

Ladbrokes PLC

Our eGaming division has customers in over 200 countries and operates in 18 currencies.



Background

When shareholders approved the sale of Hilton International Hotels to Hilton Hotel Corporation in January 2006 the group was renamed Ladbrokes plc and required a new corporate website to reflect the changes and inform stockholders and investment bankers of regulatory affairs.

Naked Penguin Boy's strong knowledge of the gaming sector and long term relationship with Ladbrokes made us the logical choice to design, develop and maintain the site.

About Ladbrokes

Ladbrokes plc is a world-leader in the global betting and gaming market, taking up to 10 million bets each week and £12 billion in stakes each year. With its comprehensive range of betting and gaming services, its leading technology and 14,000 skilled staff it is targeting growth opportunities in Europe and Asia.

Objectives & Strategy

The site navigation and design needed to be simple and straightforward to allow investors quick access to the information they required. A bespoke content managed system was created to permit Ladbrokes (and Naked Penguin Boy) administrators to update the site on a regular basis to ensure that the company obeyed the LSE rules regarding timely release of relevant information accorded to a stock market listed company.

Naked Penguin Boy worked closely with Hemscott/IPREO who provides investors with in-depth financial news, information and tools to enable them to make informative investment decisions. The Ladbrokes PLC site allows a seamless integration of the Hemscott tools into the website offering investors an advanced service.

