

New app offers members discounts on luxury items

Recently launched by Liveoutloud at one of its events in the Sandton Audi Centre, the new Playoutloud App contains a cache of luxury goods worth over R5.7m and offers a competitive format to an exclusive subscriber base, which is limited to 500 members.



Membership allows exclusive access to the Playoutloud vault for one year. Every day, registered players receive an email or SMS at 9am, revealing the identity of the sub R5000 prizes and the high value items, which will be loaded during the course of the day.

"When the virtual vault opens, which happens at random every 24 hours until November 2013, members are notified via email and SMS. The first responder has five minutes to accept the prize, otherwise he or she is kicked out the safe and the next quickest player has a chance to complete the transaction successfully," explains Liveoutloud CEO, Mike Eilertsen.

Flagship gift

"Through our brand partners, we have acquired items, which we are offering to players at 10%-25% of the retail price, with the flagship gift this year being a new Audi A4 which will be offered for R45,000. The response from our members has already been positive and will no doubt reach fever pitch when some of the high value items get loaded into the vault as we ramp up to holiday season. For example, over R400,000 worth of luxury goods will appear in the vault in the three days over Christmas, which is sure to spread the festive cheer among the players."

The entire process is independently run through an application development firm and separately audited. Yearly membership is purposely limited to 500 players to ensure everyone has a fair chance to win. The R5000 annual subscription fee buys one the access key to the vault, while the company treats members to a luxury goodie bag worth at least half the subscription fee.

For more, go to www.playoutloud.co.za.

For more, visit: <https://www.bizcommunity.com>