

## PRESS RELEASE

### Incentivated aids Airbus' recruitment process

London, 8<sup>th</sup> November, 2011

Leading mobile marketing and technology specialist, [Incentivated](#), is working with [Dawson Walker Communications](#) to deliver a [messaging](#) and [mobile internet](#) campaign for Airbus, targeted at students who are registering their interest in engineering recruitment events.

Students who send a text, to register their interest in a career at Airbus, will be sent an SMS message which contains information about their nearest recruitment event and a link to Airbus' mobile recruitment site, which can be found at: <http://m.airbuswork.com/>

There will also be outdoor advertisements about the campaign as well as on leaflets handed out on campuses that will contain a QR code which links directly to the mobile site.

The recruitment pages of the mobile site are linked to interactive mobile apps of the 'Your Future by Airbus' concept planes as well as connecting to the Airbus Facebook page or the main Airbus careers site, as part of the deep content provided to attract high quality candidates.

**Jonathan Bass, Managing Director**, noted that "Airbus is a good example of a business which seeks innovative [mobile marketing](#) solutions in its recruitment process using a number of mobile solutions such as [messaging](#), and optimising the [mobile site](#) to allow a smooth customer journey for potential recruits within the engineering sector."

/ENDS/



## For further information:

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### About Airbus

[Airbus](#) is a leading aircraft manufacturer whose customer focus, commercial know-how, technological leadership and manufacturing efficiency have propelled it to the forefront of the industry.

The company also continues to broaden its scope and product range by applying its expertise to the military market. It is as well extending its portfolio of freighter aircraft that will set new standards in the general and express freight market sectors.

Across all its fly-by-wire aircraft families Airbus' unique approach ensures that aircraft share the highest possible degree of commonality in airframes, on-board systems, cockpits and handling characteristics, which reduces significantly operating costs for airlines.

Dedicated to helping airlines enhance the profitability of their fleets, Airbus also delivers a wide range of customer services in all areas of support, tailored to the needs of individual operators all over the world.

### 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.