



16 November 2006

## PRESS RELEASE

### A groundbreaking political first - the Labour Party urges mobile text response during party political broadcast

In a groundbreaking use of mobile marketing, in what is thought to be the biggest SMS 'call to action' in the UK to date, Tony Blair last night urged the public to text in their thoughts following The Labour Party's Political Broadcast, his last as Prime Minister.

Devised by mobile marketing agency Incentivated, which is retained by Labour to encourage voters to join the party and donate via text, during the broadcast Blair urged the public to text 'TALK' followed by their comments 62233.

Jonathan Bass, MD of Incentivated, said: "This is a defining moment for the mobile communications industry. We were surprised by the response; we have never seen anything like it, except on reality TV. As of midnight last night, a massive 4,633 people had texted in their comments – an amazing response from the public to politics. This was also a huge response in a matter of a few hours, especially since statistically significant surveys can be conducted on the basis of just over 2,000 randomly selected people, and the results of elections then predicted."

The broadcast was aired at 5.55pm (BBC2), 6.55 (ITV1) and 10.35 (BBC1). To watch, see:  
<http://www.youtube.com/watch?v=v4sArp-dNzc>

Hazel Blears MP, Labour Party Chair, was delighted with the "fantastic response". She said "We're very grateful that so many people have taken the time to send us their questions and comments. It has been a great opportunity for ministers to listen and discuss issues directly with members of the public about things that matter to them.

"Through discussions like these and our ongoing 'Let's Talk' programme of events, we will ensure that we continue to have the right priorities for Britain."

Responses were tracked by Incentivated's iris software:

- Maximum times that someone texted in = 21
- 3,715 unique mobile numbers (hence average no. of times to text in = 1.33)
- Peak time was 19:06 on 15<sup>th</sup> Nov
- 684 messages were received from 1st broadcast on BBC2 at 5:55pm
- 1,993 from 2nd broadcast on ITV1 at 6:55pm
- 1,930 from 3rd broadcast on BBC1 at 10:35pm
- A further 341 texts were received up to midday 17<sup>th</sup> Nov making the total texts received 4,948.

#### For further information:

Amanda Harrison, PR Contact – 01296 660 294 – [ah@amandaharrisonmedia.co.uk](mailto:ah@amandaharrisonmedia.co.uk)  
Robert Thurner, Commercial Director, Incentivated – 0845 130 3985 – [robertt@incentivated.com](mailto:robertt@incentivated.com)

## 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.