

LV= Launches Super Spin Cricket Viral Game Designed By InboxDMG

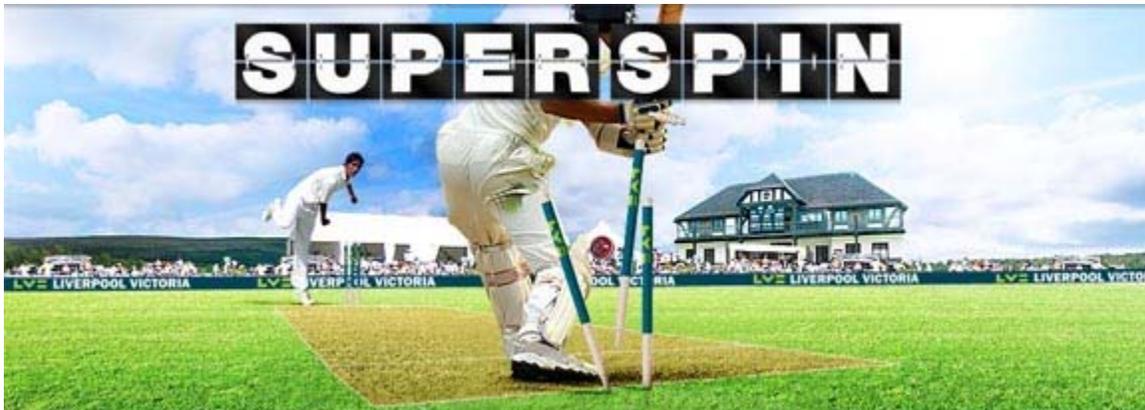


Released on: May 12, 2010, 5:02 am

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Industry: [Financial](#)

LV=, insurance, investment and pensions group, has launched a cricket-themed viral game -Super Spin through InboxDMG. The game is aimed at increasing brand awareness, driving traffic to the LV= website and capturing customer data.



The game will be seeded by Viralnet the viral seeding division of Digital Marketing Group plc.

Gameplay for [Super Spin](#) uses the same rules and scoring system as [county cricket](#). It's a ten level game and the player's challenge is to hit three wickets in each level. They're challenged against the clock and the quicker the player gets three wickets, and the closer they are to the middle stump, the higher the score. Players can also invite their friends to play and start their own Super Spin private league.

LV= product benefits feature throughout the game and by entering their details players have the chance to win either a family ticket to a County Championship game, along with a luncheon hamper and a signed cricket bat, or three prizes of a pair of tickets to a County Championship game and an LV= cool bag or 10 prizes of out outdoor cricket sets and LV= County Championship baseball caps.

Alan Lay, web content manager at [LV=](#), said: "The games InboxDMG created for us last year were great fun and really popular, so we're looking forward to even better results with Super Spin. We think it's a great game, lots of fun to play, with some great prizes up for grabs and you can indulge in some friendly competition by setting up leagues with friends and family. Super Spin brings a little extra cheer to our audience, creating a buzz and engaging them with the brand, then driving them to our website to show them how we look after what they love in life."

Last year, LV= launched viral game [Shape Trace](#) through InboxDMG, aimed at promoting its home insurance products and also the Santa Skittles Christmas viral game.

About

LV=

LV= is a registered trademark of Liverpool Victoria Friendly Society Limited (LVFS) and a trading style of the Liverpool Victoria group of companies.

LV= employs around 4,000 people, serves over 3.8m customers and members, and manages around £9.3bn on their behalf. We are also the UK's largest friendly society and a leading mutual financial services provider.

LVFS is authorised and regulated by the Financial Services Authority, register number 110035. LVFS is a member of the ABI, the AFM and ILAG. Registered address: County Gates, Bournemouth BH1 2NF.

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