

## **OCTOBER 2011**

### **iPad 2 Beats World Peace in List of Britons' 'Top Wishes'**

In a bid to discover what Britons would wish for, given the chance to have one wish granted, a newly launched social gift contribution app polled over 1,200 consumers to find out. Topping the poll was 'one million pounds', followed by the iPad 2; both of which beat 'World Peace' to the top spot.

A newly launched social gift contribution app has conducted a study of 1,208 British consumers, in a bid to discover what the most popular wishes amongst members of the public are. According to the study, 'one million pounds' and the 'iPad 2' are more desired than 'world peace' amongst Britons.

The study, conducted by the company behind the Grant My Wish Smartphone App, initially asked the respondents to select all that applied from a list of possible answers, to pick the things that they wished for most. The study found that 71% of the respondents wished for 'one million pounds', shortly followed by the 'iPad 2' with 67% of the vote.

According to the study, below are the top 10 most popular wishes amongst Britons:

1. One million pounds – 71%
2. iPad 2 – 67%
3. World Peace – 64%
4. Be Famous – 62%
5. Cosmetic surgery – 61%
6. Sports Car – 58%
7. Mansion – 54%
8. Meet a celebrity – 51%
9. Start own business – 46%
10. Own a designer wardrobe – 44%

In addition to the possible answers supplied in the multiple answer questions, the respondents were offered an 'other' option, in which they could write their own personal most desired wish.

According to the study, one respondent stated that their most desired wish would be for a 'McDonalds in their kitchen'; whilst one other person who took part in the study stated that they would wish for an 'unlimited supply of new trainers'.

When the respondents were asked 'Do you believe that a significant lottery win would grant all of you wishes?' the vast majority, 81%, answered 'yes'.

Keji Giwa, founder and CEO of Grant My Wish and parent company Tellallmyfriends.com, spoke about the findings:

“It was really interesting to see that the respondents would wish for an iPad2 and a million pounds over world peace; however, I do believe that if they genuinely had the opportunity for one of those wishes to be granted; they would opt for world peace instead.”

He continued,

“Our newly launched Smartphone app is all about granting peoples’ wishes and I believe this study proves that there is a need for such an app. Perhaps wishes such as cosmetic surgery won’t be possible to grant, but those who dream of iPads and the opportunity to drive a sports car are in for a chance of their dream coming true. Not only does the app allow people to have the opportunity to have their wishes granted, but their friends and family have the chance to be the person who makes that wish come true.”

Notes to Editors

About the founders:

Keji Giwa, Founder & Chief Executive Officer

Keji holds a BSc (Hons) in Computer Science from Kingston University and specialises in the design, development and deployment of ecommerce / mobile commerce applications. His previous roles include business developing and project managing award winning start-ups such as reevoo.com and moveme.com respectively.

Daniel Agoye, Co-Founder & Chief Financial Officer

Daniel holds a BSc (Hons) in Management & Accounting. He is a member of both the ACCA and CIMA. His previous roles include managing the trusts for major large corporations as a Trust Accountant at Vantis Group and Senior Auditor at Ernst & Young.

Keji and Daniel have been friends since they were 11 years old; they met whilst waiting to take an entrance exam for secondary school. They have always wanted to set up a business together, Tellallmyfriends is the fulfilment of that dream. In 2007 they began working on developing the Tellallmyfriends video commerce technology and launched this site in 2010, using buyer informed videos to sell gift experiences. The two are currently pioneering the application and benefits of social mobile commerce for the retail industry.

## **Press Contact**

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