

## 888poker Launches "Ready to Play" Campaign Featuring "Finale" by Madeon

Written by Australian Business

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[888poker.com](http://888poker.com), global online poker leader, have launched their new marketing campaign, "Ready to Play" which features the chart topping song "Finale" by popular French electronic musician, Madeon. To see the main advertisement clip, [go here.](#)

The campaign is focused around a new TV advertisement which takes you through the 888poker *DIFFERENT* poker experience featuring the various devices you can play with and the types of experiences you could be part of with the ever growing poker site. Play on the go with the upgraded mobile applications for all mobile and android devices; qualify to major live poker events and exotic destinations; play with friends and try it all for free. All of these opportunities and more are part of 888poker's continued focus on giving our players a complete and fun online poker experience.

The campaign will be part of several major markets including Spain and UK. The campaign launch coincides at same time as Madeon's current global tour and we will look to provide promotions and opportunities for our players to go see him perform.

Itai Pazner, Senior Vice President of 888.com, stated, "We are very excited about this new campaign, this year our poker offering has seen major growth with several upgrades, more qualifying tournament series and unique promotions than ever before. Choosing the Madeon's FINALE, as our campaign soundtrack is a perfect fit for the energy and excitement that 888poker has seen this year. We hope our players enjoy and new players try us out."

For more information about this release or 888poker.com, please contact 888.com Global Marketing and PR Director, Jennifer Von Strohe at [Jennifer@888.com](mailto:Jennifer@888.com).

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