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PRESS RELEASE

PwC mobilises recruitment with mobile internet launch

Mobile marketing agency Incentivated has been appointed by PricewaterhouseCoopers LLP to launch a mobile internet site which will handle part of its student recruitment drive. This marks the first time a top four professional services firm has included mobile marketing as part of its overall marketing strategy.

By texting **PWCEVENTS** to **87222**, a 'WAP push' message is sent which opens a mobile internet site comprising several hundred pages. Created using Incentivated's online platform 'iris', the mobile internet site allows students to locate PwC recruitment events at universities across the UK. To launch the site, PwC is running a month long text-to-win competition that offers students the chance to win a Mazda MX5 by texting **MAZDA** to **87222**. Both mobile campaigns will be promoted on the firm's website, and on leaflets and events on and off campuses.

PwC was recently named the UK's Top Graduate Employer by the Times for the third year in a row and has a long history of providing graduates and undergraduates with internship and employment opportunities.

By integrating mobile into its recruitment strategy, PwC will continue its standing as an innovative industry leader by offering today's university students with an additional and immediate way to access recruitment information.

Jonathan Bass, MD at Incentivated, said: "We were particularly pleased when PwC became a client – there are no limits to the range of business sectors which can harness the strengths of the mobile channel. PwC's recruiting team has recognised the relevance of this medium to their target audience and designed a campaign with tech-savvy undergrads in mind."

For further information:

Incentivated – 0845 130 3985

Notes to Editors

Incentivated works with global brands to help them communicate with customers instantly and easily via their mobile phones.

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managing mobile interactivity

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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.