

LV= Rolls Out Festive Branding Drive with Inbox



Released on: December 8, 2008, 9:35 am

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Industry: [Internet & Online](#)

Press Release Summary: LV= insurance, pensions and investment group, rolls out festive online branding push

Press Release Body: Insurance, pensions and investment group LV= is launching an online branding push for the festive season with its first Christmas email newsletter and a viral game called Reindeer Racer, through Inbox, a member of Digital Marketing Group plc.

The newsletter and game will be emailed to 500,000 LV= customers, members and prospects. The newsletter will offer hints and tips on how to deal with the credit crunch at Christmas, whilst introducing new products, services and updates from LV= as well as providing links through to the product pages on the LV website.

The e-mail will also drive recipients to the viral game **Reindeer Racer**. The player's challenge is to use their mouse to drive Santa in his sledge as quickly as they can around a track circling the LV= logo, avoiding crashing into the sides or hitting 'Xmas' obstacles.



The player's best time is displayed to encourage them to play again to beat their score and players are invited to create their own league and pass the game on to their friends to try to beat their score. The game interface will include links to the **LV website** providing players with easy access to **LV=** product information and **LVinsurance quotes**. Players can also enter their details into a prize draw for the chance to Win Wii consoles and Wii Fits or one of five £50 Highstreet vouchers.

Joanna Lidgey, eCommerce Executive at LV= said of the campaign, "Our aim is to help our members and customers to look after what they love in life. With this email newsletter we're reinforcing that aim with our members, whilst also giving them value-added information that's relevant and interesting, all tied up in a Christmas greeting format.

"The added bonus is the viral game which is a fun and engaging way to help generate further awareness for LV= and our products, to engage with prospective customers, and collect data on them for future campaigns."

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Notes **to** **editors:**
LV= and Liverpool Victoria are registered trademarks of Liverpool Victoria Friendly Society Limited. LV= and LV= Liverpool Victoria are trading styles of the Liverpool Victoria group of companies. The new LV= brand identity was launched in March 2007.

LV= employs more than 3,500 people, serves more than 2.5 million customers and members, and manages more than £8.0 billion on their behalf. We are also the UK's largest friendly society (Association of Friendly Societies Key Statistics 2007, total net assets) and a leading mutual financial services provider.

Liverpool Victoria Friendly Society Limited (LVFS) is authorised and regulated by the Financial Services Authority register number 110035. LVFS is a member of the ABI, AFS and ILAG. Registered address: County Gates, Bournemouth, BH1 2NF.

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