

PRESS RELEASE

Incentivated appointed to mobilise GatwickAirport.com

London, 27 October, 2011

Gatwick Airport, the UK's second largest airport has appointed leading mobile marketing and technology company, Incentivated, to optimise its website to work across all mobile phones, including tablets.

The mobile website will provide users with a real time information source while they're on the go. From live flight information to key airport information parking and all in a format which is mobile and tablet friendly.

Gatwick chose Incentivated after a competitive pitch process and aims to deliver a [mobile site](#) integrated with Episerver using HTML5, optimised across multiple presentation layers and delivering implicit and explicit personalisation, driven in part, by user [location](#) identification.

Matthew Wilkinson, Senior eCommerce Manager at Gatwick, said "We are delighted Incentivated is on board. Communicating with our passengers via mobile technology is an important part of the ways we are improving the passenger experience as they journey to, through and from our airport. Incentivated is a well-recognised industry leader in this field who will help us realise our mobile strategy."

Jonathan Bass, Managing Director at Incentivated "We are delighted to have won this opportunity to create a fully integrated [mobile site](#) for Gatwick airport. Holidaymakers and business travellers take their phone with them when going abroad and Gatwick Airport recognises this. This site will allow us to bring a wide range of location-based and personalisation technologies together to deliver another really useful mobile experience."

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About Gatwick Airport

Gatwick Airport is the UK's second largest airport and the busiest single-runway airport in the world. It serves more than 200 destinations (more than any other UK airport) in 90 countries for around 33 million passengers a year on short- and long-haul point-to-point services. It is also a major economic driver for the South-East region, generating around 23,000 on-airport jobs and a further 13,000 jobs through related activities.

The airport is 28 miles south of London with excellent public transport links, including the award winning Gatwick Express. Gatwick Airport is owned by group of international investment funds, of which Global Infrastructure Partners is the majority shareholder.

About Incentivated

[Incentivated \(www.incentivated.com\)](http://www.incentivated.com) is an independent technology company with 10 years' experience operating exclusively in the [mobile marketing](#) services sector.

We help our international client base engage with their customers by designing, developing and delivering integrated acquisition, retention (CRM) and transaction ([mCommerce](#)) campaigns and services for mobile.

Our proprietary technology and specialist staff are well positioned to help brands, the public sector and charities to develop everything from [enterprise messaging](#) (SMS & MMS) through [mobile internet sites](#), to server-side software or handset [applications](#), including web-apps, for 'smartphones' and feature-phones.

We also provide [strategic](#), [creative](#) and technical advice for the use of mobile by businesses to raise awareness, deliver marketing ROI and provide customer service, as well as other [managed services](#).

Scan the QR code below to visit the Incentivated website optimised for your mobile phone.



No code reader? Text **CODE** to **62233** to link to a reader appropriate to your phone.