



5 January 2007

PRESS RELEASE

Is texting small dogs' new favourite thing?

Mobile marketing agency Incentivated has teamed up with digital agency, JoshuaG2, to give Pedigree customers and their dogs something to smile about via direct mail.

In order to promote Pedigree Complete for Small Dogs a simple text to win competition was added to 300,000 mailers which were delivered nationwide to targeted Pedigree customers. Along with 30% money off coupons, the mailer also gives customers the chance to text-to-win a year's supply of dog food and a digital camera – to take snaps of their small dogs getting into mischief.

As the mailer points out small dogs love life and enjoy every thing they do to the max. It seems their owners enjoy the finer things in life too as thousands have taken part in the competition.

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, Carphone Warehouse, OneTel, Scottish Power and Macmillan Cancer Support.

