



NRMA Insurance Launches LOCK-A-DOOR Facebook Game

NRMA Insurance takes a fresh approach to customer engagement and launches Facebook game about home security as part of its communication strategy

SYDNEY, NSW, AUSTRALIA, December 7, 2013 /EINPresswire.com/ -- Thought Facebook was just for posting photos and sharing status updates? Think again.

Australian insurance company NRMA Insurance is taking a fresh approach to engaging with potential customers with its fun and educational Facebook game about keeping your house secure.

Called 'LOCK-A-DOOR', the simple message in the NRMA Insurance Facebook game is that even if a policy holder forgets to lock a door to their home, their NRMA insurance policy will still cover them.

Everyone uses Facebook to keep up with friends, family and causes, but not everyone knows that of Facebook's more than 500 million members, approximately 53 percent# use the platform to play social games! Not only is it the world's biggest social media site, it is now also the world's largest social game site.

Given that 61 percent^ of social gamers say their preferred platform is Facebook, and that social games are their preferred way to receive new product information, NRMA Insurance is ahead of the curve with its latest communication strategy.

How It Works:

To [play LOCK-A-DOOR](#) the user signs into their Facebook account and gives permission to run the app. It can be viewed on a tablet, computer or smartphone. It has a simple, slick design, and is both challenging and fun, ensuring users will be easily become engaged and want to keep trying to beat their own and friends scores.

For a closer look use this link to access the app: <http://apps.facebook.com/lock-a-door/>

The game is based on points, so to win the player needs to score as many points as possible. This is achieved by locking doors. To lock doors, the player simply "matches" three doors by clicking on them. It's a race against time though: the player also needs to lock as many doors as

possible before the timer runs out. The better the player becomes at locking doors, the harder the game gets.

Players can also score bonus points, get extra time and automatic door locking to "power up" their scores. Another way to get "power-ups" is to "Like" the [NRMA Insurance Facebook page](#) or challenge friends to a game of LOCK-A-DOOR. Players then earn an extra spin of the bonus wheel.

The doors that need to be locked vary in colour and shape – it's kind of like Snap for big kids – and it is a little bit addictive. Some players find it hard to stop after one game!

Of course, the whole game is about home security, so with that top of mind, people considering taking out a [new home insurance policy](#) can also easily get a quote by clicking a button found on the game start page.

With 'LOCK-A-DOOR' NRMA Insurance has provided a totally fun, hassle-free way to get another task ticked off the domestic "to do" list, and convey an important message about home security.

About LOCK-A-DOOR:

- Facebook gaming app by NRMA Insurance
- Login to Facebook to play
- Play on tablets or smartphones
- Click on three matching doors to lock them and score points
- Race against the timer to beat current top score
- Click on "lucky door" for a spin of the bonus wheel
- Power up the score with:
 - * double points for a limited time;
 - * bonus automatic door-locking for a period of time;
 - * timer reset to provide extra time (allowing longer play)
- Play with friends
- "Like" NRMA Insurance page for game bonuses such as an extra spin of the bonus wheel
- Challenge friends to a game for bonuses

Source: <http://www.nrma.com.au/>

References:

<http://www.socialnomics.net/2012/01/20/social-gaming-infographic-81-million-play-each-day-more-stats/>

^ <http://ginva.com/2011/02/24-facebook-infographic/>

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