



DCSF launches UK's first interactive mobile drama

January 2009

This week/month sees the launch of the UK's first interactive mobile drama **THMBNLS**, part of the Department for Children, Schools and Families (DCSF) wider Want Respect? Use a Condom campaign.

The campaign aims to reduce teenage pregnancy and the incidence of STIs in 15-18 year olds by aligning condom usage with respect.

This innovative new weekly drama series, developed by the creative agency **20-20 London** and the Central Office of Information (COI), focuses on the lives of six teenagers and challenges the audience to watch, interact and share their opinions with the cast and other viewers.

The diverse cast is made up from local youth groups. Their real-life attributes and believable back stories mean they are able to deliver subtle safe sex messages that truly impact and hold relevance with young people.

Each 60 second episode deals with a Want Respect? Use a Condom themed issue and at the end of each episode the viewers are given the opportunity to interact with the drama and formulate their own opinions about the situation.

Viewers are able to register online at www.thmbnls.co.uk, on WAP at www.thmbnls.mobi which can be accessed via the six operator portals; 3, O2, Orange, T-Mobile, Virgin and Vodafone, or via an SMS shortcode.

COI and mobile agency, **Incentivated**, have worked closely with network providers to ensure that the only cost to the user is the standard SMS costs when they interact with the videos (less than 50p in total for the 22 week series).

Peter Riley, Creative Director of 20:20 London, the advertising agency behind the idea says:

“Thmbnls is cutting-edge, realistic and relevant to young people. Viewers can personally interact with the characters and the issues they’re facing in a way that’s not been achieved before now. This is taking mobile broadcast to a whole new level”

Emma Cowan, Senior Interactive Media Manager at COI commented:

“It’s a really exciting project as it enables us to reach the audience in a powerful and personal way. Because it’s uncharted territory, it’s been challenging to work with so many parties and agencies to ensure that it’s free to the user, as well as get the word out to the audience to get them to sign up.”

Ends

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