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## PRESS RELEASE

### **Incentivated appoints ex-Greater London Authority marketer to Marketing Director Role**

Incentivated, the mobile marketing specialist, today announced the appointment of Jason Cross as its Marketing Director. Cross, who was most recently acting Head of Marketing at the Greater London Authority, will be tasked with reviewing and overhauling the brand and marketing strategy for the agency, which includes Marks & Spencer, British Airways and the COI amongst its clients.

Prior to filling the role of acting Head of Marketing at GLA, Jason Cross was a key member of the marketing team that operated under both Boris Johnson and Ken Livingstone. He helped develop and drive award-winning campaigns such as Cabwise, which includes a successful SMS-based cab-hailing service, and the annual London Freewheel cycling event. Cross was also responsible for campaigns that supported the Recycle for London initiative, sports legacy programmes for the 2012 Olympic Games and, most recently, supporting London's element of the World Cup 2018 bid.

Before joining the GLA, Jason held a variety of marketing roles during an 8-year stint at BT, and also helped to launch the award-winning, innovative black-cab location-based hailing service Zingo.

Announcing the appointment Robert Thurner, Commercial Director at Incentivated said: "I'm delighted to have Jason on board for the next phase of our growth. His experience will help position the agency to effectively communicate the benefits of mobile delivery in an increasingly digital world and his expertise will be invaluable to the evolution of Incentivated."

Jason said: "I am very excited to be joining Incentivated at a period when the mobile industry is absolutely pregnant with possibility. The "Year of Mobile" has seen many false dawns, but now with the success of the iPhone and the rush of other smartphones entering the market, we're finally here. The evolution in tariffs, consumer usage and business understanding of mobile is already enabling targeted, measurable, respectful and relevant marketing activity to take place – and this will only develop further."

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*managing mobile interactivity*

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Notes to Editors

About Incentivated

Incentivated works with brands, the public sector, charities and their agencies 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 and picture messaging, mobile internet, apps, mobile barcodes, Bluetooth 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, Halifax Bank of Scotland, Heineken, Hilton Group, Jaguar, King of Shaves, Macmillan Cancer Support, Marks & Spencer, Mars, Pricewaterhouse Coopers, Scottish Power, Specsavers, Transport for London, Virgin, and Visit Britain.

For more information, please visit: [incentivated.com](http://incentivated.com)