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## PRESS RELEASE

### **Mobile response to TV campaign shifts 25,000 samples for GlaxoSmithKline in 2 weeks**

GlaxoSmithKline is running its first mobile response TV campaign. The campaign, for anti-congestion product Breathe Right, attracted 25,000 text responses in two weeks, which shifted all available samples half way through the month long campaign.

The national TV campaign, created by Grey and planned by MediaCom, ran on digital and terrestrial channels including Channel 4, ITV and Sky throughout February, inviting viewers to text in to receive a free sample of Breathe Right Nasal Strips. Respondents were prompted to submit their name, house and flat number, and postcode. These details were then sent to GSK's fulfilment house, which sent samples via post.

The text call to action appears on screen for the last 5 seconds of the 20 second spot. The message reads 'For free samples, text BREATHE to 62233 to receive a free samples' alongside 'standard network rate'. Having received samples from the fulfillment house, respondents then receive SMS reminders to use the samples.

Lee Beale, Brand Manager for Breathe Right at GlaxoSmithKline, comments: "We were overwhelmed by the scale of response to this campaign. It proves the power of mobile in connecting with our customers, and provides valuable customer data capture for ongoing marketing activity with these customers".

Robert Thurner, Commercial Director at Incentivated adds: "Mobile provides a convenient and instant activation channel for mainstream media. This campaign underlines the effectiveness of using a prominent call to action on screen. These results also reflect the most efficient TV channels and broadcast times for delivering response".

The campaign coincides with a report from the Mobile Data Association showing SMS use in the UK grew by 38% in 2008 (79 billion in 2008) <http://www.themda.org/mda-press-releases/the-q4-2008-uk-mobile-trends-report.php>

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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

- ENDS -

**For more information, please contact:**

Robert Thurner, Commercial Director, Incentivated.

Tel: 0845 130 3985. Email [robertt@incentivated.com](mailto:robertt@incentivated.com)

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, GlaxoSmithKline, Hilton Group, King of Shaves, Macmillan Cancer Support, Masterfoods, Pricewaterhouse Coopers, Scottish Power, Transport for London, Virgin and VisitBritain.

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