity of the Greater London Authority. The GLA is a unique form of strategic citywide government for London. It is made up of a directly elected Mayor - the Mayor of London - and a separately elected Assembly - the London Assembly. More information can be found at www.london.gov.uk/gla.

To register for tickets to the State of London debate, members of the public should text DEBATE followed by their name, house/flat number and postcode and send the message to a dedicated short-code spelling 'MAYOR' (i.e. 62967). The ticket request is processed electronically and a physical ticket posted to the name and address submitted. In addition a text message reminder can be sent the day before the event to ensure a high turn out and a successful event.

Example: DEBATE J Smith 1 EC2V7JN sent to MAYOR (62967)