

lycos xy perfect woman game



Viral game featuring user generated content to promote the launch of Lycos UK's new "XY" men's channel. The campaign features a Flash photofit style application enabling users to combine the features of celebrity females to design the perfect woman. The images can then be sent to friends or published in an online gallery.

the brief

Lycos has evolved from an early leader in search to the content portal that it is today. With a large registered user-base for services such as Lycos Mail, Lycos aims to monetise its audience by extending into new content areas, such as XY. XY is a new channel on Lycos, targeting a similar audience to magazines such as Zoo and Nuts. Taglab was briefed to develop viral, PR-able content to promote the launch.

insight

The young male target audience for XY has a high propensity to interact with online content, and as such, they are an ideal demographic for user generated content. The key to getting this audience to interact is to keep the communication edgy, humorous and to-the-point.

solution

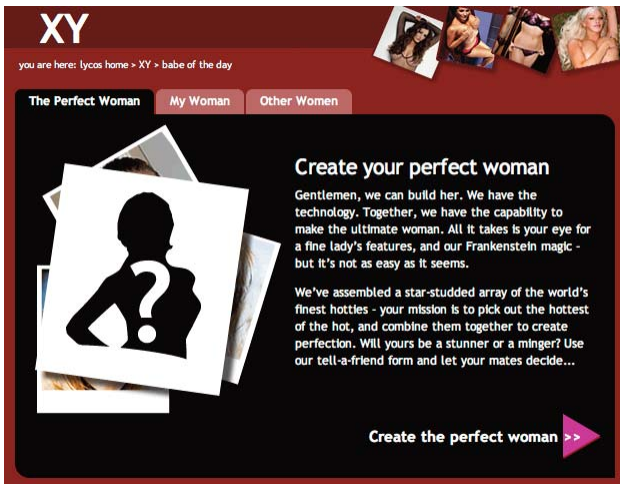
Taglab developed a Flash-based "photofit" application enabling users to construct the face of their ideal woman by selecting and combining features from an array of celebrities. Users can then e-mail the images that they have created to friends, challenging them to do better, and submit their perfect woman to an online gallery for all to see. The system also collates statistics on the most popular features to produce an "ultimate" perfect woman, as chosen by Lycos users. This image has been used as the basis of a PR campaign targeting national press.

results

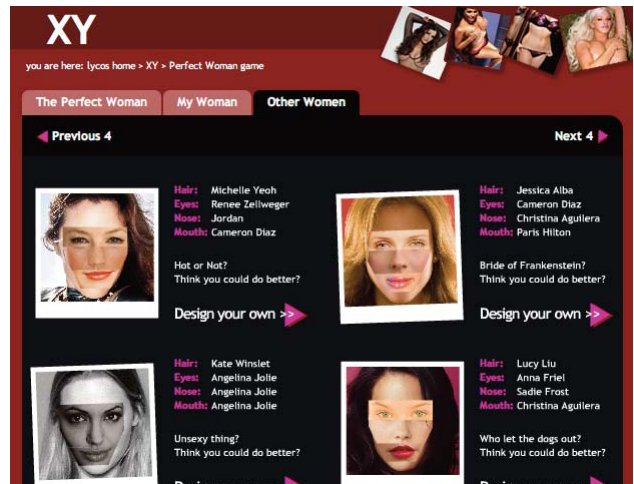
Traffic from the Perfect Woman campaign has been a significant contributor to XY's successful launch. The channel is now achieving an average of 200k page views per month. The PR campaign is anticipated to achieve substantial coverage in national press.

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call **0207 183 3600** or visit **www.taglab.com**

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Home page



Gallery



Viral landing page



Tell-a-friend form

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