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FOR IMMEDIATE RELEASE:

Waitrose: everyone's recipe for an App-y Christmas

Retail App developed by yglT hits App Stores in time for Christmas

London, November 2010— A new App, specially designed to help with managing the traditional chaos of ensuring that lunch is ready for the 'big day' has been launched for Waitrose.

The app helps with timing when everything should be prepped, put in and taken out of the oven, as well as providing the latest recipes, in written and video form, from Delia and Heston.

It is available for iPhone, iPad, iPod Touch and Google Android-based handsets, both via QR codes on their advertising and through Apple and Android app stores. Waitrose's free app (called Waitrose Christmas) is loaded with helpful cookery aids such as an advent calendar, recipes and videos, a Turkey timer and a Christmas Day planner, as well as a store locator.

When the supermarket launched its first app, in July this year, it became the sixth most-downloaded app in Apple's chart and was being downloaded once every four seconds at its peak.

The Waitrose Christmas app contains a gravy-boatload of useful tools, including a Turkey timer that is based upon the size of your turkey; let's you



know how much veg and/or canapés you need, depending upon the number of mouths to feed.

It also includes a whole cookery-book's worth of recipes for starters, side plates, canapés and anything else you might need, whatever your preference, from Goose to Beef, Turkey to vegetarian options.

This app promises to be the saviour of many a Christmas day.

Fiona Hall, Waitrose Manager, Innovation, said: "We really wanted to create a Christmas app for customers that would be helpful to them whatever type of Christmas they had planned."

yglit said; "We are absolutely delighted to be able to provide this fantastic app for Waitrose as our initial commercial delivery. Waitrose have been superb in allowing us to really explore the creative opportunities of both Apple and Android's application capabilities to deliver a beautiful app that customers will find invaluable.

Our entire creative philosophy is built around understanding the customer's relationship with their phones and how to deliver usability for them (what we call 'mobile moments') that supports a brand's commercial objectives."

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Key facts

The app was release into the iStore on 18th November, 2010 and into the Android marketplace on 24th November, 2010.

Special QR codes are on key advertisements (press and TV) to make downloading the app quick and easy.

Smartphone penetration leapt from 4% to 16% of all mobile phone sales in 2009. It currently stands at 30.2% in Sept 2010. **Source: Comscore September 2010**

2 million people in the UK now own an android phone. **Comscore September 2010**

Over 4 million people own an iphone. **Comscore September 2010**

31% of UK mobile owners used apps in June 2010. That figure rises to 71% if you just look at owners of smartphones. **Mobile Entertainment August 2010**

iPhone passed 5bn downloads in June 2010 and the last billion took two months so that's 16.7m a day. **Mobile Entertainment August 2010**

Android passed 1bn downloads and in July 2010. **Mobile Entertainment August 2010**

iPad did 35m app downloads in first 65 days. **Mobile Entertainment August 2010**



98% of iPhone users use the data features of their phone, 88% use their iPhone to surf the internet and 75% download apps. **Source: Neilson 2010**

Smartphones are used everywhere: 95% - "downtime"; 82% - at work; 81% - shopping; 80% - at home; 65% - commuting to work. **Source: Questus**

Apps that break the top 50 are generally downloaded over 10,000 times daily. **Source: AdMob**

About ygl

ygl (www.ygl.co.uk) is a creative agency specialising in mobile marketing and advertising campaigns.

We design apps and mobile websites for all platforms, develop MMS creative, as well as plan and buy mobile advertising.

We believe that our creativity, delivered through our technological expertise, provide enjoyable emotional customer interactions which build and improve customer relationships for our clients.