

## PRESS RELEASE

# Incentivated creates mobile first for British Heart Foundation

London, 27th September, 2011

In what is believed to be a mobile “first”, leading mobile marketing and technology company, [Incentivated](#), has created a [mobile internet](#) petition site for the [British Heart Foundation](#) (BHF). The [site](#) (<http://lifesaving.bhf.org.uk>), which goes live next week (beginning of October), is being used to support the campaign to lobby Government to get every young person knowing how to save a life before they leave school. By adding a mobile-optimised site to the campaign, the BHF are hoping to capitalise on the increasing trend for people to access information from their phones, and not wait until they get to a desktop computer, when prompted by seeing posters or other advertising.

Nationwide advertising in support of the campaign will use their dedicated short code to allow people to text in and receive a link back to the website (text **LIFESAVERS** to **62233**), or they will be able to click on a QR code that will also re-direct them to the website.

The campaign is lobbying to get Emergency Life support skills taught to children in school in order to raise the number of people able to provide simple medical assistance in an emergency situation.

**Jonathan Bass, Managing Director**, added: “It’s testament to the recognition that mobile is increasingly the response medium of choice for the British public that the British Heart Foundation has optimised their mobile petition site for this campaign. We are delighted to be assisting the British Heart Foundation to create a public debate on the importance of everyone knowing the necessary skills to save a life. Acquiring Emergency Life Support (ELS) skills when we are young should be as important as learning to read and write.”

/ENDS/



## For further information:

### ASSOCIATED WITH THIS RELEASE:

IMAGES OF SCREEN SHOT OF MOBILE SITE

IMAGE OF THE QR CODE

Please contact us for a copy of these or any other related imagery

### Contact information

Sian Fishwick, Marketing Manager

Incentivated

+44 (0) 20 7392 2323

[press@incentivated.com](mailto:press@incentivated.com)

[www.incentivated.com](http://www.incentivated.com)

Franklin Rae Communications

+44 (0) 20 7490 4050

Melanie Douglas

[melanie@franklinrae.com](mailto:melanie@franklinrae.com)

### About British Heart Foundation

The British Heart Foundation (BHF) is the nation's heart charity, dedicated to saving lives through pioneering research, patient care, campaigning for change and by providing vital information. But we urgently need help. We rely on donations of time and money to continue our life-saving work. Because together we can beat heart disease. For more information visit [bhf.org.uk](http://bhf.org.uk)

### About Incentivated

[Incentivated \(www.incentivated.com\)](http://www.incentivated.com) is an independent technology company 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 [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, as well as other [managed services](#).

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.