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**PRESS RELEASE**

**Incentivated and WWAV Rapp Collins Edinburgh deliver text donation campaign for Scottish SPCA**

Mobile marketing solutions specialist Incentivated [www.incentivated.com](http://www.incentivated.com) has been appointed by agency WWAV Rapp Collins Edinburgh on behalf of Scottish SPCA (Scottish Society for the Prevention of Cruelty to Animals) to provide their charity application to allow members of the public to make one-off donations by text message.

WWAV Edinburgh is overseeing the campaign, entitled "Season's Beatings" which launches this week and reminds people that the cruelty does not stop at Christmas; in fact it increases with the incidence of unwanted pets given as presents. 6-sheet outdoor posters and other materials will have instructions of how to make ad hoc donations using an ordinary mobile phone. The expectation is that by allowing people a new channel to respond this will encourage a new audience to give.

The Scottish SPCA service uses Incentivated's online mobile marketing platform called 'iris'. Donations can be made to the Scottish SPCA by texting **SSPCA** to **85222**, which then deducts £3.00 from the donor's mobile. If the donor owns a pay-as-you go phone then £3.00 credit will be deducted immediately or in the case of contract phones £3.00 will appear on the bill. Donors can donate as many times as they would like, by simply texting in again. Posters explain the soft opt-in and also how to opt out of further communications from the Scottish SPCA, as does the text message reply.

Michelle Feenie, Marketing Manager of the Scottish SPCA, said "With the use of a mobile mechanic we've created the opportunity to engage potential donors in an outdoor environment, allowing them to make *instant* donations. At Christmas time calls to our help-line and donations are very low and this activity reminds people that just because we're all out and about buying Christmas presents and indulging in the season's luxuries, doesn't mean animal cruelty stops."

Melissa Terrelonge, Business Development Manager at Incentivated, said "Both WWAV & the Scottish SPCA recognise that the mobile channel will bring new donors to the charity especially in the Christmas donation drive, as it's a easy to participate and a more impulsive way for the public to make their donations.'

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*managing mobile interactivity*

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