

NEW ADVERTISING CAMPAIGN FOR VIRGIN BINGO



Virgin Games is known for being one of the most popular online gaming companies. The company has recently launched a new advertising campaign, to be featured on television commercials, as a means of advertising for its website. The newest advertisement from the company is part of their marketing campaign which will be featured during the first few months of 2012. It is a new approach that Virgin Bingo is taking, straying away from its previous advertisements and taking onto an entirely different type of advertisement. The newest advertisement will feature a Willy Wonka/Virgin theme. The advertisement takes place in a factory in which Virgin Bingo is made. A woman will basically take viewers through a tour of the company. Information about bonuses and prizes will also be featured on the advertisement. This campaign will be targeted toward women between the ages of 25 and 54, who are most likely to participate in online bingo games. The advertisements will be featured on daytime television channels, including Five and Sky UK. The advertisement, which lasts for approximately 30 seconds, is produced by ABF Pictures. It has been scheduled to run all throughout the year of 2012 on a number of different channels. The CEO of Virgin Games, Simon Burridge, has said, "This new advert has a flavour of Willy Wonka for adults about it. It has lots of energy, excitement and fun - just what consumers have come to expect from a Virgin advert." Burridge also says, "We first advertised Virgin Bingo on TV in 2010 and have witnessed fantastic customer acquisition rates as a result. We've found that TV advertising is a natural fit for bingo. Consumer trust and a sense of security and familiarity are very important attributes for a bingo brand. Being part of the Virgin brand helps to reassure customers that they are playing with a reputable company, while TV ads raise awareness of our existence and help to reinforce that trust and brand awareness." The creative director for ABF pictures, Matt Barraclough, was very excited. He has said, "We were thrilled to have the opportunity of working with the Virgin Games team. A brand like Virgin allows us to think bigger and look at online bingo in a different way. We wanted to stand out from traditional bingo commercials and do it in a very Virgin way." The Virgin Games Company was first founded in 2004. Since its establishment in 2004, it has had more than 1,000,000 different players and features nearly 300 different games on its website. Virgin Games provides convenience to its players, allowing them to enjoy casino games from the comfort of their own home, while using their own computer instead of having out to a casino instead.

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