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PRESS RELEASE

Save The Children's Gaza ceasefire petition delivers over 100,000 text responses to Downing Street

Save The Children captured the public's imagination this weekend with a text based appeal to take action and put pressure on decision-makers to do everything in their power to end the violence in Gaza.

The appeal, carried in half and full page ads under the copyline 'Stop the suffering', ran in The Guardian, Daily Mail and Sunday Times amongst others. The campaign carries the following call to action: text **CEASEFIRE** to **81819**.

Real-time reporting shows the appeal generated 115,000 responses across three days. Responses were received regardless of the time of day, and the campaign spread virally.

Across all press titles, the cost per response was a few pennies. Save the Children now plans to publicise the huge level of support in order to request that politicians everywhere push for a ceasefire.

Based on the success of the first SMS campaign Save The Children sent a follow up SMS carrying the message "Save The Children is taking 115k CEASEFIRE requests 2 Downing St @ 3pm today. We need more. Pls ask your friends to txt CEASEFIRE 80 81819".

The campaign was planned by Carat. The mobile response was run by mobile marketing agency Incentivated.

Mobile is becoming a mainstream communication channel to galvanise public support for small businesses, multinationals, public sector organizations and charities. The Presidential election campaign which swept Barack Obama to victory in November 2008 appealed to supporters.

Adrian Lovett, Save the Children's Director of Campaigns, said: "This is an unprecedented response and the message from our text campaign is loud and clear – the British public want an

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managing mobile interactivity

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end to the bombing in Gaza. A huge number of the British public care what is happening in Gaza and have taken action. Politicians are well aware of those messages and we will continue to ensure their voices are heard. Right now the fighting is still going on and one child dies in Gaza every three hours. Public support can and must make a change.”

Robert Thurner, Commercial Director at Incentivated, comments: “This campaign proves the ubiquity and popularity of text as an immediate activation channel to traditional media which people respond to 24/7, regardless of their location. It also proves the power of mobile as a viral marketing channel. In this digital age, mobile is unique in allowing us to support the issues which effect us, and to spread the word among others with similar beliefs”.

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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, Halifax Bank of Scotland, Hilton Group, Jaguar, Macmillan Cancer Support, Marks & Spencer, Mars, Pricewaterhouse Coopers, Scottish Power, Transport for London, Virgin, and Visit Britain.

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