

PRESS RELEASE

Every little app: join Tesco Clubcard on in-store iPad

London, 20th June 2013

[Tesco Clubcard](#), arguably the UK's most successful retailer loyalty scheme with over 17 million cardholders, is trialling giving customers the ability to sign up for a new card through a tablet app in store. Built by mobile marketing specialists [Incentivated](#), the app is hosted on dedicated iPads located in specially created branded cases attached to the walls of stores.

Adopting a 'learn and evolve fast', agile approach, the app has been active since the end of March this year. So far it has been hosted in four London Tesco Express stores: Tottenham Court Road, St. John's Wood Terrace, Lisson Grove and Melcombe St (both in Marylebone).

Customers that join through the app see a thank you confirmation message on screen (backed up with an SMS receipt) to confirm that their details are being processed. Tesco also sends an email confirmation in the same way that they do for consumers who register online.

Tesco Clubcard is currently promoting the text-in service for Clubcard on till receipts (of non-Clubcard members) across its entire UK estate of over 2,300 branded stores as well.

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For further information

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About Tesco

Tesco is one of the world's largest retailers with operations in 14 countries, employing over 500,000 people and serving millions of customers every week.

If you're a journalist and would like to speak to one of the Tesco Press team please call **01992 644 645**
Or email us on **press.office@uk.tesco.com**.

About Incentivated Ltd

Incentivated (incentivated.com) is a specialist full-service mobile agency staffed by experts totally focused on building mobile-enabled businesses. For more than a decade Incentivated has developed mobile and m-commerce strategies, built websites, apps, campaigns, SMS and CRM solutions for blue chip businesses, brands and charities.

Today's clients are a mix of high street retailers, utility companies, Government, airports, airlines and car marques that believe m-commerce will be more important than e-commerce. These clients looked to Incentivated's industry insight and proprietary technology to best position themselves to profit from mobile internet across smart phones and tablet devices. Incentivated delivers an end-to-end mobile service from consultancy and creative applications, to campaigns, hosting and data management. Its proprietary mobile content management system, called IRIS, enables Incentivated to build sophisticated mobile platforms and apps, set up and send high volume messages, manage and interrogate data.

Incentivated is writing the rule book for mobile business and helping UK PLC to think 'mobile now & mobile first' not 'mobile tomorrow'.

UK clients include: Airbus, British Airways, British Gas, Gatwick Airport, John Lewis, M&S, John Lewis, Waitrose Mitsubishi, Monsoon, nPower, Scottish Power and Tesco amongst others.

