

Confused.com Launches Facebook App That Burgles Houses



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Confused.com has launched a Facebook video app called 'House of Horrors' in order to raise awareness of the importance of home insurance, coinciding with the launch of Confused.com's Nectar campaign, where customers can collect 1,000 Nectar points with every home, pet, van, bike and car insurance policy bought through Confused.com. Customers who buy life insurance will receive 3,000 Nectar points.

The app clearly shows why people need [home insurance](#) and customers can collect 1,000 Nectar points by simply buying this product through Confused.com.

The app, which was created by A Social Media Agency, forms part of the on-going digital content marketing strategy of Confused.com and reinforces the importance of having a home insurance policy in place to make sure your possessions are covered against theft.

Once plugged into the video app, Facebook users are presented with a video of a burglar breaking into a home which they quickly realise is in fact their house shown through a Google Maps image of their street that is displayed in the

clip. This is made possible as users are required to enter their postcode at the beginning.

The video app takes information from users' profiles, such as photos, and places this around the house in which the burglar appears to be, to make them feel as though it is their own.

In order to demonstrate the need for home insurance, the app includes eerie music and a threatening 'burglar' character that is seen to be handling photos of the app user around the house. A shot of the thief stealing a laptop that displays the users' Facebook profile and one last shot of the character holding a photo frame containing an image of the user completes the video, with the message 'cover your possessions at Confused.com'.

Speaking about the video app, Mike Hoban, Marketing Director at Confused.com, said:

"We're looking to spark conversation with this video app and make people understand the importance of having home insurance. With the current challenging financial times, people may stop insuring their possessions just to save a few pounds, but this is false economy."

Sharon Flaherty, Head of Content at Confused.com continued: "The integration of information from users' profiles, especially their photos, is bound to make people feel uneasy as though their home really has been broken into. However, this is a situation which is very much a reality given that the British Crime Survey reported a 5% rise in burglary in the 12 months to September 2011."

Laura Edwards, Account Manager at A Social Media Agency, added: "We wanted to make the experience of users having their home broken into as real as possible. Building Google Maps into the start to show their street was a big part of this, immediately putting you on edge."

Known for their success at combining PR, social media and digital marketing, Confused.com continue to launch original

ideas, such as their first video-only newsletter sent earlier this month and the recent Happy Birthday Video App. Social media has become a focus for the company in 2012, with exciting plans to focus on growing their audience in coming months.

The 'House of Horrors' app can be found at <https://www.facebook.com/confused>

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About Confused.com

Confused.com was the UK's first price comparison site for [car insurance](#). Confused.com is one of the UK's biggest and most popular price comparison services. Launched in 2002, it generates over one million quotes per month. It has expanded its range of comparison products over the last couple of years to include home insurance, travel insurance, pet insurance, van insurance, motorbike insurance, breakdown cover and energy, as well as financial services products including credit cards, loans, mortgages and [life insurance quotes](#).

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