

Barclaycard Launches Waterslide iPhone Game



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Barclaycard has launched a free iPhone game to coincide with its acclaimed Waterslide advertising campaign. The game, called Waterslide Extreme, is a first for the financial services industry and reinforces Barclaycard's commitment to embracing new ways of connecting with current and potential customers.

[The Waterslide Extreme game](#), developed by fishlabs and Dare for Barclaycard, has nine levels with the objective to steer a character down an increasingly difficult waterslide in the quickest time whilst collecting points and avoiding objects along the way. Visitors to an Apple Store or iTunes can download the application for free from mid July.

Paul Troy, Head of Advertising and Sponsorship at Barclaycard, said: "The launch of the iPhone 'Waterslide Extreme' game is a first in financial services. [The Waterslide ad](#) has engaged millions online and this game gives consumers the opportunity to go on the Waterslide themselves."

CEO & Co-Founder Michael Schade, from fishlabs said: "We expect the game to be a great success from the feedback we received from the customer testing. It is great to work with a client such as Barclaycard that wants to do something different and fun and we are delighted with what we have produced."

The concept for the mobile game is taken from Barclaycard's latest advertising campaign that demonstrates the ease of contactless payment.

Barclaycard continue their innovation drive by being one of the first brands to use Sky's new green button technology, providing consumers with behind the scenes footage of how the TV ad was made. An animated introductory spot to the 40" Waterslide advert has also been created in partnership with Sky to invite viewers to engage via their green button.

- Ends -

Notes to editors:

About Barclaycard

Barclaycard, part of Barclays Global and Retail Commercial Banking division, is a leading global payment business which helps consumers, retailers and businesses to make and accept payments flexibly, and to access [short-term credit](#) when needed.

The company is one of the pioneers of new forms of [credit card](#) payments and is at the forefront of developing viable contactless and mobile payment schemes for today and cutting edge forms of payment for the future. It also issues credit and charge cards to corporate customers and the UK Government. Barclaycard partners with a wide range of organisations across the globe to offer their customers or members payment options and credit.

In addition to the UK, Barclaycard operates in the United States, Europe, Africa and the Middle and Far East.

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