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## PRESS RELEASE

### **Incentivated launches first mobile marketing activity for Marks & Spencer - developed to support 'Back to School' and CRM campaigns**

Marks & Spencer has engaged mobile marketing agency Incentivated, for the first time to launch its mobile 'Back to School' campaign, and to assist with its use of the medium for Customer Relationship Management.

The 'Back to School' campaign invites customers to text keywords (e.g. **SCHOOL1, SCHOOL2 ... SCHOOL16**) to a dedicated short-code, **65006**. The shortcode and keywords appear in national press and magazines, allowing M&S to track enquiries generated by the respective media channels used. Respondents then receive a 'bounce-back' text message with a link to access M&S' 'Back to School' mobile internet site from their handsets.

The mobile internet site, designed and hosted by Incentivated, and built using its WAPsite publisher tool, features school uniforms for boys and girls, with photos and prices based on its brochures. Customers are also asked to reply with their email address in order to receive a branded email carrying the voucher codes for online redemption.

Customers wanting to buy the Back to School range immediately can use the 'click to call' function on the mobile internet site, which connects them to the M&S Direct call centre. Customers can qualify for discounts by quoting the unique voucher reference numbers contained in the mobile internet site. Alternatively, the unique voucher reference numbers can be used on [www.marksandspencer.com](http://www.marksandspencer.com) for online discounts.

Separately, M&S will use mobile to support its customer loyalty scheme. Personalised emails will carry banner links to a web registration page where customers can sign-up to receive a maximum of three SMS alerts for product news and offers over any two month period. The web registration form was also built and hosted by Incentivated.

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*managing mobile interactivity*

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Jonathan Bass, Managing Director at Incentivated, adds: "Far from having free time off over the summer holidays, today's parents tend to have their hands full keeping the children occupied, which leaves little time for buying school uniforms. This mobile service allows mums and dads to browse the M&S Back to School ranges when they're out and about, and the receive online discount vouchers which can be redeemed via mobile, or when they get a moment to access the PC".

**For further information:**

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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, Macmillan Cancer Support, Mars Petcare, Pricewaterhouse Coopers, Scottish Power, Transport for London, Virgin and VisitBritain.

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