

DICE LONDON TARGETS THE MILLENNIALS WITH INNOVATIVE VIDEO GAMES REVIEWS

Thursday 10 December, 2015

[Dice London](#), the digital content marketing agency specializing in the gambling industry, is breaking ground by launching [Dice Studio](#), the first video review site for real money casino games.

Dice Studio places games and the user experience at the heart of its offering. It's video reviews are built to make it easy, quick and entertaining to find information about games, as well as deciding how to choose an operator to play with.

Keith Duddy, Head of Content at Dice London, says: "We have been saying it for while but people do not read anymore they watch. All recent research confirms that quality video content makes for better engagement, retention and conversion. This content is a game changer for the casino industry and will pave the way for a new way of marketing to upcoming generations of players - Millennials who grew up with high speed internet and smart mobile devices".

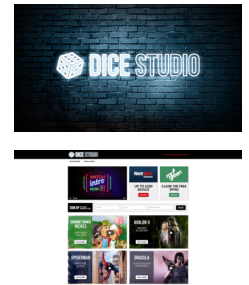
Gwenole Andrieux, CEO at Dice London, says: "This is a project we have been working on since the company's inception. We are delighted to be making the first version of the site available to users. Over the next month we will concentrate on building up traffic through aggressive and targeted digital activities. Our development roadmap is focused on 2 areas. First, constantly adding new, interesting, content, which will not just be slot focused and second, improving our users experience. This is a very exciting time for us, as we think high quality videos will have a major impact on the way casino operators will need to address players moving forward."

[Dice Studio](#) is only one part of a bigger project, with the brand gearing up to make its content available to operators, affiliates and game developers. Gwenole Andrieux adds: "There is huge interest for this type of content and we are now in advanced discussions with a number of different parties to license some of the content we have available and develop tailor made solutions in both English and a number of other languages."

The [Dice London](#) agency works across the full range of communication and marketing disciplines to ensure it delivers the right mix to its clients. Services include online media planning and buying, TV commercial copywriting and production, social community management, website development, digital PR, event management and web video production.

For more information, contact Gwenole Andrieux: gwen@dicelondon.com, +44 7901 332 867.

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