NetBet picks Dice London to “Make Some Noise”

Monday 21 September, 2015

London September 21st, 2015 - International Sportsbook and online casino operator NetBet have appointed specialist online gaming marketing agency, Dice London to drive an experiential campaign in which football fans will be encouraged to show their passion for their team by making some noise.

Dice London recently completed two TV spots for the brand, which are currently airing in the UK. The spots are inspired by the iconic restaurant scene from 'When Harry met Sally'. In each spot a spontaneous out-pouring of vocal excitement is triggered by playing at NetBet.com.

Following on from the cheeky TV campaign, Dice London are launching a bid for fans to 'Make Some Noise' in an effort to make British Football fans the noisiest in the world.

Launching at West Bromwich Albion Football ground (a team that NetBet sponsors) Megaphones will be handed out to fans in order to enhance their unique vocal styling.

Measurements will be taken in the ground week on week to track improvements. Last year Liverpool was crowned the Premier League's noisiest fans with West Bromwich Albion in second place.

Augmenting their TV and Experiential campaigns are a Taxi branding campaign, screen advertising at City Airport, in Stadium advertising at WBA and promotions across more than 100 pubs in the Birmingham area. In addition, lucky players can win £5000 in the NetBet Golden Bar half-time competition, which runs at WBA throughout the season.

Dice London's CEO, Gwenole Andrieux, commented, "NetBet are a hugely successful company across mainland Europe and are now keen to build on that success here. We are delighted that NetBet have entrusted us to tell their story to sports fans and casino players across the UK."

Alexandre Mangaud NetBet's Marketing Manager said, "Dice London, with their specialist knowledge of the online real money gaming industry were an obvious choice for us to help with our expansion in the highly competitive UK market. Their creative, focusing on passion and excitement, summed up the emotions we want our customers to feel while using our products."

About Dice London

Dice London is a UK based digital marketing agency specialising in the online real money gaming industry. They offer a unique skillset of gaming industry expertise and TV and video capabilities from their offices and studio in Worcester, England.

www.dicelondon.com

About NetBet

NetBet started operating in the UK in August 2013 but are an established brand in regulated European markets including France, Italy, Spain, Malta, Belgium and Romania. The company offers Sports-Betting, online Casino, and Poker to its customers. The company are sponsors of West Bromwich Albion for the 2015 – 16 season, they also sponsor St Etienne and Ajaccio in France.

www.netbet.com

For more information, please contact Gwenole Andrieux at media@dicelondon.com or +44 1905 616 429.

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