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PRESS RELEASE

The NSPCC delivering letters from Santa to children around the UK through mobile internet Christmas presence

London, December 2010— This Christmas, the NSPCC is once again running a nationwide seasonal campaign that will send the child (or big kid!) you know a 'Letter from Santa'.

Leading mobile specialist agency, Incentivated, will provide mobile marketing support for the campaign. Activity will include mobile banner adverts to promote the campaign on the mobile internet and the creation of a mobile microsite so Letters can be ordered easily from internet enabled phones.

For a suggested donation of £5, each letter is personalised with the child's name and age, printed on colourful paper and sent via 'Rudolf Mail'. Once the order is completed, the microsite allows Gift Aid authorisation, the site to be forwarded to a friend and other NSPCC Christmas Wishes to be viewed.

Monika Antczak, Digital Marketing Specialist at the NSPCC said: "Incentivated is helping the NSPCC to use the power and immediacy of mobile to enable people to respond to our campaign messages and make a donation quickly and simply.

Jason Cross, Marketing Director for Incentivated, commented: "This is a great promotion from NSPCC. The Letter from Santa is such an engaging way of raising funds for this important charity during the Christmas period. We are delighted to be able to help by bringing mobile solutions into the campaign. Increasingly, mobile is the 'tool of immediacy' chosen for 'point of sale' research and response by more and more people – especially when reacting to events and interacting with charity appeals."

- ENDS -

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managing mobile interactivity

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Notes to Editors:

Visiting the NSPCC Santa's Letters web address:

On a computer, visit: <http://nspccwishes.org.uk/letter-from-santa>

When the same URL is viewed on a mobile device, this is automatically identified and re-directed to the mobile version of the site.

You can also enter a mobile-friendly (less finger-tapping needed) URL: <http://nspcc.mobi/santa>

About NSPCC

The NSPCC is the UK's leading children's charity specialising in child protection and the prevention of cruelty to children. The NSPCC's vision is to end cruelty to children. The NSPCC runs projects and services across the United Kingdom and Channel Islands, including ChildLine, the UK's free, confidential 24-hour helpline for children and young people. www.nspcc.org.uk

ChildLine is the UK's free, confidential 24-hour helpline for children and young people. Trained volunteer counsellors comfort, advise and protect children and young people. In February 2006, ChildLine formally joined with the NSPCC in a move that will ensure even stronger services and a more influential voice for children and young people. The ChildLine service, now one of the NSPCC's listening services, still has the same instantly recognisable telephone number - 0800 1111 - and children and young people can still call 24 hours a day and receive the same crucial service.

About Incentivated

Incentivated (www.incentivated.com) is a mobile-specialist independent, marketing, communication and business solutions company.

We design, develop and deliver content, enterprise messaging, business, marketing and technology solutions for a wide variety of companies as well as in partnership with their (advertising, digital, media, sales promotion and direct) agencies using the full range of mobile capabilities through our proprietary best-of-class technology platform, which include, but are not limited to:

- custom iPhone, iPad, iPod Touch, Java ME, BlackBerry, Palm OS, Palm Web OS, Windows Mobile, and Flash Lite application development
- mobile e-mail design
- mobile advertising, search engine marketing and search engine optimization
- Optimised mobile internet (WAP) site development (using WML, XML or XHTML Web site design) identified and served through our best-in-class proprietary Phone Capabilities Database, linked to a broad set of on-the-fly website capability delivery layers (more than 20 and counting...)
- SMS marketing campaigns (both shared and dedicated short code SMS campaigns)
- Mobile commerce solutions including vouchers and 2D barcodes

We develop and manage mobile marketing and advertising campaigns and services on local, national and international levels, reaching people in all corners of the world and in many languages.

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, Estée Lauder, Halifax Bank of Scotland, Heineken, Hilton Group, Jaguar, King of Shaves, Liverpool City Council, Marks & Spencer, Mayor of London, Mothercare, Pricewaterhouse Coopers, Scottish Power, Virgin, and Visit Britain.