

# Being a burglar isn't that difficult - unique social burglar experiment footage released by Confused.com

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- Immersive marketing campaign – competition whereby members of the public became burglars for the day
- More than 600 people entered the competition
- Once the competitors had gained access and burgled the property, they were allowed to keep the items they'd stolen, including new iPads, Amazon Kindles and TVs.

19 % of the UK does not have any home and contents insurance cover\*. To highlight the importance of home and contents insurance, www.Confused.com invited members of the public to get involved with a secretive campaign based around burglary, becoming the first comparison website to embrace social media with such a campaign.

The first phase of the campaign began by asking people to visit this page and state the town or city the clues in the video pointed to:

<http://www.confused.com/home-insurance/articles/win-one-of-the-UKs-most-stolen-items-in-our-burglary-experiment>.

The first three people who guessed the correct location from the clues given were then sent a video, which told them about an opportunity to steal high value items from a vacant property in Bristol. In the video, they were asked to travel to Bristol Temple Meads train station, where they were met by an actor.

The competitors were then, one by one, picked up by the in-character actor from the video in a van and taken to the location in Bristol, where they were told to gain entry noiselessly and take what they could find. The competitors were filmed inside the house and were left unaware as to whether anybody would return to the house.

Here is a video of the experience: <http://www.youtube.com/watch?v=q7eMdQEPzNE>

The competitors included Alex from Brighton, who stated on the day that he had been burgled in the past while sleeping.

Security expert John Humphries of Defend and Protect Ltd has 17 years of security experience. He was asked to give his professional opinion of the contestant burglary footage and commented that Alex was surprisingly adept, most likely because he'd been burgled.

Burglar-for-the-day Lucy described the experience as being 'terrifying', and said that it 'definitely makes you think twice' about home security.

Sharon Flaherty, head of PR and content at Confused.com had the following to say,

"With this campaign we were looking to create something immersive that demonstrated very clearly the

importance of having home and contents insurance. We wanted to demonstrate that even members of the public with no burgling experience can gain access to a house and be in and out within minutes having stolen high value or sentimental items, and came up with this unique way to do so.

“In order to make it as authentic as possible, the contestants knew very little about the experience, something that was very important as we wanted to gain the insight of a security expert who could analyse the movements of the contestants and also give tips regarding home security. Interestingly, John Humphries said that the contestant who had been burgled was perhaps more at home in this experiment, as its clear that he now understands just what a burglar is looking for and where. I only hope those watching this don't have to experience a burglary just to appreciate how devastating it can be.”

## USEFUL LINKS

1. This video was emailed to the first three contestants to respond correctly to the clues video:

<https://vimeo.com/44511960>

2. The 'making of' video can be viewed here: <http://www.youtube.com/watch?v=KABfLcYwUwQ>

3. Security expert John Humphries gives his professional opinion on the burglaries here:

<http://www.youtube.com/watch?v=vomDXBWF9Eg>

## ENDS

### Editors Notes

The campaign took place between Monday 25th and Saturday 30th June.

The agency behind the campaign is [www.asocialmediaagency.com](http://www.asocialmediaagency.com)

\*The survey of 2000 homeowners was completed by OnePoll.com on behalf of Confused.com. February 2012.

### About Confused.com:

Confused.com was the UK's first price comparison site for car insurance. Confused.com is one of the UK's biggest and most popular price comparison services. Launched in 2002, it generates over one million quotes per month. It has expanded its range of comparison products over the last couple of years to include home insurance, travel insurance, pet insurance, van insurance, motorbike insurance, breakdown cover and energy, as well as financial services products including credit cards, loans, mortgages and life insurance.

Confused.com is not a supplier, insurance company or broker. It provides an objective and unbiased comparison service. By using cutting-edge technology, it has developed a series of intelligent web-based solutions that evaluate a number of risk factors to help customers with their decision-making, subsequently finding them great deals on a wide-range of insurance products, financial services, utilities and more. Confused.com's service is based on the most up-to-date information provided by UK

suppliers and industry regulators.

Confused.com is owned by the Admiral Group plc. Admiral listed on the London Stock Exchange in September 2004. Confused.com is regulated by the FSA.