



10 July, 2009

**PRESS RELEASE**

**Incentivated launches mobile brand loyalty campaign for Strongbow**

Strongbow is launching a mobile loyalty campaign to reconnect with customers who took part in last year's multiple award winning 6 month 'Bowtime' campaign.

Bowtime is Strongbow's new through the line communication idea which was seeded in through 2008 and integrated into the wider ATL campaign in 2009.

In 2008 mobile was the core channel used, and the campaign was managed and delivered by RAPP and mobile agency Incentivated. Over 80,000 customers signed up for the campaign which included mobile barcodes and a pub locator, on-pack promotions and a promotion on social media site Flirtomatic. Participants were all entered into a 4 month CRM campaign, featuring free pint and festival ticket offers, MMS animations and wind-up-a-mate promotions. The campaign prompted a 39% response rate.

This will be the third year Strongbow has used mobile to connect with customers. The loyalty campaign, which launches on 10<sup>th</sup> July 09, integrates mobile, email and web elements. A series of text and win competitions invites drinkers to win 60 prizes a day for 60 days, including both high and low value prizes like JVC DVD Home Surround Sound Systems, Tangent DAB Digital Radios, ipod nanos, ipod docks and Sharp 19' LCD TVs and Strongbow branded merchandise.

Strongbow has been building a detailed CRM database including customers' interests, consumption behaviour, ages, mobile numbers, email and postal addresses. This information will be used as the basis for highly targeted outbound campaigns to deliver effective campaigns in 2010.

Fiona Seath, Strongbow Brand Manager, comments: "The Bowtime campaign proved that mobile is an exciting and effective way to connect with our customers, providing interesting and engaging branded content and competitions. This creates a platform for us to deepen customer relationships and build loyalty throughout the peak summer months".

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*managing mobile interactivity*

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Robert Thurner, Commercial Director at Incentivated, adds: "This year we're witnessing a growing number of clients focusing on the rich data mobile delivers and converting it into highly targeted and relevant campaigns which keep their brands front of mind. I expect this will pave the way for more expansive, integrated campaigns as market conditions improve later this year".

**- ENDS -**

**For more information, please contact:**

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About the Bowtime

Following last year's Bowtime campaign, Millward Brown research among those who had received / not received CRM showed the campaign had a statistically significant impact on purchase. For the CRM group, claimed purchase increased by 44%, and brand preference increased by 8%. This compared with decreases in claimed purchase of 4% and decreases in brand preference of 10% for those who had not received the CRM messages.

Strongbow's BowTime campaign has won the following awards:

- Connect Awards - Best Use of Emerging Digital Channel in CRM - Winner
- Institute of Sales Promotion – Best use of Targeted Digital Promotions and Alcoholc drinks - 2 silvers
- Festival of Media - Best use of Mobile - Highly commended
- Visiongain Mobile Advertising and Marketing Awards - Best use of Mobile in driving new revenue and sales - Shortlisted
- NMA awards - Best Use of Mobile - shortlisted

Notes to Editors

Incentivated works with brands, the public sector and charities 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 messaging, mobile internet 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, GlaxoSmithKline, Hilton Group, King of Shaves, Macmillan Cancer Support, Masterfoods, Pricewaterhouse Coopers, Scottish & Newcastle, Scottish Power, Transport for London, Virgin and VisitBritain.

For more information please visit: <http://www.incentivated.com>