

## > Sector/Product Guide (Advertising Agencies)

**Incentivated is a leading 'Mobile Interactivity Agency' and 'Wireless Application Service Provider' with 5 years experience running campaigns.**

### Supplier not Competitor

Incentivated is an established supplier to advertising agencies, enabling them to add the Mobile Channel to their portfolio, without them needing to invest in the infrastructure to support multi-national, high volume campaigns.

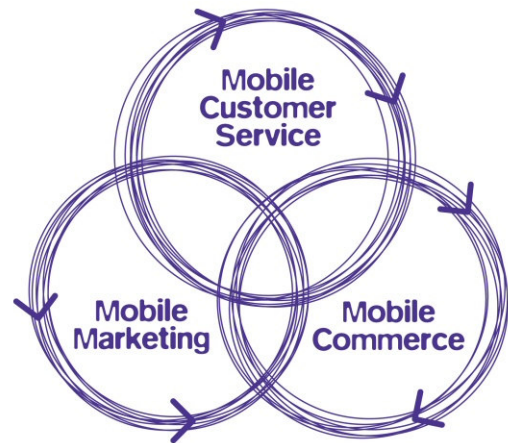
While the Mobile Channel is a relatively new one, it is not seen as a replacement for traditional or other interactive forms of media, rather another tool for marketers to use alongside others. With high reach and frequency, Mobile can increase campaign effectiveness.

Whether as a Direct Response channel, Direct Marketing tool, Sales Promotion mechanism or interactivity add-on, Mobile Marketing has firmly established itself as a proven interactive media.

### Three Disciplines

Mobile Marketing is one of three areas in which the Mobile Channel has been deployed successfully. The other two are Mobile Customer Service and Mobile Commerce. Although Incentivated does not sell mobile content on its own behalf, we have the technology to bring chargeable mobile content to your clients' campaigns.

Adding Mobile to customer service functions widens the range of options available to consumers and increases participation as a result. We have many cases studies in each of these areas to share with you.



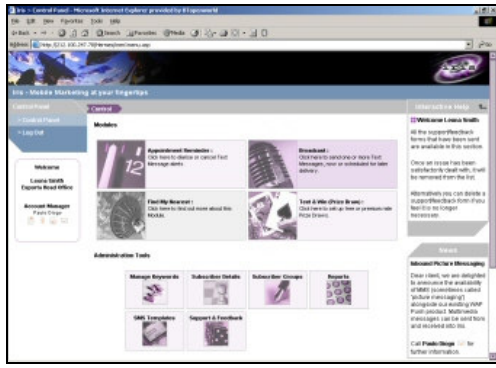
### Choice of Engagement

The Mobile Channel offers a range of solutions from simple mechanics (e.g. a short code on a poster) to complicated multimedia campaigns<sup>1</sup>.

Realising that sometimes you need a solution and not our advice, we offer an online tool as well as a full campaign management service.

'iris' is the latest generation of Incentivated's Web interface through which clients can manage for themselves all their Mobile campaigns.

'iris' is a leap forward from our previous product and is built upon feedback from existing clients as well as recent legislation. A modular solution, it offers a range of bolt-on features.



## Examples of Usage

### 1. Direct Response Television

For nearly two years Incentivated has supplied the technology behind competitions and promotions on cable music channels such as Chart Show TV. Given the limited penetration (and far lower experience) of Interactive TV (the 'red-button'), SMS offers a ubiquitous Direct Response mechanism.

### 2. Retail Promotions using Find My Nearest

Using Incentivated's Find My Nearest application (built on the mobile networks' Location Based Services technology), retail promotions can now direct consumers to the nearest participating outlet. Alternatively, participants' details can be collected based on location at time of participation, enabling greater potential for data-mining after the event. The humble Text & Win is now much more powerful.

### 3. Integration with Email

Incentivated's 'eBrochure Request by SMS' product enables customers to order, by Text Message, an electronic brochure for delivery by Email. This rich-media eBrochure is linked to your clients' website or campaign micro-site and is fully customisable (use our templates or paste your HTML code onto the screen). Use our email engine or your own.

### 4. Ordering Brochures & Tickets

These days consumers are more likely to see your clients' advertising when 'Out of Home'. The chances are that if the copy contains a call to action many will have forgotten the message by the time they get to a PC.

'Ticket Request by SMS' enables consumers to order tickets or other printed material, which will be posted to them, by sending a Text Message containing their house number and postcode. Incentivated's solution 'iris' uses the Post Office database to convert the Text Message to a full address for fulfilment by your mailing house.

### 5. Barcodes for Tracking and Coupons

Retailers and events promoters can now utilise barcode technology within a Mobile campaign. Incentivated can advise on the competing alternatives, including 1D and 2D barcodes as well as unique or product barcodes.

## Mobile Internet (WAP) Sites

Incentivated would be delighted to build a mobile internet site for your client. Integrated with their website, likely to be provided by you, the WAP site would include the latest features such as; graphics optimised for individual handsets and tracking technology.

## Legislation

### 1. Opt-outs and Black-Listing

Our products handle opt-outs in a manner consistent with the new legislation on Electronic Marketing. Black-listing prevents the accidental sending of a message to someone who has previously opted out. See separate 2-pager on 'Mobile Marketing Legislation'.

### 2. Reports and Delivery Receipts

Our products include full reporting so you can check individual network delivery receipts. Incentivated offers only direct connections, which means messaging is guaranteed for instantaneous delivery. This also means that you comply with the 8<sup>th</sup> Principle of the Data Protection Act.

<sup>i</sup> See 2-pager on Mobile Video content.

