

Finopoly targets non-subscribers

Fin24.com has launched an online game called Finopoly aimed at encouraging readers to engage with financial markets and find out more about investment options, news and trends on the Fin24.com news portal. It aims to encourage people to start playing an active role in their personal wealth creation.



“The campaign, designed by award-winning online agency Gloo, was created to boost subscriptions to both free and paid-for products and services offered by our financial news portal. Finopoly effectively takes what is typically a serious subject and creates an environment that is fun and light-hearted for our readers to explore their 'inner investor',” says Hayley Goodwin, business manager of Fin24.com.

The game rates the reader through a set of easy-to-understand questions. At the start of the game, players have a credit balance of 20 000 points and it is up to them to build their empire or watch it crumble based on the choices they make whilst playing. At the end of the game, the number of points they are left with will determine whether they are a Rookie, Suit or Tycoon. There is a prize of R20 000 and a year's subscription to the platinum package.

Once they have rated their financial expertise, the site recommends a number of paid-for subscriptions that they can subscribe to, depending on their level of interest and participation in the market.

“We hope the game and the overall campaign will help people to make informed decisions about their finances and investment decisions, as the site is poised to help South Africa's aspiring tycoons and business leaders to better themselves and their investing acumen,” concludes Goodwin.

It is available online at www.fin24.com/competition/Finopoly/index.html.