



2 December, 2009

PRESS RELEASE

M&S launches Wallace & Gromit mobile gift site for Christmas shoppers

Marks & Spencer is launching a Wallace & Gromit inspired mobile website gift service to help shoppers select and buy the right Christmas presents for themselves or their friends. M&S secured the rights to the Aardman characters to promote its ecommerce offering this Christmas.

Developed, built and hosted by M&S's mobile agency Incentivated, the made-for-mobile site features a Wallace & Gromit Gift & Cheese profiler, a wacky invention of Gromit's which asks shoppers questions of themselves and their friends. Depending on the answers, the profiler creates a 'cheese' profile (e.g. "Ravishing Roquefort", "Wild Wensleydale", "Gorgeous Gouda" etc) and produces up to five suitable M&S gift suggestions with prices and product codes.

The shopper can then forward their wishlist or suggestions to a friend via MMS (picture message) and a link to the personalised WAPsite. The shopper also receives an email with deep-links to the M&S website where the gift(s) can be bought.

Visitors can download screensavers and wallpapers and 'vCalendar' mobile reminders with last dates to buy gifts for delivery before Christmas, each depending on the destination and type of delivery.

Data downloads for the site have been zero-rated by the networks, making browsing free to the user.

M&S is introducing the Wallace & Gromit Gift & Cheese profiler to existing customers via SMS with embedded links to the mobile site, and is promoting the service with mobile banner advertising, direct mail print ads which will carry a text call to action, and via Twitter and Facebook.

The site uses original Aardman images as well as Incentivated creative. To view the site, text GO to 65006 or visit wag.mands.mobi.

Jonathan Bass, Managing Director at Incentivated, comments: "We've had great fun working on this campaign. Wallace & Gromit and mobile marketing are the perfect partners for M&S – inventive, quirky and appealing to the whole family. This campaign illustrates the power of mobile in engaging customers,

page 1 of 2

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 www.incentivated.com

Registered number: 4330957. England and Wales

generating advocacy and driving sales, and shows M&S once again as a true innovator with mobile marketing”.

For further information:

Robert Thurner, Commercial Director, Incentivated.
Tel: +44 7793 804419. Email robertt@incentivated.com

Notes to Editors

About M&S and mobile marketing

The Wallace & Gromit Gift & Cheese profiler follows four mobile campaigns launched by M&S and Incentivated in the last 18 months.

- ‘Back to School’ customer acquisition campaign drove text respondents from press ads to a WAPsite featuring children’s school clothing ranges and prices, a click to call link, and unique promotional codes for customers to redeem discounts online.
- ‘School labels’ mobile commerce campaign, inviting parents to text their child’s name and postal details in order to receive iron-on name-tapes by post. Addresses are validated prior to the premium rate SMS (PSMS) charge being made and details passed to the fulfilment house.
- Ongoing CRM campaign with weekly text alerts for in-store promotions. This service invites customers to text a unique code sent to them by direct mail in order to link their existing customer record to their mobile number in order to tailor the alerts service around their interests and also their nearest store.
- M&S was first to market with on-pack 2D mobile barcodes on 1.2 million bottles of M&S ‘Freshly Squeezed’ juices. The barcodes take shoppers to mobile internet site mands.mobi/ftginc for provenance information which could not be carried in the space on the product labels, and to receive unique money-off vouchers for product offers which could be redeemed in-store.

About Incentivated

Incentivated works with brands, the public sector, charities and their agencies 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 and picture messaging, mobile internet, apps, mobile barcodes, Bluetooth 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, Heineken, Hilton Group, Jaguar, King of Shaves, Macmillan Cancer Support, Marks & Spencer, Mars, Pricewaterhouse Coopers, Scottish Power, Specsavers, Transport for London, Virgin, and Visit Britain.

For more information, please visit: incentivated.com.