

# Magnetise Delivers 'Better Prizes, More Winners' to Channel 5's Website with TopFox

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Tuesday, 14 February 2012

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14th February 2012, London: The Magnetise Group (<http://www.magnetisegroup.com>) (Magnetise), a marketing technology company that improves the reach, return and accountability of digital engagement, has launched 5 Prizes (<http://competitions.channel5.com/>) for Channel 5. Developed and delivered using TopFox, the UK's biggest white label competitions platform, 5 Prizes is the latest addition to Channel 5's 5 Play (<http://www3.channel5.com/fiveplayportal/>) portal which offers a range of gaming services. The new competition offering adds a wealth of engaging opportunities for visitors, an additional revenue generation capability for the media owner and a lucrative new channel for advertisers looking to attract interest and generate leads from visitors to Channel 5's popular and high profile online services.

Due to the long-standing relationship between Northern & Shell and the Magnetise Group, which has seen TopFox deliver commercially successful competition services to the likes of OK Magazine, Daily Express and Daily Star, TopFox was an obvious choice for the TV channel's new owners. The whole project was delivered within the space of a month, which is testament to great working relationship built up by the teams involved.

TopFox helps publishers set up, host and manage competitions with a seamless look and feel, keeping visitors within their site at the same time as generating an additional revenue stream from leads generated for advertisers as part of the competition entry process. Publishers can completely customise their content and offers, create banners and email newsletters, add their own exclusive competitions and have complete control over the promotions run on their site. Visitors can quickly and easily add a 'tick in a box' to register for 5 Prizes at the same time as registering for other client services, while conversely, TopFox also offers newsletter registrations within its sign up process, ensuring that publishers can fully engage their audiences through every available touchpoint.

Farzad Jamal, Group Internet Controller, Northern & Shell commented; "Having worked with the TopFox team for a number of years now, Magnetise was an obvious choice for our new competition offering. It's so quick and easy to implement and manage, and the resultant revenue we generate from linking our lucrative audience to advertisers is a welcome addition to the business. "

Peter Gowrie-Smith, Managing Director of Magnetise added; "With 5 Prizes, TopFox is now starting to reach into the burgeoning online TV market which is a logical progression for us. TopFox already has over 1 million active members and we're looking forward to welcoming Channel 5 viewers into the fold and rewarding them with some fantastic competitions and prizes based around Channel 5 programmes."

With a prime position widget on the home page of the 5 Play portal and cross promotion banners showcasing the most popular and lucrative competitions which run in multiple positions on Channel5.com itself, 5 Prizes is achieving promising traffic. It has already doubled month-on-month registrations and results and engagement levels will build further as the service is more fully integrated. Future plans include the combined promotion of programming content with promotions and prizes and using the data generated from activity to further optimise both consumer content and revenue generation opportunities for Northern & Shell.

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## About The Magnetise Group

The Magnetise Group (<http://www.magnetisegroup.com/>) is a marketing technology company founded in 2007 to improve the reach, return and accountability of digital engagement. Its platform enables a suite of products to create and manage advertising, marketing and lead generation campaigns that deliver significant revenue while optimising both response rates and data quality.

Products include:

- TopFox (<http://magnetisemedia.com/topfox/index.html>): the UK's leading white label competition platform, integrated into established websites, with over one million active users.
- In-Banner (<http://magnetisemedia.com/inbanner>): a lead generation solution that improves standard display advertising by adding data capture capabilities with real-time validation and pricing.
- Lead Intelligence (<http://www.leadintelligence.co.uk/>): a bespoke, fully integrated lead management and analytics platform for multi-channel campaigns.
- In-Video (<http://magnetisemedia.com/invideo/>): unique platform that standardises innovative online video advertising for the mass market via rich, interactive overlays.

## About Channel 5

Channel 5 is wholly owned by Northern & Shell. Northern & Shell was founded in December 1974 with the vision of becoming a significant force in British and worldwide media. That ambition was developed through a broad portfolio of magazines and broadcast interests and came of age with the acquisition of Express Newspapers in November 2000.

Today, Northern & Shell owns four national newspapers and is a 50 per cent joint venture partner in two more in Eire. It also dominates important parts of the consumer magazine market in the UK and worldwide with 12 foreign editions, operates in all major areas of publishing and has diverse interests in television, print, distribution, investment and property.

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