

IMImobile gears up with Jaguar to drive donations for the NSPCC

London, 19 August 2010: IMImobile, the leading technology partner for operators, media providers and enterprises today announced it has donated its DaVinci Studio technology platform to children's charity the NSPCC. The platform will power a "text-to-win" competition to win a Jaguar XF Diesel and will promote the NSPCC's Save the Number campaign. Open to UK entrants, users simply send a text message to a short code with their multiple-choice answer for their chance to win a new Jaguar car.

The NSPCC hopes to raise £100,000 from the competition that will help grow the NSPCC Helpline for adults worried about the welfare of a child. The charity is aiming for 60,000 unique registrations between now and 31 January next year when the competition closes.

To enter the competition, users text in the keyword DONATE plus their answer to IMImobile's shortcode. Donators will automatically receive two reverse billed SMS's from the NSPCC which include the NSPCC Helpline number to directly save to their phone charging them a total of £3. Approximately £1.74 from each text entry to the competition will go to the NSPCC after the cost of the text message.

"The NSPCC asked IMImobile to provide the text-in mechanic in support of this campaign and we were only too happy to offer our services for such an important cause," said Anu Shah, IMImobile Europe.

"Our DaVinci Studio solution is an easy to use service that enables mobile operators, media companies and enterprises to launch a wide range of interactive services from competitions, polls and auctions and engage with customers through mobile. Mobile is such an important marketing tool and it's great to see a leading UK charity running technology-powered marketing campaigns," concluded Shah.

Tina Hayes, corporate manager at the NSPCC said: "We chose to work with IMImobile because we knew that they could provide a simple, easy to use solution which would be delivered on time. IMImobile's flexible platform gives us the ability to innovate and add additional components to the competition or plan further fundraising campaigns. This flexibility, coupled with a track record of robust service provision, makes IMImobile the ideal technology partner for the NSPCC."

The DaVinci Studio solution can be used across all mobile consumer channels including SMS, web, WAP and voice using API and HTTP and as part of the overall DaVinci Service platform can enable a range of consumer services from mobile advertising, mobile marketing, social networking, contact back up and music services.