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## PRESS RELEASE

### **Incentivated appointed to run 'Find my Nearest' morning after pill mobile campaign**

Pharmaceutical company Schering Health Care is harnessing the privacy of the mobile phone to launch an innovative new marketing campaign for Levonelle, the emergency contraceptive pill.

The mobile service, which will be activated by women in search of their nearest Levonelle stockist, will be publicised with an SMS call to action in Metro and London Lite press ads.

Once the SMS has been sent, the mobile 'find my nearest' service will match the location of the respondent with a database of chemists stocking the product, and return addresses of the three closest chemists.

The campaign, which runs for three months, was planned and bought by Universal McCann. Mobile agency Incentivated devised and will manage the mobile campaign.

Robert Thurner, Commercial Director at Incentivated, adds: "This campaign illustrates how forward looking brands can exploit the unique strengths of mobile in serving up time and location sensitive information whilst respecting people's intimate relationships with their handsets. In this case, the mobile option spares Levonelle users the potential embarrassment of getting caught browsing the website in public."

#### **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, OneTel, Scottish Power and Macmillan Cancer Support.