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**PRESS RELEASE**

**STA Travel hires Incentivated to engage mobile savvy youth market**

STA Travel, the world's leading travel company for students and young adults, has appointed Incentivated to develop and execute its mobile marketing strategy.

Its plans to embrace mobile underline STA Travel's commitment to engage with its audience in a highly targeted and personal way. Mobile will provide an immediate and instant communication channel for STA Travel to reach its customers, regardless of their geographic location.

STA Travel will incorporate mobile into its traditional marketing plans, by adding a text response to posters, press and direct marketing activity. The mobile campaign allows customers to request brochures by texting in their addresses, to request an electronic brochure by texting their email addresses, to request a call back at a time of their choosing, and to drive footfall into their branches via location based mobile mapping.

The campaign will launch with text and win competition for tickets to Australia, to be unveiled at the Travel Excel on 10th November.

Celia Pronto, Marketing Director at STA Travel, comments: "Mobile phones play a central role in the lives of our customers, extending beyond their social lives to planning trips, receiving time sensitive travel alerts and buying tickets. We're excited about integrating mobile into our customer acquisition and customer service plans for 2009".

Robert Thurner, Commercial Director at Incentivated, adds: "STA Travel has built an enviable reputation as a world class, cost effective route to global travel. We're proud to offer STA the unique benefits which mobile offers, combining location based and time sensitive targeting".

The appointment of Incentivated, which follows a competitive tender, coincides with research conducted by mobile operator O2, which reveals that 1 in 10 of those surveyed think mobile marketing has already saved their business over £1m when compared to other marketing solutions. The survey sample includes IT directors and marketing directors in 100 leading brands.

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*managing mobile interactivity*

**Incentivated Limited**

1 Love Lane, London EC2V 7JN (registered office) switchboard: 0845 130 3985 fax: 0845 230 3985  
email: [info@incentivated.com](mailto:info@incentivated.com) [www.incentivated.com](http://www.incentivated.com)

Registered number: 4330957. England and Wales

**For further information:**

Robert Thurner, 0845 130 1985

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, King of Shaves, Macmillan Cancer Support, Marks and Spencer, Mars, Pricewaterhouse Coopers, Scottish Power, Transport for London and VisitBritain.

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