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## PRESS RELEASE

### **Incentivated wins first mobile assignment from COI**

The Royal Air Force (RAF) launches an integrated campaign to attract 16 – 24 year old recruits this week.

Incentivated was appointed by COI to develop a mobile campaign to support an eight-week national TV campaign. The mobile service offers potential recruits easy access to additional information about RAF jobs.

Visitors are offered the following mobile services

- A Mobile Internet Site featuring information on a range of roles, along with salary details and necessary qualifications. The mobile internet site was built using Incentivated's proprietary WAPsite publisher tool.
- SMS response gives an overview of specific jobs people are interested in and the option to text an email address to receive more detailed information on the RAF.

The mobile campaign uses feeds from the RAF's new 'Rise to the Challenge' website – [www.raf.mod.uk/careers](http://www.raf.mod.uk/careers) – which informs potential recruits about the variety of careers in the RAF and helps to prepare applicants for service life. The new fully interactive website features blogs, videos, podcasts, interactive aptitude tests and fitness guides plus an improved job search facility.

Incentivated developed the campaign in conjunction with digital agencies LIDA and Binary Vision.

Richard Huthwaite, Head of RAF Marketing, says: "The RAF is a modern, dynamic and exciting organisation in which to work, and we aim to reflect this in our advertising campaigns. We appreciate that to reach our target audience, we must keep up with the latest online trends such as SMS and the mobile internet."

Jamie Galloway, Director of Digital Media at COI, comments: "This is the first step in mobile activity for the RAF. The addition of an SMS option on the TV ads gives an easy way for interested viewers to get more information when they want it. We're also working with Incentivated and LIDA to develop a new SMS Fitness Programme for potential RAF recruits."

Robert Thurner, Commercial Director at Incentivated, adds: "The RAF's target audience for new recruits are highly proficient in using a broad range of mobile services. Adding mobile to this campaign allows recruits to respond instantly to the TV and print advertising they will see over the next two months. We will track responses and provide the COI with real-time reporting to prove the impact of the mobile channel".

The site can be seen from 22 January 2007: Mobile site: [www.wapp.co.uk/raf](http://www.wapp.co.uk/raf)  
Web site: [www.raf.mod.uk/careers](http://www.raf.mod.uk/careers)

#### **For further information:**

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*managing mobile interactivity*

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## WAPsite



### 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.