

Interview

How FashionTV Gaming Group aims to make its mark in online gambling

Pamela Allmark, commercial director - Europe at FashionTV Gaming Group, talks to EGR Marketing about how it is leveraging a global TV brand to appeal to a new set of punters

Melanie Dayasena-Lowe | 20 December 2019



FashionTV Gaming Group has brought its innovative B2B concept to the gaming world, allowing operators and suppliers to develop and produce their own FashionTV branded games or run FashionTV branded gaming verticals using a sub-licensing model.

Backed by the FashionTV global network, which has over two billion viewers globally, the firm made its official debut in 2019 by entering the Asian market for the first time and venturing into the live casino space through partnerships with land-based casinos.

Following a global expansion tour that's seen the company make its mark across Europe, Africa and Asia, Pamela Allmark, commercial director – Europe at FashionTV Gaming Group, discusses what's in store for FashionTV brand licensors for egaming in 2020.

EGR Marketing: How did the idea for FashionTV Gaming Group first come about?

Pamela Allmark (PA): We've shown that there's a clear synergy between the worlds of luxury lifestyle and online gaming, and we believe this presents an exciting opportunity for operators and providers looking to tap into a captive audience, with proven FashionTV-branded concepts.

Thanks to our unique joint venture and partnership with FashionTV, FashionTV Gaming Group is the world's sole licensor for the FashionTV brand in egaming. That means we can exclusively enable our partners to design, develop and launch their own Fashion-TV branded games and websites across new and existing gaming verticals – all backed by the FashionTV brand, global TV network, and 22 years of owned content.

EGR Marketing: How does the sub-licensing model work?

PA: As the exclusive licensor of the global FashionTV brand for online gambling, we select well-established operators and providers to build and run their own FashionTV-branded gaming products. From branded casinos, branded slots and live dealers, to sports betting, bingo, lotto, skill games and virtual sports, our partners can bring a touch of that coveted FashionTV style to their gaming operations and generate new growth engines for their business.

But we offer more than just the FashionTV brand name. We've created a whole ecosystem that leverages decades of popular FashionTV content, and the powerful reach of this global network. Our partners have access to an extensive archive of FashionTV shows, enabling them to build totally unique – yet instantly recognisable – gaming products. And once they're ready, they can promote their offering, using unique FashionTV-branded events and activities, shown across all FashionTV global channels, including TV and new media. It's an extraordinary international showcase, creating massive brand awareness for fast market penetration.

EGR Marketing: How has the brand been received so far in the Asian market and globally?

PA: It's been a whirlwind year for us, as we introduced the world to this unique new opportunity. We've held a series of glamorous launches and lifestyle events across Europe, Africa, Asia and beyond – and the response has been really fantastic.

Asia in particular has been really strong, as you'd expect, when you consider that FashionTV has more than one billion viewers in the region. There's a big appetite for the beloved and popular fashion TV brand and stylish games that bridge online and virtual worlds.

We've already had significant interest from several large groups, and we're looking forward to licensing the FashionTV brand to a limited group of leading partners to create a unique new offering to this captive market.



EGR Marketing: How do you think the FashionTV name will appeal to punters?

PA: FashionTV is a globally recognised brand and, as the leading lifestyle and fashion channel in the world, has established significant credibility and an audience of over two billion – one billion of which is in Asia.

There's a strong synergy between this luxury lifestyle audience and the target demographics in online gaming meaning software providers and operators can launch new FashionTV-branded games, based on popular concepts that they know will resonate with existing players, and draw in new crowds.

EGR Marketing: What kind of demographic are you targeting?

PA: Just like FashionTV, the online gaming products that we enable have global appeal. There's a significant crossover between FashionTV audiences and online gaming players, meaning the two billion FashionTV viewers around the world, both men and women, are all a potential market for our partners.

The content we provide access to is a real advantage too. By drawing on extensive FashionTV archives and countless storylines, our partners can create a range of unique concepts that are already proven to appeal to a vast audience. Leveraging

the power of this mega brand, operators and providers alike can take their enterprises to the next level from day one.

EGR Marketing: Which suppliers have you partnered with so far?

PA: We're already working with several of the leading gaming providers around the world on projects that will be announced in the next months once products are ready to launch, and are looking forward to launching more new FashionTV-branded games and websites over the coming year.

We're also looking to meet potential new partners, with the intention of creating longstanding, meaningful relationships with some of the leading egaming companies around the world. Although we only plan to issue a limited number of licenses in each region to ensure our partners' offerings remain uniquely compelling.

EGR Marketing: What makes FashionTV branded games so successful?

PA: Branded games have mass appeal as they're trading on already-established concepts, making them a highly valuable addition to any gaming enterprise.

Given its synergy with the online gambling industry, and the breadth of content generated over its 22 years in business, FashionTV is a great fit for branded games. It's a mega name with huge global recognition, and there's a captive market of two billion likeminded viewers worldwide.

FashionTV fans have come to know and trust the brand for 22 years. They're comfortable with the multiple FashionTV verticals already succeeding today, so it's a seamless transition to introduce FashionTV-branded games to the mix.

EGR Marketing: How does FashionTV Gaming Group aim to bridge the gap between the fashion and online gambling sectors?

PA: As the exclusive global licensor of the FashionTV brand for egaming, we give our partners access to decades of proven FashionTV content to create games and websites embodying the glamour of FashionTV. Imagine jaw-dropping games that capture the real world of FashionTV, like our diamond-studded live dealer studio that's already proving to be a star. Or slot games inspired by popular songs and series, like the hit Luxury Destinations show. With such recognisable content to leverage, operators and providers can launch products with instant appeal.

Beyond that, our exclusive loyalty programme brings the world of FashionTV to life in extravagant style through FashionTV parties, branded events, diamond-studded catwalks, shows and branded goods.

EGR Marketing: Where do you see the most value in terms of advertising campaigns with regards to different channels, e.g. TV, social media etc?

PA: Launching any new venture requires significant investment and given the power of TV and social media advertising, this can come at a huge cost. But by partnering with FashionTV Gaming Group, select operators and providers have access to a vast network, across TV and new media, to promote their own FashionTV-branded products and achieve the recognition they need for success at no additional cost.

With the breadth of the FashionTV network behind them, our partners can select the most effective channels – and target their advertising for maximum impact.

EGR Marketing: What's your involvement with the Miss FashionTV Gaming World event and how does this help push your brand to customers?

PA: We held our inaugural Miss FashionTV Gaming World Award in May 2019, and it's something we're looking forward to continuing on an annual basis. This fantastic international modelling competition crowned the new queen of FashionTV Gaming, and the face of our activities, and attracted huge attention from across the industry. It's just another way in which we can harness the FashionTV brand to great effect for our partners.



EGR Marketing: Why did you decide to launch live casino?

PA: Live casino has great synergy with FashionTV – a brand that’s built its reputation on real-life content that transports viewers into luxurious new worlds. So, it makes perfect sense to continue this trend with an equally stylish live casino offering that puts players in the front row for the most glamorous gaming experience.

The FashionTV diamond-studded live casino is already proving a huge hit, and the launch of the Diamond Lounge – a unique new venture that enables land-based casinos to create bespoke, FashionTV-branded lounges within their premises and connect them online – is another step towards creating a truly immersive FashionTV Gaming World.

EGR Marketing: Can you tell us more about FashionTV Gaming World?

PA: FashionTV is synonymous with style and sophistication, and we wanted to create a whole new world of FashionTV branded, luxurious games, produced by our partners in every egaming vertical and market, and supported by a loyalty programme that captured this with the FashionTV Gaming World.

Through a series of ultra-exclusive, star-studded events and unique experiences, we give key partners, affiliates and players access to the hugely sought-after world of FashionTV. The FashionTV Gaming World is an opportunity to instantly elevate your profile, and treat your VIPs to once-in-a-lifetime experiences, launch branded games and websites, and become a part of a new world of luxury products that will be promoted by our global media power – the Fashion TV Gaming World.

EGR Marketing: What are your plans for FashionTV Gaming going forward?

PA: We’ll be continuing to license the FashionTV brand to select software providers across verticals and select operators across regions. In 2020, we’ll be focusing on Asia and Latin America where we believe FashionTV-branded casino, lotto and bingo games, as well as websites, will be particularly popular.

Just like FashionTV, we want to establish ourselves as the global go-to for truly unique gaming experiences. The success of this year was just the start of the story – we’ll be looking to work with more of the industry’s leading enterprises to push the boundaries of egaming into a brave new world.

Asia | Brand | FashionTV Gaming Group | Interview | Live casino