

PRESS RELEASE

Brakes Group lands a catch with Incentivated

London, 11th August, 2011

Incentivated, a leading mobile marketing and technology specialist, is sending picture messages (MMS) on behalf of Brakes Group to promote their M&J Seafood products. The campaign showcases the “catch of the day” as soon as it lands in port each morning. This is a UK first for a food wholesaler.

The MMS includes a “click to call” action that allows recipients to call their nearest M&J Seafood branch and place an order for the freshest fish. The MMS showcases the types of fish landed that morning, as well as providing information about the catch’s provenance.

All M&J Seafood B2B advertising materials; posters, flyers, social media sites, websites, banner ads etc - will include an SMS call to action to opt-in to receive free updates for fresh fish.

Eroll Chimanga, Brakes Group’s eCommerce Manager: “We are really pleased to be able to deliver a UK-first for a wholesaler with this service using Incentivated. We recognise that ‘mobile’ is increasingly important for business as well as retail customers.”

Jonathan Bass, Managing Director, Incentivated: “By bringing together the effectiveness of a click-to-call mechanism with a B2B MMS message, many restaurant owners now have a greater choice of the freshest fish which means they can make timely purchasing decisions. The DMA/IAB messaging research from late last year applies as much to the wholesale market as the retail one; recipients notice picture message advertising.”

/ENDS/



For further information:

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Notes to Editors

About Brakes Group

The Brakes Group is a leading supplier to the food service sector in the UK, Ireland, France and Sweden. The group is committed to provide its customers with outstanding service, products and foodservice solutions, its people with a 'great place to work' and its suppliers with a great company to do business.

About Incentivated

Incentivated (www.incentivated.com) is an independent technology company and agency 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 to 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.

Scan the QR code below to visit the Incentivated website optimised for your mobile phone.



No code reader? Text **CODE** to **62233** to link to a reader appropriate to your phone.