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## PRESS RELEASE

### **Incentivated and 20:20 London create mobile media first for Virgin 1**

Digital agency 20:20 London has teamed up with mobile agency Incentivated to deliver a ground breaking campaign for Virgin 1 to promote its upcoming TV series "Terminators: The Sarah Connor Chronicles".

Terminators has been a smash hit in the USA where it has pulled in over 18 million viewers. It was the biggest rating scripted show on Fox for 8 years and will be launched in the UK on February 21<sup>st</sup>.

Incentivated and 20:20 London have developed a mobile video campaign which utilises location based technology, and merges in names and mobile numbers to create a personalised video. This is a media first.

Participants input their friend's mobile number into a website ([www.terminate-a-mate.com](http://www.terminate-a-mate.com)). The friend is then sent an SMS warning that terminators are near by; if they then give permission for their location to be revealed by their network, a personalised video featuring their name, mobile number and a map of their location is delivered to their handset. The 'made for mobile' video simulates the Terminators hacking onto the handset. To see the video, please visit <http://uk.youtube.com/watch?v=JIS7eCUvV7E>

The campaign complies with viral rules: the recipient's details are not retained.

Peter Riley, Founder and Creative Partner of 20:20 London comments: "2008 is the year of mobile and I'm delighted my agency has teamed with Incentivated to give Virgin 1 customers a unique engaging digital experience."

Jonathan Bass, Managing Director at Incentivated comments: "We're proud to have partnered with the risk-taking 20:20 London in delivering this engaging mobile experience for Virgin 1. The campaign fuses video downloads, location based services and mobile maps, pushed via online sign-up, and will create strong awareness and talkability in the critical days ahead of the TV launch".

The project was negotiated by Peter Riley at 20:20 and David Fieldhouse at Incentivated.

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

Robert Thurner, Incentivated 0845 130 3985

Background on the US series:

<http://www.brandrepublic.com/BrandRepublicNews/News/776598/Terminator-TV-series-season-hit-Fox/?DCMP=EMC-Daily%20News%20Bulletin>

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*managing mobile interactivity*

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## Notes to Editors

### **About Incentivated**

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, Macmillan Cancer Support, Masterfoods, Pricewaterhouse Coopers, Scottish Power, Transport for London and VisitBritain.

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

### **About 20:20 London**

20:20 London is an independent creative agency specialising in consumer engagement on and offline. Based in east London, it has pioneered truly integrated and highly award winning communications for a range of clients including Channel Five, Sony PlayStation, Audi Cars, Procter & Gamble, Jaguar, Electronic Arts and BP. Case studies can be found at [www.2020london.co.uk](http://www.2020london.co.uk)

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