



PRESS RELEASE

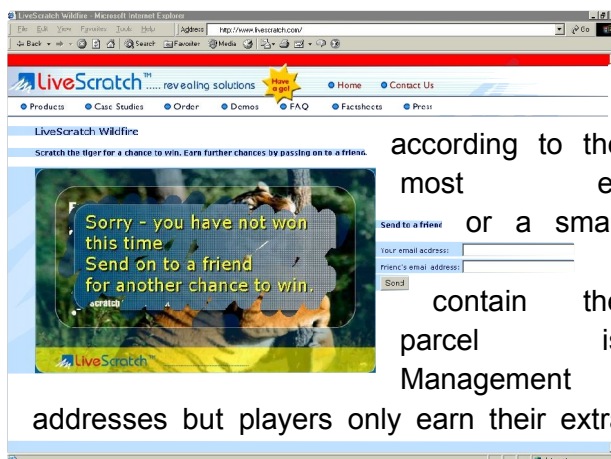
LIVESCATCH® WILDFIRE

Viral campaigns with in-built forwarding motivation

22 February 2005: Web developer **Akriga** introduces **Wildfire**, a new viral marketing tool based on its proven **LiveScratch**® e-scratchcard technology at this year's International Direct Marketing Fair. Loosely based on the children's party game 'Pass the Parcel', Wildfire incorporates a built-in mechanic to ensure that the game spreads rapidly, enabling marketers to raise brand awareness or execute promotions.

Wildfire recruits new customers by tapping into existing customer databases. The 'parcel', an e-scratchcard with an unknown number of layers to remove, is emailed to an existing set of customers. Each player removes one layer – a branded splash screen - by scratching with the mouse, to see whether they have won a prize. If unsuccessful, they can earn more goes by passing on the 'parcel' to like-minded friends. So there is an in-built incentive to forward the message and a higher probability that the message gets propagated to people with a similar profile to those in the original database.

Inside the innermost layer is a prize for the lucky player who is last to scratch away. In a game in which the parameters can be set requirements of the campaign, scratchcards contain either no prize, such as a voucher, that can be given away easily; only a few attention-grabbing prizes. When the forwarded, Wildfire's Competition Server captures the new email goes when those to whom they have passed the parcel have played the game. There is no limit to the number of goes any player can have but bouncing back and forth is prevented by the Competition Management Server.



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(more...)

Campaigns based around Wildfire are easy to set up and highly cost effective. Designs and copy for the splash screens are simple to apply and Akriga will manage the entire process from its own servers if needed, interfacing to fulfilment systems as required.

Learn more about Wildfire at www.livescratch.com/wildfire or visit Akriga on IDMF stand number 800.

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About Akriga

Akriga (www.akriga.com) specialises in mobile and web based solutions for B2C and B2B applications. Its capabilities range from website design to comprehensive e-commerce sites. Its e-commerce platform, Aktivate™, which provides a straightforward but scalable basis for online trading, has been nominated for the UK Online for Business E-Commerce Awards. Akriga has its roots in the design and deployment of large scale directory type sites and online payment technology. The company is based in Oxford, UK.

Press contact: Antony David, Spriggs David Marketing, Tel: 01865 512662, Email: antony@spriggsdavid.com.