



Isle of Man

International Business School

Scoll Dellal Eddyrashoonagh Vannin

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IBS Launches “Buzz” Marketing Campaign

As the application deadline for courses at the Isle of Man International Business School approaches, the school’s marketing department has launched an innovative way of reaching out to a wide audience on the Island to notify them of forthcoming open days and to direct them to information about the range of courses available.

The school has launched a viral marketing campaign called “The Brain Game” www.brain-game.co.uk , a highly addictive and challenging online game that involves negotiating a “thought” through the neural network of the brain as quickly as possible.

The site contains a leader board of fastest times and the person with the quickest score at the end of the game will win a BlackBerry Curve 8300 kindly donated by Manx Telecom. On completion of the game, players are directed to information about the IBS and linked to the school’s website, www.ibs.ac.im

Head of Sales and Marketing, Tiffany Jacobsen said,

“Buzz or viral marketing is an effective way of disseminating a marketing message to a target audience, especially in a location such as the Isle of Man where there is a close community and a limited number of communication channels open to marketers. The Brain Game has already been accessed by hundreds of local people as recipients play and pass it on to their network of contacts. We were looking for a new way of advertising that would create a buzz and capture the imagination. We hope that people will not only enjoy playing the game but will also take the opportunity to find out more about what goes on at the Business School. The IBS would like to thank Manx Telecom for their sponsorship and design agency, Home Strategic for their hard work and creativity in bringing the Brain Game to launch.”

The winner of the Brain Game will be announced on 10th September. Term starts at The IBS on 17th September and anybody wishing to find out more about programmes is advised to attend the Open Evening on Wednesday 22nd August between 6pm and 7.30pm.

For further information about this news release, please contact:

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