

Confused.com Launches New Zombie Video



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Confused.com has launched a new video application called 'Home Sweet Zombie', in order to increase awareness of the importance of home insurance and raise its social media profile.

The video requires the user to enter their postcode. After doing so, the hometown of the user becomes swamped with a virus and zombie characters appear to make their way to the user's home making use of Google Maps technology.

In order to demonstrate the need for [home insurance](#), the video app uses the customer's name and postcode to personalise the experience and make them feel as though their local area has been invaded by zombies. As the video continues, a shot of the zombies with a bomb is shown and the video comes to a climax as the customer's home is blown up.

The last shot is Confused.com characters holding a message 'Make sure you get your home insurance through Confused.com'.

The video forms part of the on-going social media strategy of Confused.com, and reinforces the importance of having a

home insurance policy in place to make sure possessions are covered against damage and theft.

The video app can be accessed via the Confused.com website here and also Confused.com's Facebook page. But to widen the campaign further, Confused.com will be sending an email to 1.2 million of its customers, each with a personalised video.

This app also coincides with Confused.com's Nectar promotion 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 5,000 Nectar points.

The app aims to encourage people to think about the need for home insurance and customers can collect 1,000 Nectar points by simply buying this product through Confused.com.

Speaking about the video app, Mike Hoban, Marketing Director at Confused.com, said: "We're looking to get people talking about this video app and make people understand the importance of having home insurance. We want to create customer engagement and via Facebook and Twitter we want people to share and like this video, building essential relationships with our customers.

"The aim of the video is also to create a personalised touch for our customers to ensure they know how important they are to us and how important it is to ensure their house is protected against unforeseen circumstances."

Gareth Kloet, Head of Home Insurance added: "We want to ensure that people have home insurance. By using a comparison site like Confused.com it means we do the hard work for you and the added benefit of this exciting video app is that customers can be directed straight to the site by the click of a button."

The 'Home Sweet Zombie' video app can be found at www.confused.com/news-views/games/home-sweet-zombie.

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 [car insurance](#), [cheap house insurance](#) and [life insurance](#).

Confused.com is not a supplier, insurance company or broker. It provides a free, objective and unbiased comparison service. By using cutting-edge technology, it has developed a series of intelligent web-based solutions that evaluate a number of risk factors to help customers with their decision-making, subsequently finding them great deals on a wide-range of insurance products, financial services, utilities and more. Confused.com's service is based on the most up-to-date information provided by UK suppliers and industry regulators.

Confused.com is owned by the Admiral Group plc. Admiral listed on the London Stock Exchange in September 2004. Confused.com is regulated by the FSA.

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