



29 September 2010

PRESS RELEASE

MMS: a picture is worth 1,000 words – and 1,000% uplift in brand awareness

London, September 2010— New research and best practice guidelines from the Internet Advertising Bureau (IAB) and the Direct Marketing Association (DMA) highlight the importance and effectiveness of the 'opt-in' audience within SMS and MMS advertising.

SMS and MMS messaging, and the mobile survey (which sought people's attitudes to receiving SMS and MMS advertising) were facilitated using Incentivated's proprietary, best of breed, technology platform. Key findings from the survey included:

- 62% of people open and read a message from a person/company they don't know within 5 minutes of receipt (a 'good' email open rate would be 15-20% in comparison)
- 74% of consumers would opt-in to receive SMS or MMS adverts, given the right incentive
- SMS and MMS are incredibly powerful at driving offline behaviours (e.g. M&S use regular, weekly and seasonal messaging to drive customers in-store rather than online)
- Consumers actively WANT communication from certain categories and brands – and this includes luxury and aspirational brands such as Bang & Olufson or Tiffany as well as obvious day-to-day brands such as M&S, Tesco or Odeon.
- Whilst brand awareness increased amongst those who had received an SMS, it was almost 1000% higher than the control cell amongst those who received an MMS.

Consumers see some major benefits to receiving MMS over SMS:

It's more visually interesting (akin to magazine or TV advertising)

Provides improved brand reassurance over SMS – the use of logos, imagery and familiar and recognisable brand assets are understood better than words on their own.

It is easier to 'interact' and reply – not as stilted as "reply" or download and there is less concern about being charged.

Although the survey did also highlight five main barriers that brands need to overcome such as understanding exactly what would happen with messaging to their phone and lack of clear understanding of the costs associated with receiving messages, on the whole consumers were positive about the experience, as long as brands follow the best practice advice now promoted by IAB and DMA on their websites.

Jonathan Bass, Managing Director of Incentivated adds; "We were delighted to deliver the underlying campaigns and the follow-up mobile survey for IAB and DMA and were heartened by the positive findings expressed by survey respondents. We have long been advocates of best practice to our clients around opt-in, privacy and consumer control when it comes to mobile marketing. This survey reinforces that belief and highlights the incredible benefits available to brands who get this right"

- ENDS -

page 1 of 3

managing mobile interactivity

23 Curtain Road London EC2A 3LT (registered office) switchboard: **0845 130 3985** fax: 0845 230 3985
email: info@incentivated.com www.incentivated.com

Registered number: 4330957. England and Wales

For further information:

For additional information please contact:

Jason Cross
Marketing Director

Incentivated
0845 130 3985

jasonc@incentivated.com

Rachel Aldighieri
Head of PR &
Communications
DMA
020 7291 3314
07801 573324

rachel@dma.org.uk

Amy Kean
Senior PR and marketing
manager
IAB
07739372042

amy@iabuk.net

Notes to Editors

About the Research Project

Conducted and analysed by Brand Driver on behalf of the DMA and IAB.

Incentivated provided the mobile platform to enable the sending of SMS and MMS adverts to Marks & Spencer customers and control cells. It also provided the M&S advertising creative for O2 and Orange to send to their databases.

Incentivated also provided the mobile questionnaire (conducted by mobile internet site (55% of respondents) or SMS survey (45%)) that was sent out to control, M&S, O2 and Orange customer groups.

1,000 people were questioned via a fixed internet survey. In addition, three cells (control with no advertising seen; an MMS advert cell and an SMS advert cell) were contacted and asked to participate from each of the M&S, O2 and Orange's databases.

About Incentivated

Incentivated works with brands, the public sector, charities and their agencies 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 and picture messaging, mobile internet, apps, mobile barcodes, Bluetooth 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, Heineken, Hilton Group, Jaguar, King of Shaves, Macmillan Cancer Support, Marks & Spencer, Mars, Pricewaterhouse Coopers, Scottish Power, Specsavers, Transport for London, Virgin, and Visit Britain.

For more information, please visit: incentivated.com.

About the Direct Marketing Association

The Direct Marketing Association (DMA) is Europe's largest and most influential professional body to serve the multi-billion pound direct marketing industry. Through its unique suite of services and programme of activities, the DMA promotes the business interests of its corporate members and drives the growth of the direct marketing industry as a whole.

The Association supports the professional and commercial development of its members through offering a range of business services, including: networking and knowledge-sharing events; cutting-edge industry studies and research; updates and analysis on the latest political and legal developments; business support tools; and specialised legal advice.

On a wider scale, the DMA UK works to maintain the industry's self-regulatory framework by developing industry standards of best professional practice; engaging with government and other policymakers on legislative matters that affect the industry; and producing industry standards that guide the sustainable development of direct marketing. The DMA also provides thought leadership for industry, and raises its profile through an active PR programme and ongoing community initiatives.

All of the DMA's activities are directed at engendering political, commercial and consumer faith in the value of direct marketing.

About the Internet Advertising Bureau (IAB)

The Internet Advertising Bureau (IAB) is the trade association for digital advertising. With around 600 member companies, it's run for the leading media owners and agencies in the UK internet industry. Online is an exciting and fast-growing medium and our job at the IAB is to work with members to ensure marketers can identify the best role for online and mobile, helping them engage their

customers and build their brands. Through the dissemination of research and the organisation of regular events, we aim to put digital on the agenda of every marketer in the UK, acting as an authoritative and objective source for all internet advertising issues.