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## PRESS RELEASE

### **Royal Marines seeks out recruits via integrated mobile campaign**

The Royal Marines and the Central Office of Information (COI) have engaged mobile agency Incentivated to develop and deliver an integrated mobile campaign in their recruitment drive to coincide with the release of the latest James Bond movie, Quantum of Solace. The campaign, which combines SMS, a WAPsite and Bluetooth, delivers exclusive Royal Marines content repurposed for mobile at cinemas nationwide.

Targeting adventure hungry, cinema going 18 -25 year old men at the start of an important phase in the Royal Marines' recruitment cycle, an action packed video message – made for mobile – is delivered direct to the handsets of potential recruits. This demographic are hard to reach through traditional media, but mobile is central to the way they communicate and organize their lives.

Bluetooth leverages the immediacy of mobile in the most arresting way possible for this target audience and also supplies rich, data-capture opportunities. The Bluecast not only delivers video footage but supplies a clickable link taking prospects direct to the Royal Marines' recruitment WAPsite. Posters accompanying the campaign also carry an SMS call to action linking to the mobile internet site. The site offers a range of download opportunities for Royal Marines video and image content, but is also designed to capture names and emails to subscribe people to the regular Marine's e-newsletters. The campaign was supported by real Royal Marines in participating cinemas pointing users to the various ways prospects could register their interest and keep in contact with the force.

page 1 of 2

*managing mobile interactivity*

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Jonathan Bass, Managing Director at Incentivated, comments: "Our challenge was to harness the mobile habits of this elusive target audience whilst respecting the sensitivity of contacting under 16s with armed forces recruitment messages. The SMS and WAP contact strategy achieves the goal, provides a clear audit trail, but allows participants to receive tailored marketing messages going forward. Using both Bluetooth and mobile display ads together in one campaign allows us to compare and contrast these different acquisition media; we all know they have different pros and cons."

Denise Breslin, Head of Sales at Bluepod Media, adds: "We applaud the COI and Incentivated for creating and delivering content of exceptional quality. The Royal Marines campaign is a case study in producing 'made-for-mobile' content which combines industry leading creativity with maximum usability".

To view the Royal Marines WAPsite, text **MARINES** to **62233**. To view the video, click the 'See Us in Action' link.

**- ENDS -**

**For more information, please contact:**

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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, Marks & Spencer, Mars, Pricewaterhouse Coopers, Scottish Power, Transport for London, Virgin, and Visit Britain.

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