

PRESS RELEASE

Remington selects Incentivated to build mobile commerce site

London, 25th April 2012

Leading mobile marketing and technology company, [Incentivated](#), has been chosen by Spectrum Brands to design and build a transcoded mCommerce-enabled mobile site for Remington.

Remington, a UK leader in personal care products, has tasked Incentivated with bringing their desktop direct eCommerce sales channel to mobile, providing on-the-go access to the full range of Remington products from hairdryers to electric razors.

As well as mobile-specific user experience (UX) and consumer journey design, Incentivated will be creating a range of specific template designs to apply to the screen-scraped content, ensuring a “write once, publish everywhere” mobile website that displays perfectly and appropriately, whatever the customer’s phone. As a lifestyle brand visual impact as well as product and price promotions will be important for driving conversion.

Katie McLean, European Digital Manager, Spectrum Brands: “The future of retail is clear: get involved in mobile, or miss out. At Spectrum Brands, we are striving to provide the best personal care products for our customers, wherever they choose to look for them. With creative, UX, and technical expertise all under the one roof, and an industry-leading client base, Incentivated was the obvious choice for us.”

Jonathan Bass, Managing Director, Incentivated: “We are delighted to be asked to deliver this transcoded mCommerce mobile site for Remington. Conversion has been proven on mobile and now the challenge for design/UX within mobile shopper marketing is to increase basket-size as well as raise conversion rates still further.”

/ENDS/



For further information

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About Remington

Remington is "How the World Gets Ready". With fiscal 2010 net sales of \$474 million, Remington is a global leader and innovator of affordable hair care, flat irons/straighteners, rotary and foil electric shavers, personal groomers, moustache and beard groomers, and haircut kits. For more information about Remington, visit uk.remington-europe.com.

About Spectrum Brands Holdings, Inc

Spectrum Brands Holdings, Inc., a member of the Russell 2000 Index, is a diversified global consumer products company and a leading supplier of batteries, shaving and grooming products, personal care products, small household appliances, specialty pet supplies, lawn & garden and home pest control products, personal insect repellents and portable lighting. Helping to meet the needs of consumers worldwide, the Company offers a broad portfolio of market-leading and widely trusted brands including Rayovac(R), Remington(R), Varta(R), George Foreman(R), Black & Decker(R), Toastmaster(R), Tetra(R), Marineland(R), Nature's Miracle(R), Dingo(R), 8-in-1(R), Littermaid(R), Spectracide(R), Cutter(R), Repel(R), and Hot Shot(R).

Spectrum Brands Holdings' products are sold by the world's top 25 retailers and are available in more than one million stores in more than 120 countries around the world. Spectrum Brands Holdings generated net sales of \$3.1 billion from continuing operations in fiscal 2010. For more information, visit spectrumbrands.com.

About Incentivated Ltd

Incentivated (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](#).



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