

LiveScore™

LiveScoreBet™

ALL ACTION SIMPLICITY

A GUIDE TO THE LIVESCORE & LIVESCORE BET MARCOMMS TONE OF VOICE

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LiveScore™

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01 BRAND FRAMEWORK

“

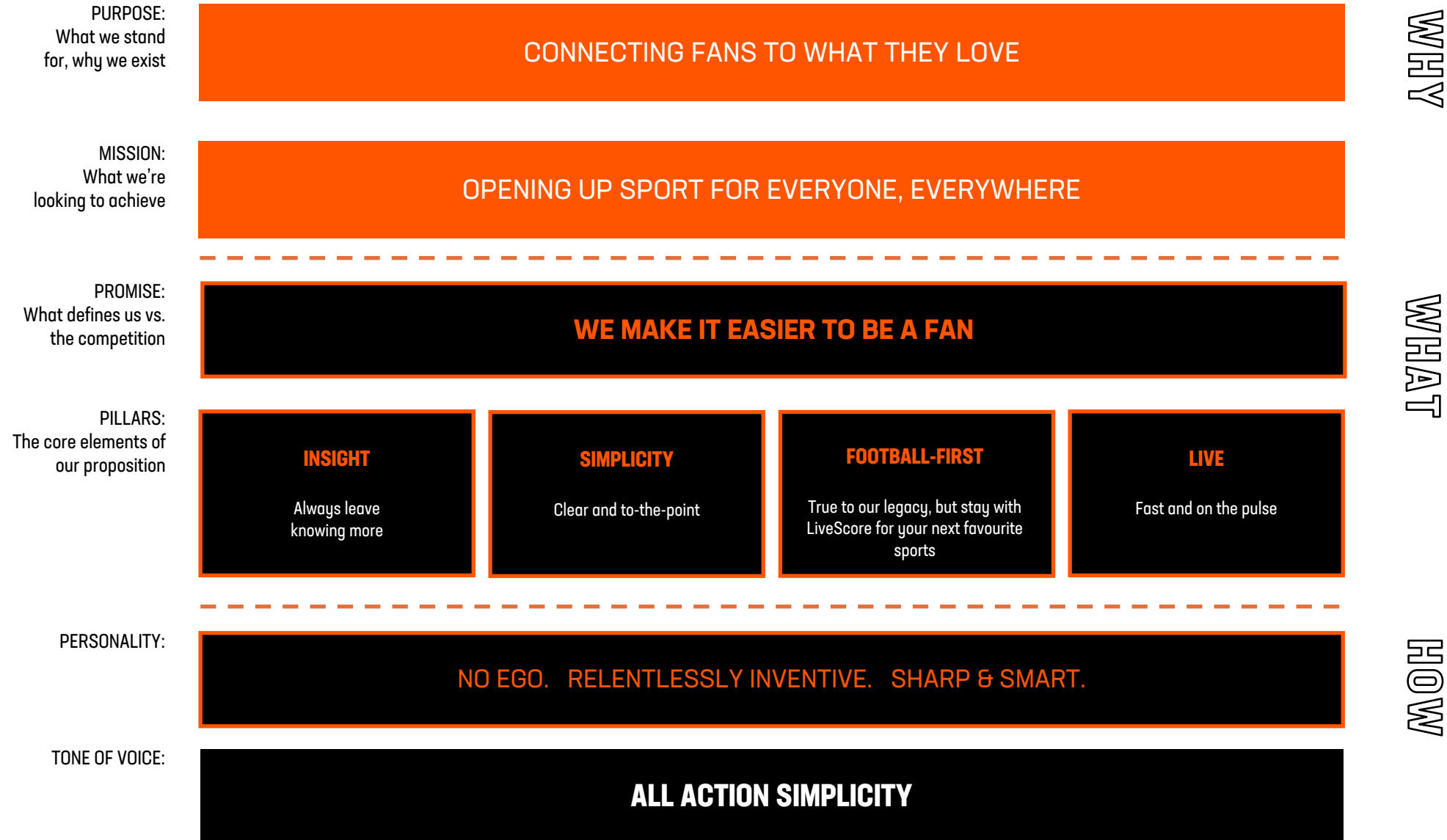
We have one clear customer promise:

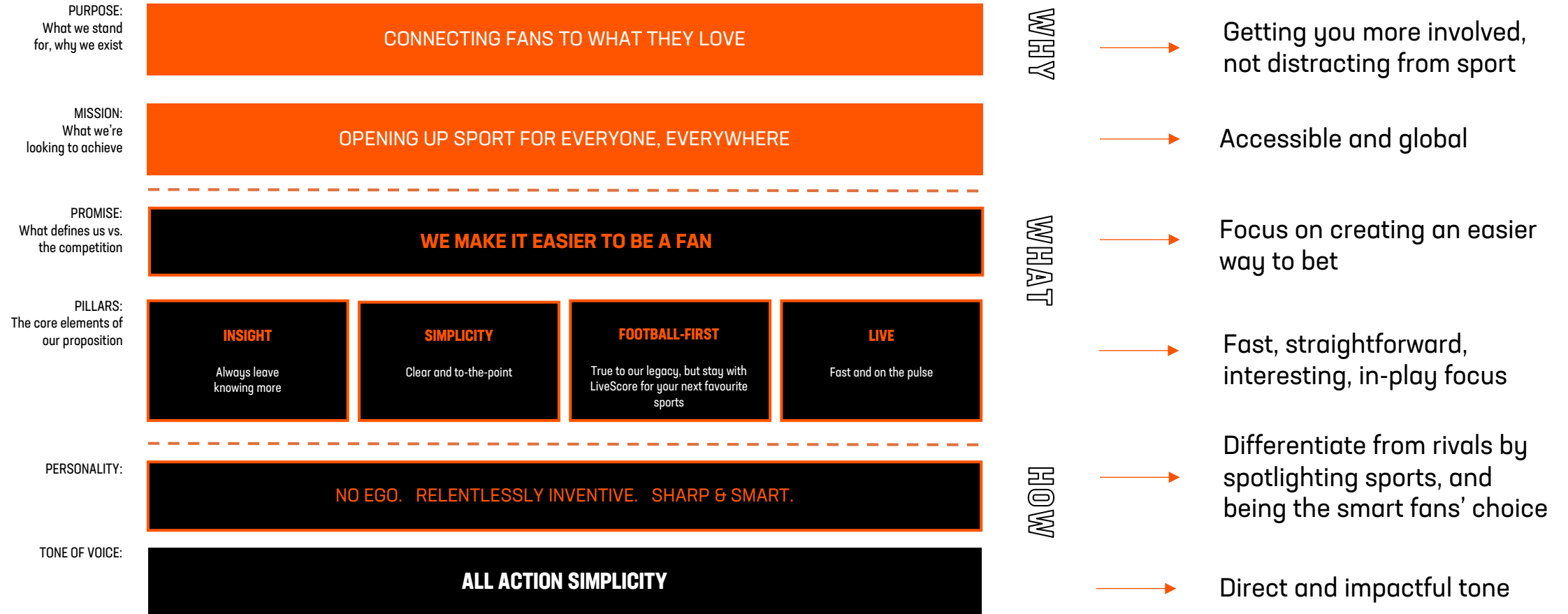
WE MAKE IT EASIER TO BE A FAN

We are born from insight, simplicity
and our football first mentality that is
delivered live to our fans.

”







TONE OF VOICE

TONE OF VOICE:

ALL ACTION SIMPLICITY

PILLARS:
The core elements of our
proposition

ALL

ONE OF THE FANS

Sport is in the blood. It's in the words too. Show passion and knowledge for sport and the fans in every word.

ACTION

RHYTHM OF THE GAME

Tempo, energy and ebb and flow.
Be expressive and lively.

SIMPLICITY

PITCH PERFECT

Always get to the point.
Only include what's really important. If in doubt,
play it simple.

LiveScore™

02 SO WHAT DOES THIS MEAN FOR OUR TONE OF VOICE?

THREE THINGS

1



ONE OF THE FANS

Sport is in the blood. It's in the words too. Show passion and knowledge for sport and the fans in every word.

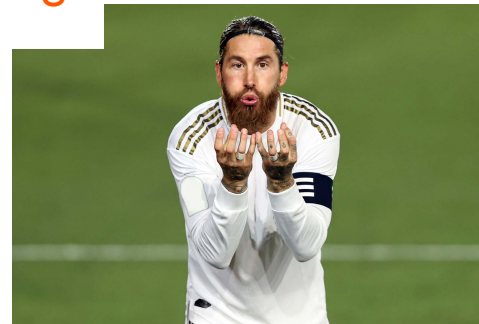
2



RHYTHM OF THE GAME

Tempo, energy and ebb and flow.
Be expressive and lively.

3



PITCH PERFECT

Always get to the point.
Only include what's really important. If in doubt, play it simple.

ONE OF THE FANS

We write words and phrases that are authentic – what we would hear from our fellow fans on the terraces, stands, or a pub screening.

However, we always do this with respect. We are never cruel, and we don't poke fun. We uphold the best values of the game and eliminate the unwelcome.

We keep up to date with the latest lingo too. Language changes fast on the terraces. Phrases like 'I've seen milk turn faster' can go off. To do this, check out fan blogs and websites, and the back pages of the newspaper.

We pick the right stats and include what is relevant only.



RHYTHM OF THE GAME

Tempo, energy and ebb and flow. Be expressive and lively.

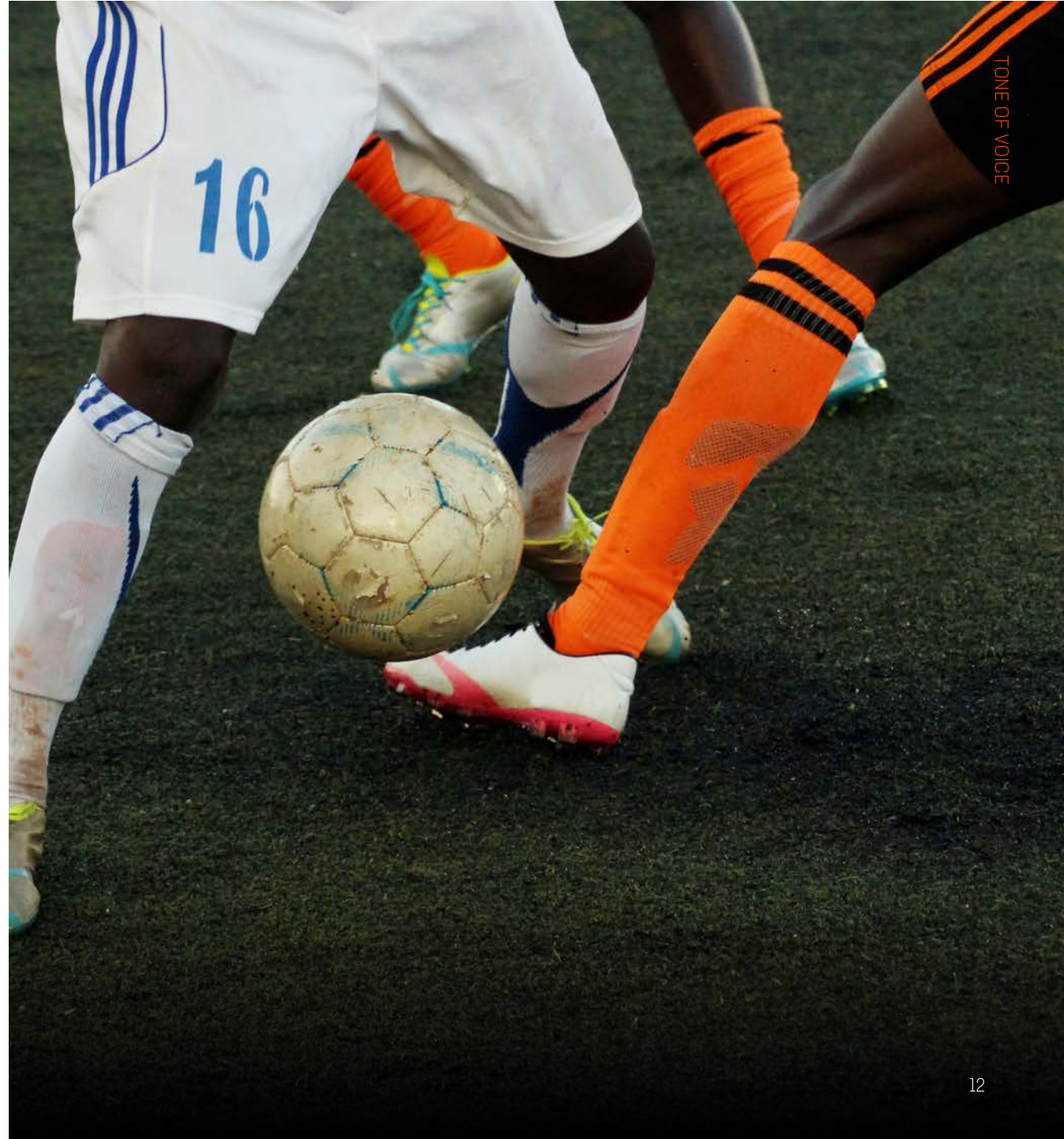
Rhythm has power and can convey the magic at an event in written form.

Writing can hop and skip and put a smile on your face. Or rather it can flip, volley or bicycle kick its way into the readers consciousness and memory.

To feel rhythm, read out a paragraph a few times.

Rhythm creates a mood. It creates pace and expression. It expresses in words what only the players do.

And use short sentences. They keep users close to the action.



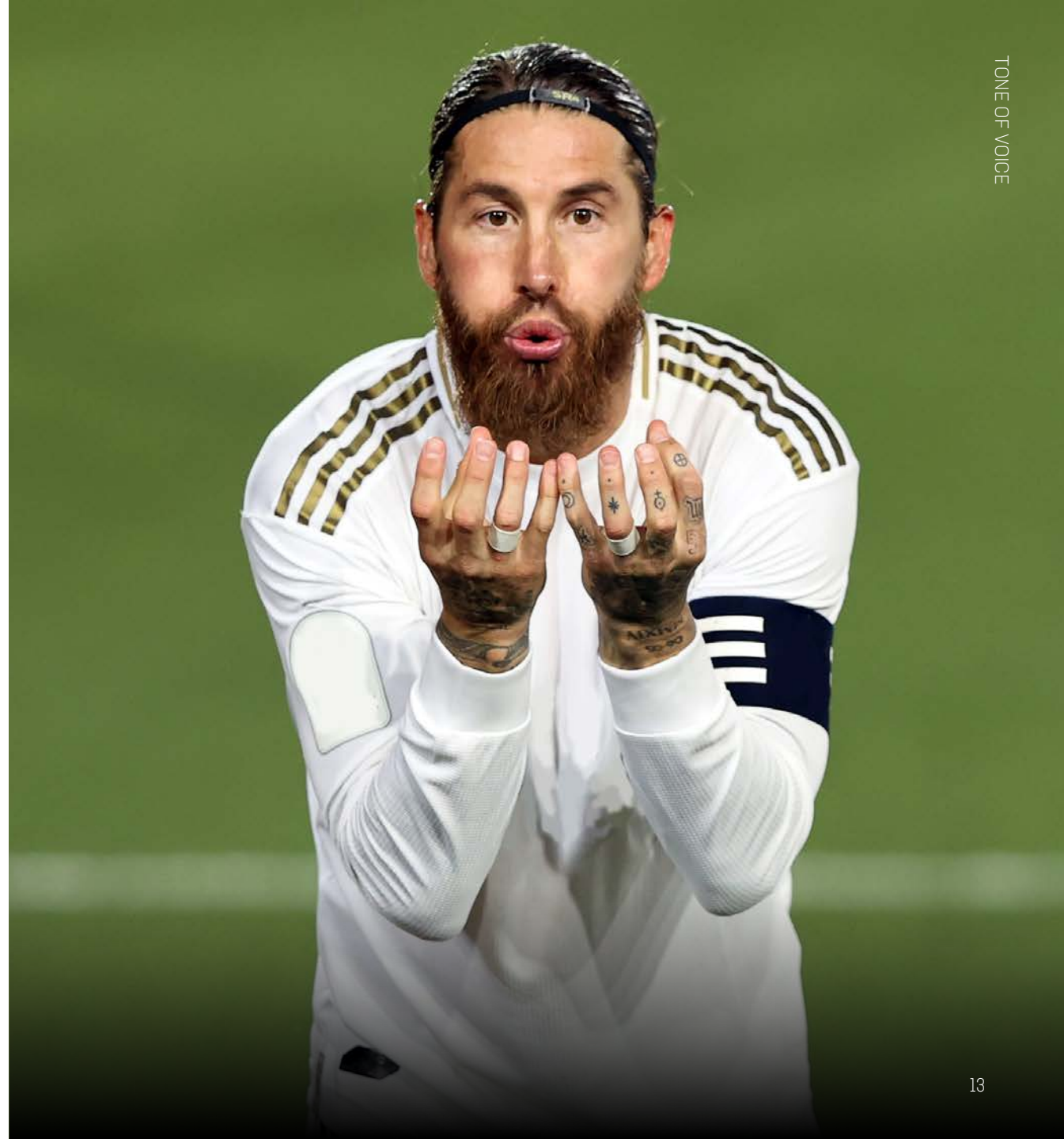
PITCH PERFECT

Just like the fact that there is no need to spell out the offside rule to a true fan. We don't overexplain.

We do deliver the information. Fans are always fact hungry and will want related content to embellish their love of the game. There's a bit of second screening here. You're watching the England game when the commentator mentions Harry Kane's goal record. You check how far he's behind Rooney.

Always get to the point.

Only include what's really important. If in doubt, play it simple.



**HERE'S AN EASY WAY TO REMEMBER
OUR TONE WHEN YOU'RE WRITING...**



We let our love for sport shine through and write from the point of view (and humour/knowledge) of a true sports fan.

This will help us stand out from our competitors who are all about the hustle and the winning.

SO WHAT WE DO MEAN
vs WHAT WE DON'T MEAN

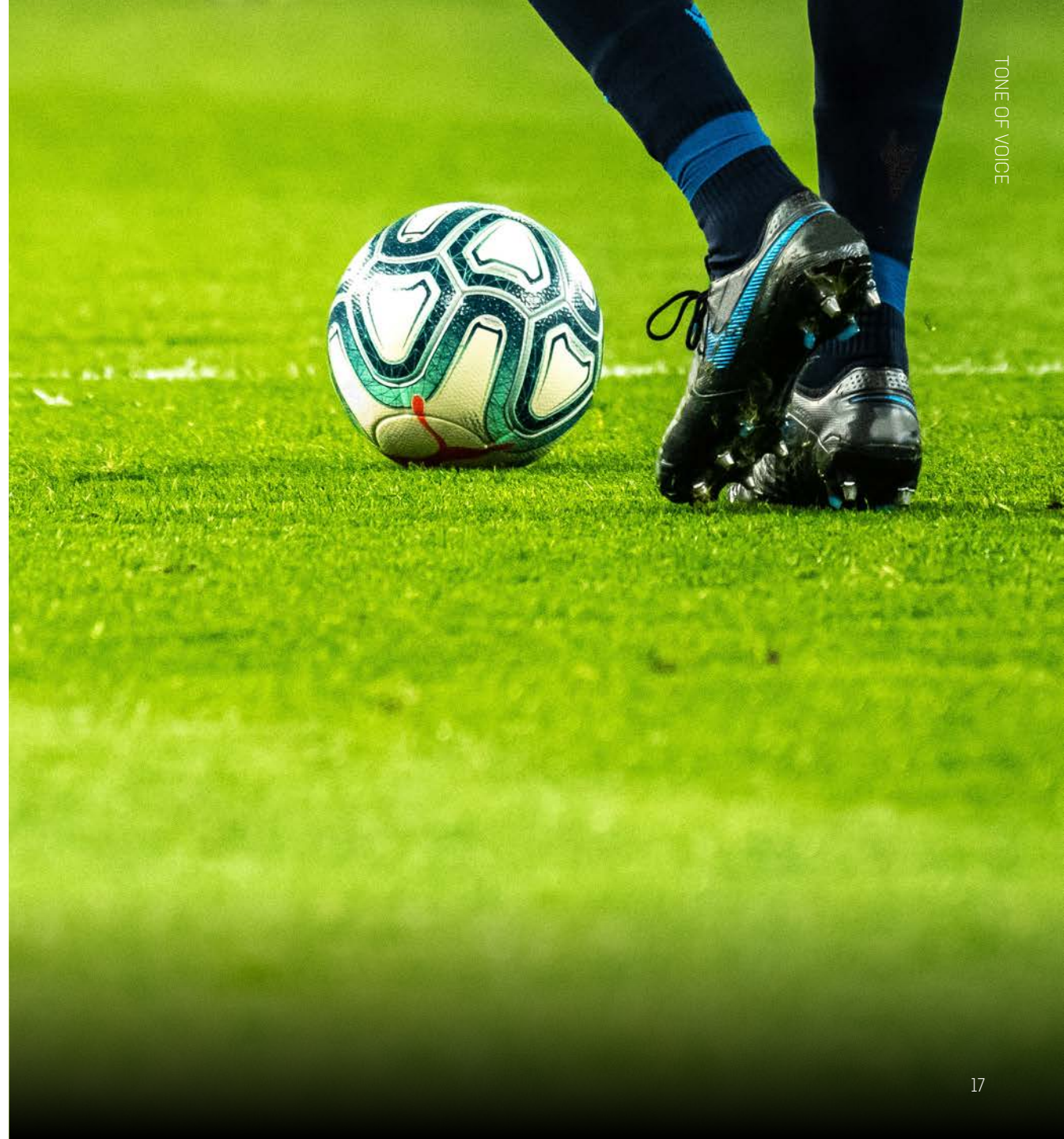
WHAT WE DO MEAN



We all know the kind of guy (in fact we're probably a little bit envious of them). It's that cool friend, who can nonchalantly reel out the perfect nugget from their in-built, up-to-the-minute sportapedia. They give you the info you want, when you want it. Before you know it, you'll be back in the thick of the action. They are always spot on.

WE ARE:

- Sports fans first
- Passionate
- Knowledgeable, insightful
- Direct, positive
- Clear, to-the-point



WHAT WE DON'T MEAN



Sometimes it's easier to see when it's not all going according to plan.

In fact, it pings out on the page a bit. You'll know it when you write it, and others will know when they read it. But hopefully it will be gone by your next draft.

We are not in your face. Anyone can google a bunch of stats. We pick the killer stat and let it do the talking for us.

WE ARE NOT:

- All about winning
- Overzealous
- Stat heavy
- Pun-makers, micky-takers
- Ranty, long-winded



WHO WE ARE

To help you with writing, it can be easier to attribute the values identified with the LiveScore brand with a famous persona.

You can think what they are likely to say and how they would express themselves.

We've identified the players we think strongly represent us, but if you prefer, pick your own personality who speaks LiveScore to you. It makes the words come to life.

WE ARE...

- Sports fans first
- Passionate
- Knowledgeable, insightful
- Direct, positive
- Clear, to-the-point

WE ARE NOT...

- All about winning
- Overzealous
- Stat heavy
- Pun-makers, micky-takers
- Ranty, long-winded

WE'RE MORE...

- Alex Scott
- Martin Tyler
- Gary Neville
- Phil McNulty
- Alan Shearer

AND NOT SO MUCH...

- Michael Owen
- Robbie Savage
- Danny Murphy
- Chris Kamara
- Paul Merson

WHO WE ARE

We are team players.

We are not red card worthy challenges.



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03 APPLYING THE PRINCIPLES

RADIO SCRIPT

Tone of Voice Key

ONE OF THE FANS

RHYTHM OF THE GAME

PITCH PERFECT

Another day, another sports subscription channel - sound familiar?

So how do you watch every single UEFA Champions League game for free? You just need LiveScore.

We can give you every single goal, every assist, every flick and even every shock-upset. From the biggest names on football's greatest stage.

And where can you watch it? Everywhere that's where. From any device or even casting direct to your TV. Because the free LiveScore app gives you even more ways to watch.

The new home of the UEFA Champions League. It's more than a score. Download now on the app store or Google Play.

PODCAST IN-READ SCRIPT

Tone of Voice Key

ONE OF THE FANS

RHYTHM OF THE GAME

PITCH PERFECT

In football, the result at the final whistle doesn't tell you the whole story.

That's why LiveScore gives you the complete lowdown. With **real-time updates, stats and analysis as your go-to destination for the latest football action.** It's the stuff that well, us fans simply need.

You can download the LiveScore app for free on the App Store or Google Play right now.

LiveScore. It's more than a score.

WHAT'S NEW COMMS

Tone of Voice Key

ONE OF THE FANS

RHYTHM OF THE GAME

PITCH PERFECT

- 5.6.1 We've made a few fixes in the last minutes of extra time after some users were experiencing app crashes. **Update the app today to keep up with the action.**
- 5.5 Favouriting at LiveScore has just got better. Tap the star to Favourite your team, fixture or competition and head to the Favourites section to quickly view what's coming up, team pages and set notifications.
- 5.4 **Just like your favourite team** we're lining up improvements ready for the new season. Update today for new Team Pages where you can find all your team's fixtures in one place.
- 5.3 Follow your team from Group stages to Knockout using our new EURO 2020 competition pages. **With fixtures, results, standings of each Group and Round, and LiveScore news and videos, you won't miss a moment of the action.** Plus, check the top goal scorers, assists, shots on target and more in the new Player Stats tab brought to you especially for the Euros 2020 competition. Enjoy!
- 5.1 **LiveScore's updated News section gives you even more Top Stories and the latest news from a wide range of sports.** From big match previews to regular columns on boxing, cricket and more, you can find exclusive content you won't read anywhere else.

APP STORE COPY

Tone of Voice Key

ONE OF THE FANS

RHYTHM OF THE GAME

PITCH PERFECT

LIVESCORE: LIVE SPORTS SCORES (UK)

Football Results, Stats & News

LiveScore keeps you up to date with the latest scores and real-time sports action. **From goals to cards, fixtures to final results.** LiveScore has everything you need, for every sports fan.

LIVE NOTIFICATIONS

Get fast updates to keep track of the scores, goals and red cards for multiple matches and sports at the same time, including all the details for Premier League, UEFA Champions League and more. Manage which match events you want to hear about in your settings.

COMPETITIONS

Search hundreds of competitions across the biggest sports. Including Europe's premier cups and football leagues with match details on the Premier League, UEFA Champions League, LaLiga, Serie A, Primeira Liga and Bundesliga.

FAVOURITE LEAGUES AND TEAMS

Quickly get to the scores and match details you're interested in. Favourite your team to follow their progress in the leagues and easily see past results or upcoming fixtures. **Switch on notifications for your favoured teams so you can keep track of all the action.**

WATCH SECTION

Stream exclusive LiveScore featured analysis from our very own football experts. The team will be covering everything from insights, post-match reviews, player transfer news and what they're excited about in upcoming fixtures.

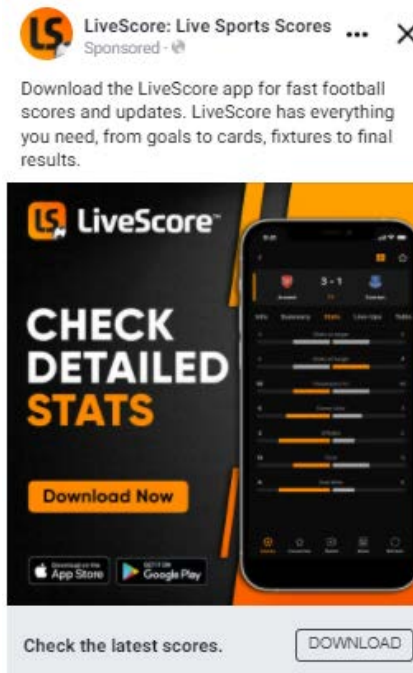
PAID SOCIAL SPONSORED AD

Tone of Voice Key

ONE OF THE FANS

RHYTHM OF THE GAME

PITCH PERFECT



REVISED COPY:

Everything you need for the game on your fingertips.

Download the LiveScore app for goal updates, results, fixtures and the facts all of us fans are hungry for.

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04 GENERAL RULES

RULES:

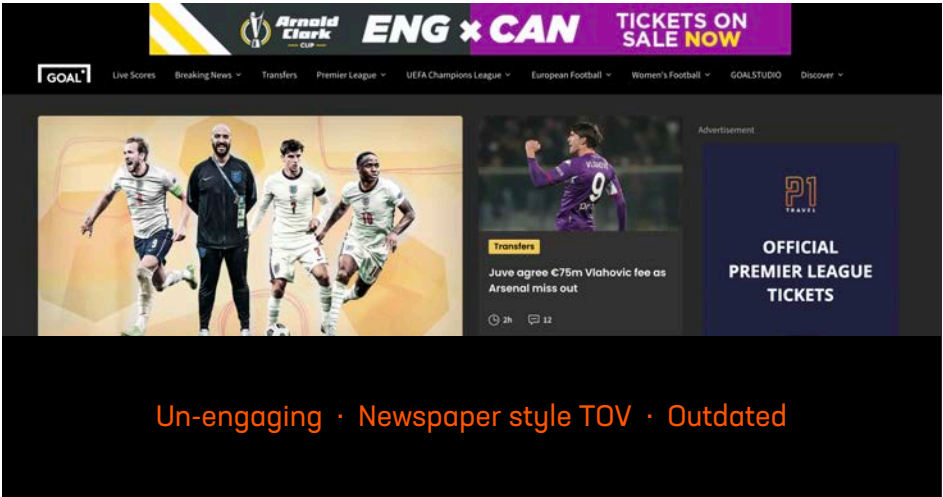
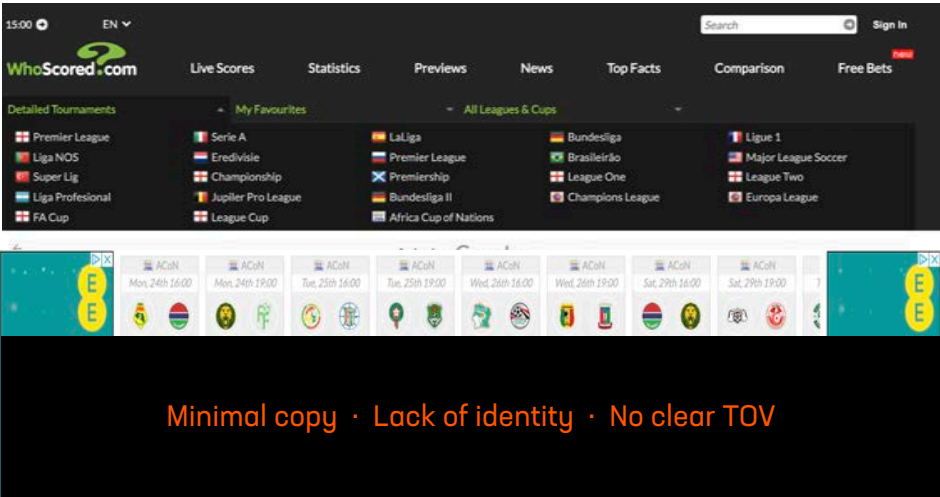
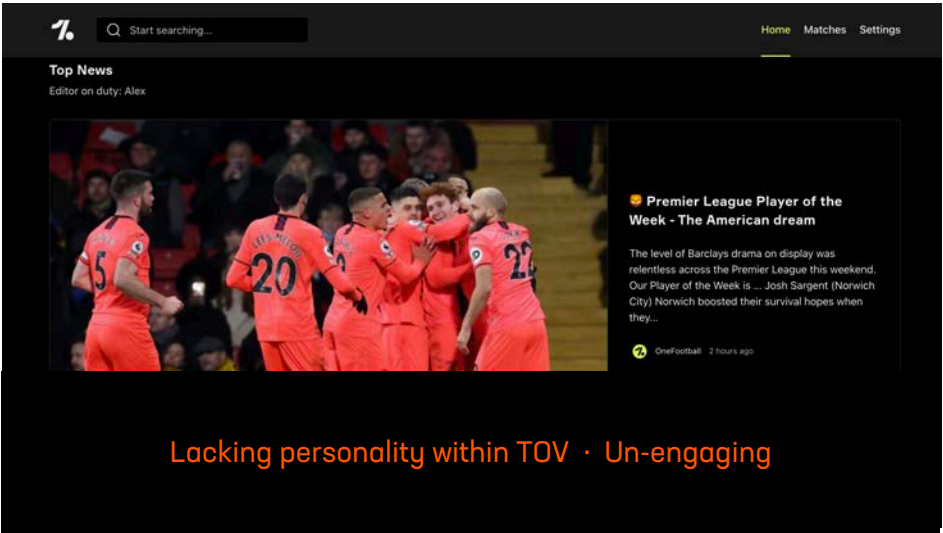
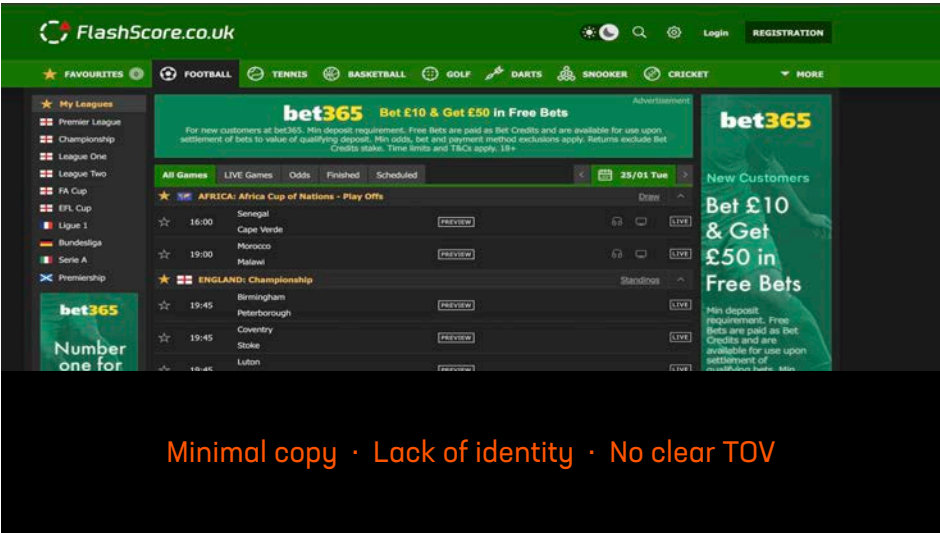
- We should not play up any of Cristiano Ronaldo's links in our communications, for example, Manchester United
- We should not make reference to 'live' or 'scores' in our communications as it makes it challenging to protect our IP



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05 COMPETITORS

COMPETITORS



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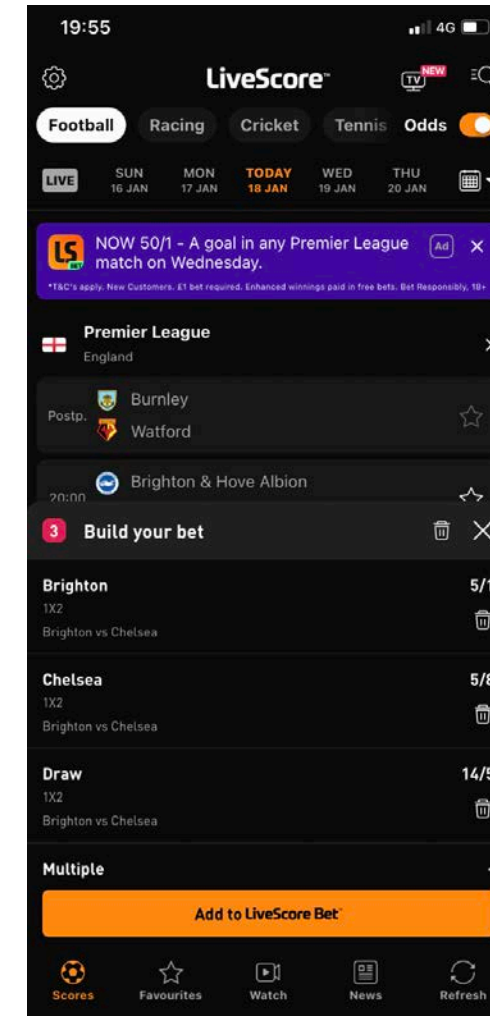
06 CONVERGENCE SUMMARY

CONVERGENCE

We are fortunate to have LiveScore Bet within our branded house.

This presents the opportunity to guide our users on LiveScore Media to LiveScore Bet using a seamless, integrated approach.

The shared tone of voice between the two brands creates a synonymous link for the user, guiding them to LiveScore Bet through a familiar TOV which further enhances their overall experience of LiveScore.



LiveScoreBet™

LiveScoreBet™

07 BRAND FRAMEWORK

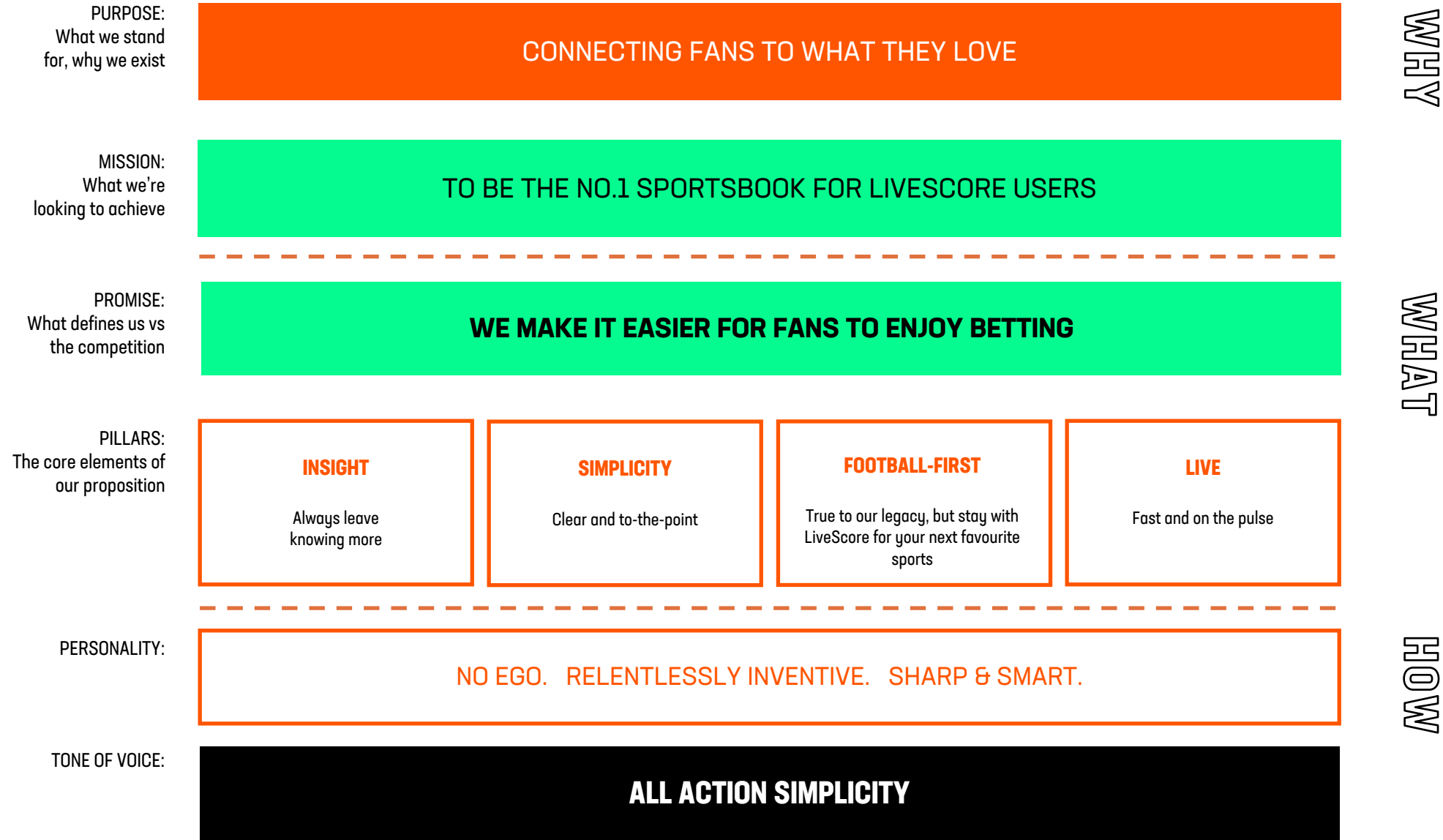
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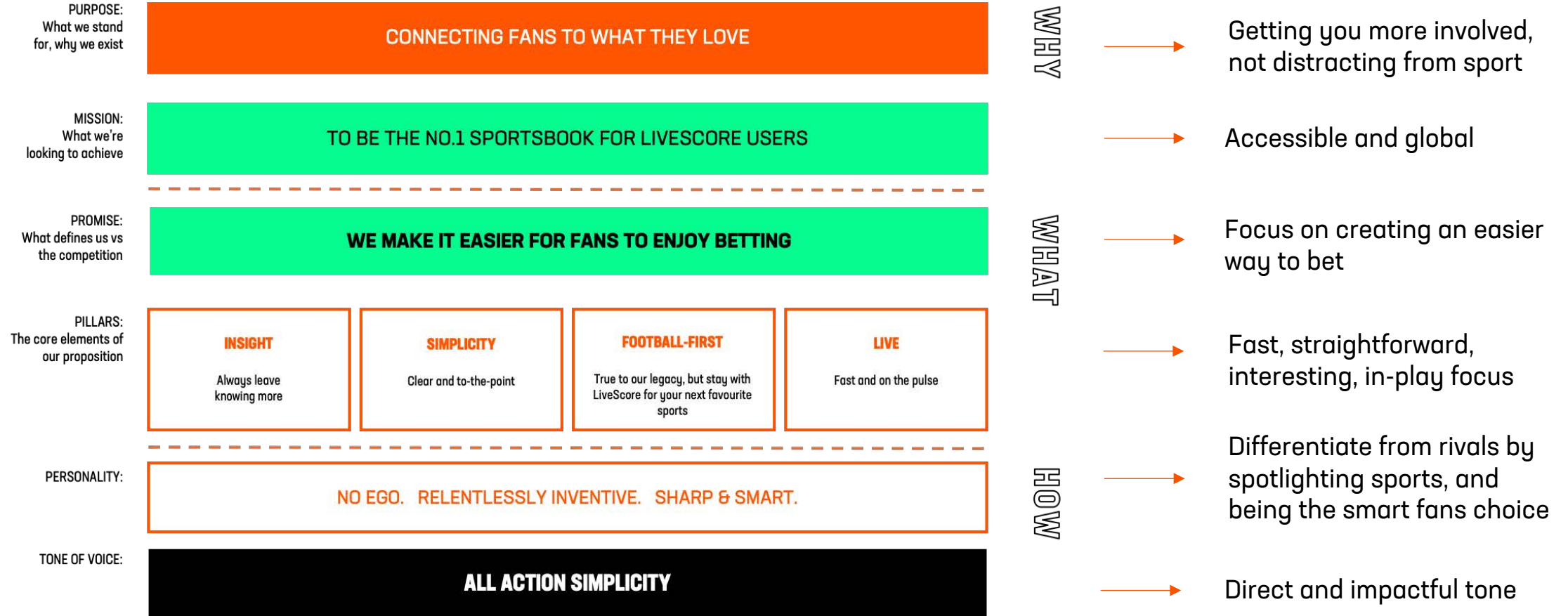
We have one clear customer promise:

**WE MAKE IT EASIER
FOR FANS TO
ENJOY BETTING**

And our mission is to be the No.1
sportsbook for LiveScore users.

”





LiveScoreBet™

08 SO WHAT DOES THIS MEAN FOR OUR TONE OF VOICE?

A RECAP OF THE LIVESCORE MASTER BRAND TOV 3 PILLARS.

1



ONE OF THE FANS

Sport is the in the blood. It's in the words too. Show passion and knowledge for sport and the fans in every word.

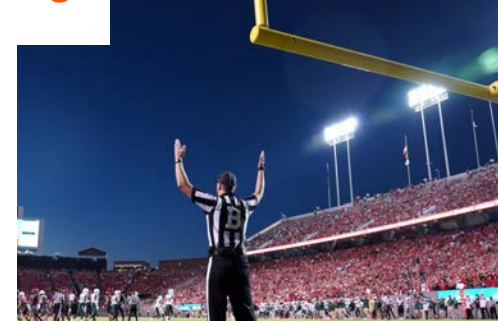
2



RHYTHM OF THE GAME

Tempo, energy and ebb and flow.
Be expressive and lively.

3



PITCH PERFECT

Always get to the point.
Only include what's really important. If in doubt, play it simple.

HOW DOES THIS TRANSLATE TO LIVESCORE BET?

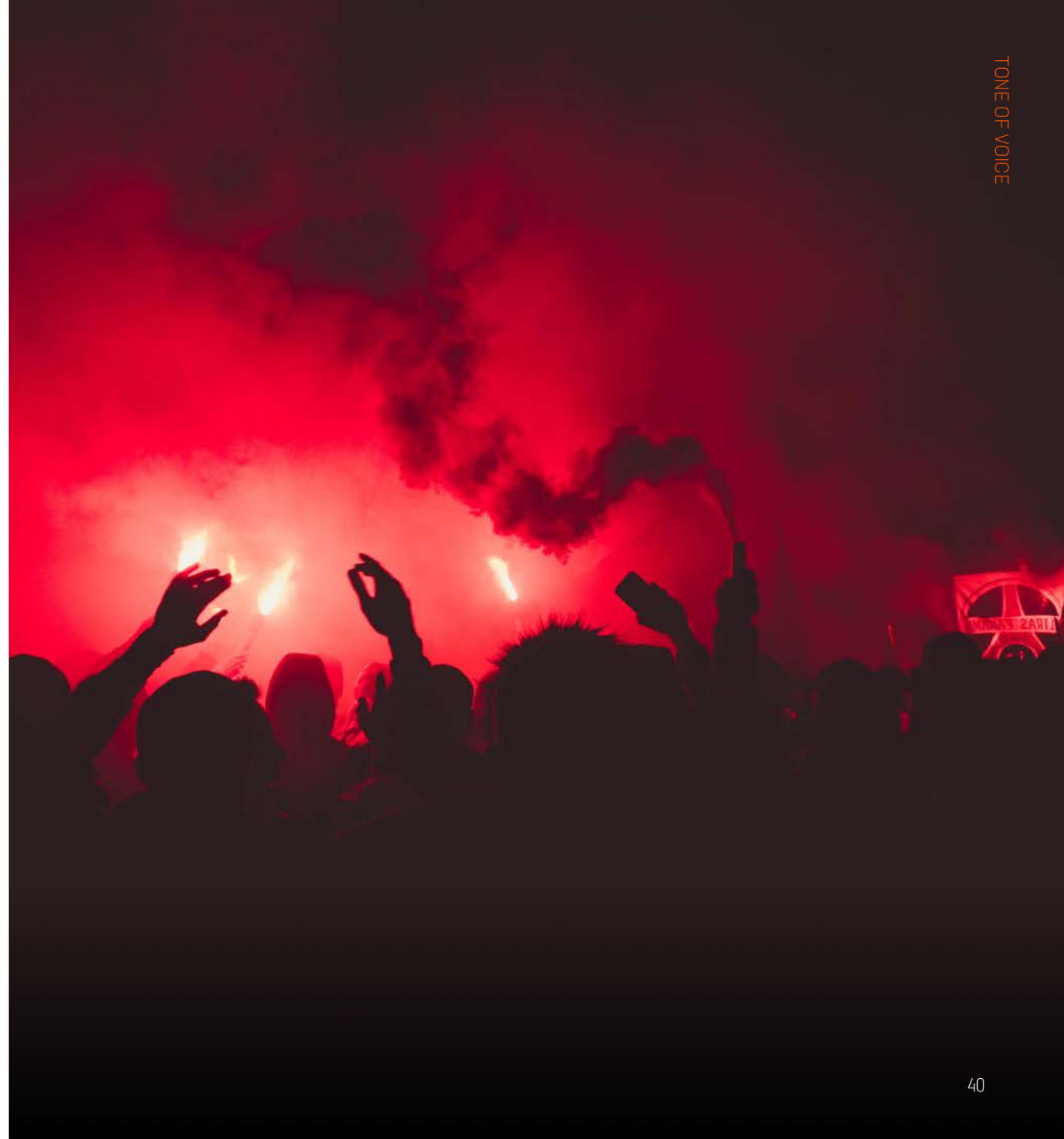
ONE OF THE FANS

HOW THIS TRANSLATES FOR LIVESCORE BET

A Bruno Fernandes Goalscorer Price Boost? Our customers won't settle for just **'Will Bruno score yet another penalty?'**. They're better than that. Look for the relevant stats: **scoring form, shots on target, how many penalties, opposition's defensive record** etc.

Selling SQUADS to a new customer? We know how good our game is, so let the numbers do the talking: **£XXX in free cash winnings last week - ready to join the action?** There's no point screaming **'JOIN THE BEST FREE GAME EVERY WEEK'** if we can't back it up.

We make sure they **always leave knowing more**.



RHYTHM OF THE GAME

HOW THIS TRANSLATES FOR LIVESCORE BET

Cheltenham Festival. One of the biggest weeks on the sporting calendar. So, how do we tap into that feeling of anticipation before they place a bet? Easy. That famous Cheltenham roar.

Anyone who's been to, watched, or bet on The Festival will know what we're talking about. We're bringing them closer to the betting action without even mentioning it, and we're building up their passion and excitement with short, sharp sentences.

In short, we're
fast and on the pulse.



TONE OF VOICE



NB Visuals are for illustrative purposes only and are not approved assets.

TONE OF VOICE

PITCH PERFECT

HOW THIS TRANSLATES FOR LIVESCORE BET

Super Bowl Mega Boost – we’ve got their attention.


Now we need to back it up with a short sentence explaining what the Mega Boost is, and another setting it up with the perfect stat.

Sometimes no frills is the way forward.
When you’ve got fewer than 10 words to play with, there’s no shame in going full Ronseal.
We can have more creative licence on the supporting landing page or email.

And always be transparent. Sure, we could have an asterisk next to the £1000 and not mention live casino chips. But why?

We’re not here to click bait our players into promotions. Play it simple. Avoid any confusion and sell the offer transparently from the off.

That way, we keep everything **clear and to-the-point.**



Super Bowl Mega Boost 🏈 Yesterday, 18:00
NOW 6/4: Stafford has thrown at least 2 touchdowns in 9 of his last 10 NFL matches. We've mega boosted him to have 2 or more passing TDs in the Super Bowl (was 4/9)

LiveScoreBet™

WIN UP TO £1000
IN LIVE CASINO CHIPS WEEKLY
Just play On the House Roulette for your chance at free Live Casino chips every week with our Daily Free Games

SO WHAT WE DO MEAN
vs WHAT WE DON'T MEAN

WHAT WE DO MEAN



Fast on our feet, well-informed and enthusiastic. Through our knowledge of sport we can anticipate when there is a good time to act: an opportunity we want to share with those in the know. When the magic happens, we respond spontaneously, and we savour the moment of greatness. Sharing the good times.

WE ARE:

- Confident
- Ready for action
- Tactical
- Game on!
- A fair player



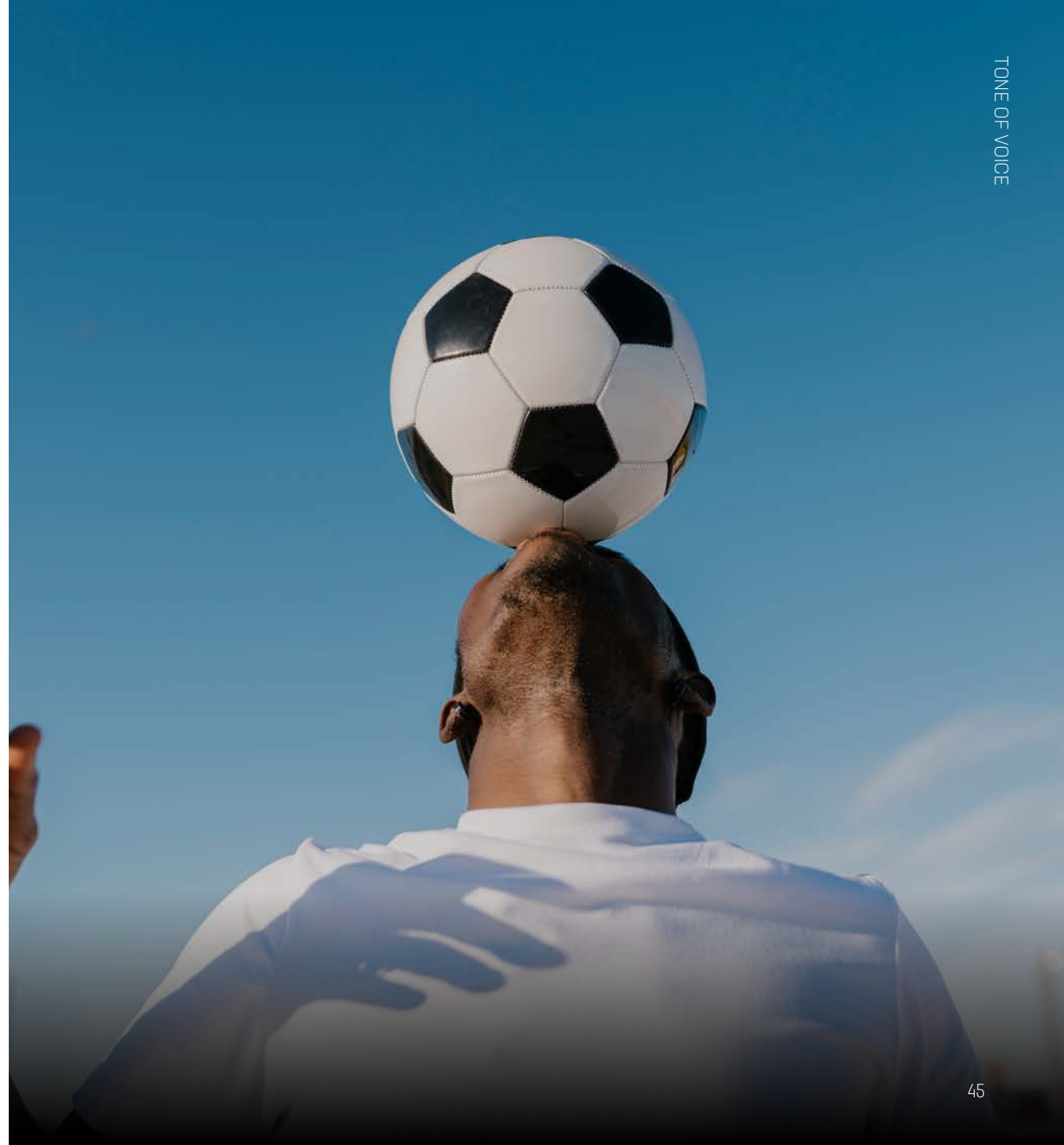
WHAT WE DON'T MEAN



Like somebody who talks through the action, we're not distracting and we're more about the game than ourselves. We don't digress from the relevant with tenuous facts. Our emotions are in check, always respecting fans' choices.

WE ARE NOT:

- Opportunistic
- Goading
- Braggy
- Rash
- Distracting

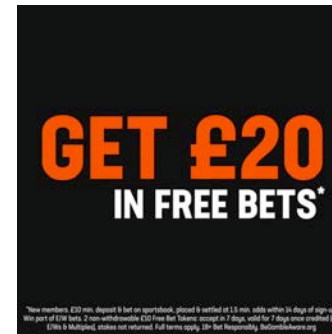


OUR PROMOS SELL THEMSELVES

No need for hyperbole or to sensationalise. Why? We don't need to.

It's free bets on any sport. What else needs to be said?

Less is more, so keep it simple.



CUT TO THE CHASE

£100 in free bets and no deposit required – not a bad way to grab their attention.

But that will only go so far. Be sure to keep the supporting copy short and sweet. Two small pars should do the trick.

Keep the meaty, useful information in and let the T&Cs work out the less important bits.

LiveScoreBet™

GET READY ENGLAND

WE ARE GIVING AWAY

£100 FREE BETS

PRE-LAUNCH EXCLUSIVE

NO DEPOSIT REQUIRED

Get ready for our big sportsbook launch with our exclusive offer.

Simply pre-register below and we'll send you an email early next year to complete full registration when we're live. You'll then receive your free bets when you first log in.

Surname

First name

Email

☐

I confirm i am over 18 and wish to opt into email marketing, so i don't miss out on launch reminders.

Accept offer and join

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ac ut integer non sed ultrices velit. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ac ut integer non sed ultrices velit.

**HERE'S AN EASY WAY TO REMEMBER
OUR TONE WHEN YOU'RE WRITING...**

“

ALL ACTION SIMPLICITY

”

LiveScore Bet gives fans a pure experience based on the game they love and is a chance to put their knowledge to the test for a tangible reward.

LiveScore Bet is a gauntlet for the game. An innovative product that gives you a seamless experience. A natural extension of being at the heart of the action.

It guarantees to deliver the thrills by enhancing rather than distracting from them. Directly connecting users to every match, tournament or event with amplified participation.

This is for the fans. Not the bookmakers. We can't promise a result every time - but players will always feel like a winner.

LiveScoreBet™

09 APPLYING THE PRINCIPLES

BAU EMAILS

Tone of Voice Key

ONE OF THE FANS

RHYTHM OF THE GAME

PITCH PERFECT

TONE OF VOICE

LiveScoreBet™

LiveScoreBet™

REBECCA
ANY SPORT, ANY BET,
WE'VE GOT YOU COVERED.

Watching sport is great. But we spend our days trying to make it even greater. That's why we're excited to tell you about our latest promotions and features:

ACCATTACK!

Get a £10 free bet each week with our ACCA offer. Just opt-in, place two £10+ ACCA bets between Monday and Sunday and it's yours.

LIVE STREAMING

There's nothing like seeing form for yourself. So we live stream every race meeting in the UK, Ireland, US, France and South Africa.

PRICE BOOSTS

From Wimbledon to the World Cup, we offer crowd-pleasing price boosts for every major sporting event.

There's no need to shoe-horn in a sports pun. We've kept it simple and let our passion shine through.

Reinforcing our love of sport and role as sports fans first.

Adding a touch of insider knowledge.

PRICE BOOST EMAIL

Tone of Voice Key

ONE OF THE FANS

RHYTHM OF THE GAME

PITCH PERFECT

Subject Line: Here's our Brighton vs Arsenal Price Boost

Pre Header: Get ready for end-to-end action at the AMEX

Hi [Name]

It's Brighton vs Arsenal under the lights tonight. And we've boosted the odds on Maupay and Aubameyang both to have two or more shots on target.

Hear us out...

The Seagulls may have missed their chance to move top of the Premier League last time out, but Maupay did find the back of the net late on to take his tally to four for the season.

While Aubameyang made it five goals in as many games with his strike in the North London Derby. Plus, no other Arsenal player has had more shots on target than the Gunners captain (nine).

Team LiveScore Bet

CTA: BET HERE

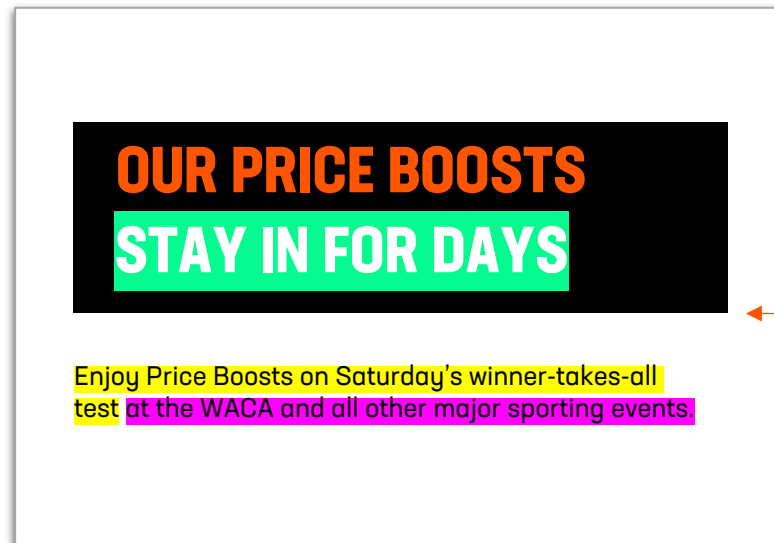
PUSH MESSAGES

Tone of Voice Key

ONE OF THE FANS

RHYTHM OF THE GAME

PITCH PERFECT



We've given the headline a simple cricketing twist. And we've shown how you could reference an actual sporting event to reinforce our role as sports fans first.

APP STORE COPY

Tone of Voice Key

ONE OF THE FANS

RHYTHM OF THE GAME

PITCH PERFECT

LIVESCORE BET: SPORTS BETTING

Football & Horse Racing Bets

LiveScore Bet is the all-new sports betting app brought to you from the makers of LiveScore. LiveScore Bet offers fast, uncomplicated betting for all your pre-match and in-play bets. **Join today for great odds across 100's of markets and sports.**

LIVESCORE APP FOOTBALL FEATURES

Familiar with the LiveScore app? At LiveScore Bet you get the same full match details for top football fixtures.

View stats, team line-ups, league table and H2H details, perfect to go alongside your pre-match betting. You can also view the football pitch tracker once the match kicks-off.

LIVESCORE BET SQUADS

Earn cash for goals with LiveScore Bet Squads, our new free to play game. Log in daily to reveal five Premier League Players and if they score in the stated football fixtures, you win cash.

IN-PLAY BETTING

Bet in-play across a range of sports including football, cricket, golf, and tennis. Stay up to date with detailed LiveScore Bet scoreboards to go alongside your in-play bets.

LIVE SPORTS AND HORSE RACING STREAMING

Betting in-play just got better. Stream live football, tennis and more, to see all the action during your in-play bets. **Plus, watch all the action from the big horse racing festivals at UK and international racecourses.** All you need is money in your account to start streaming. To watch live Irish horse racing, just place a bet of a minimum £1 single unit stake or 50p E/W bet on the race you want to stream.

WELCOME EMAIL

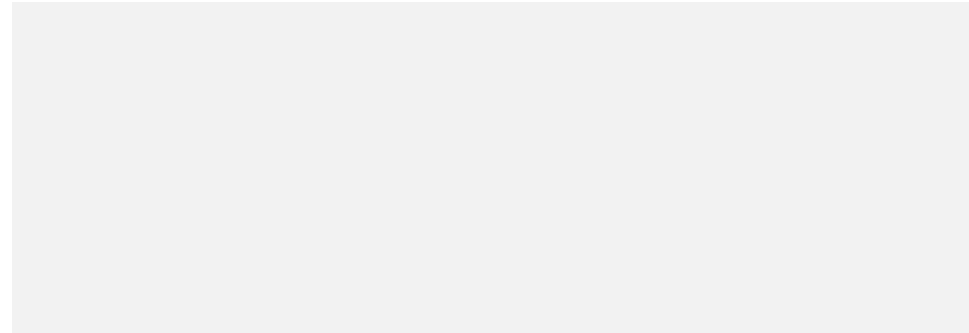
Tone of Voice Key

ONE OF THE FANS

RHYTHM OF THE GAME

PITCH PERFECT

LiveScoreBet™



Subject Line: [Name], welcome to LiveScore Bet!

Pre Header: Ready to get stuck into all the action?

Hi [Name]

Welcome to the team - you're just moments away from all the action. And when we say action, we're in the thick of it.

Whether you're backing a Premier League acca, a Cheltenham Festival lucky 63 or an outsider at Wimbledon, one thing's for sure - it's all kicking off at LiveScore Bet. Game on.

Team LiveScore Bet

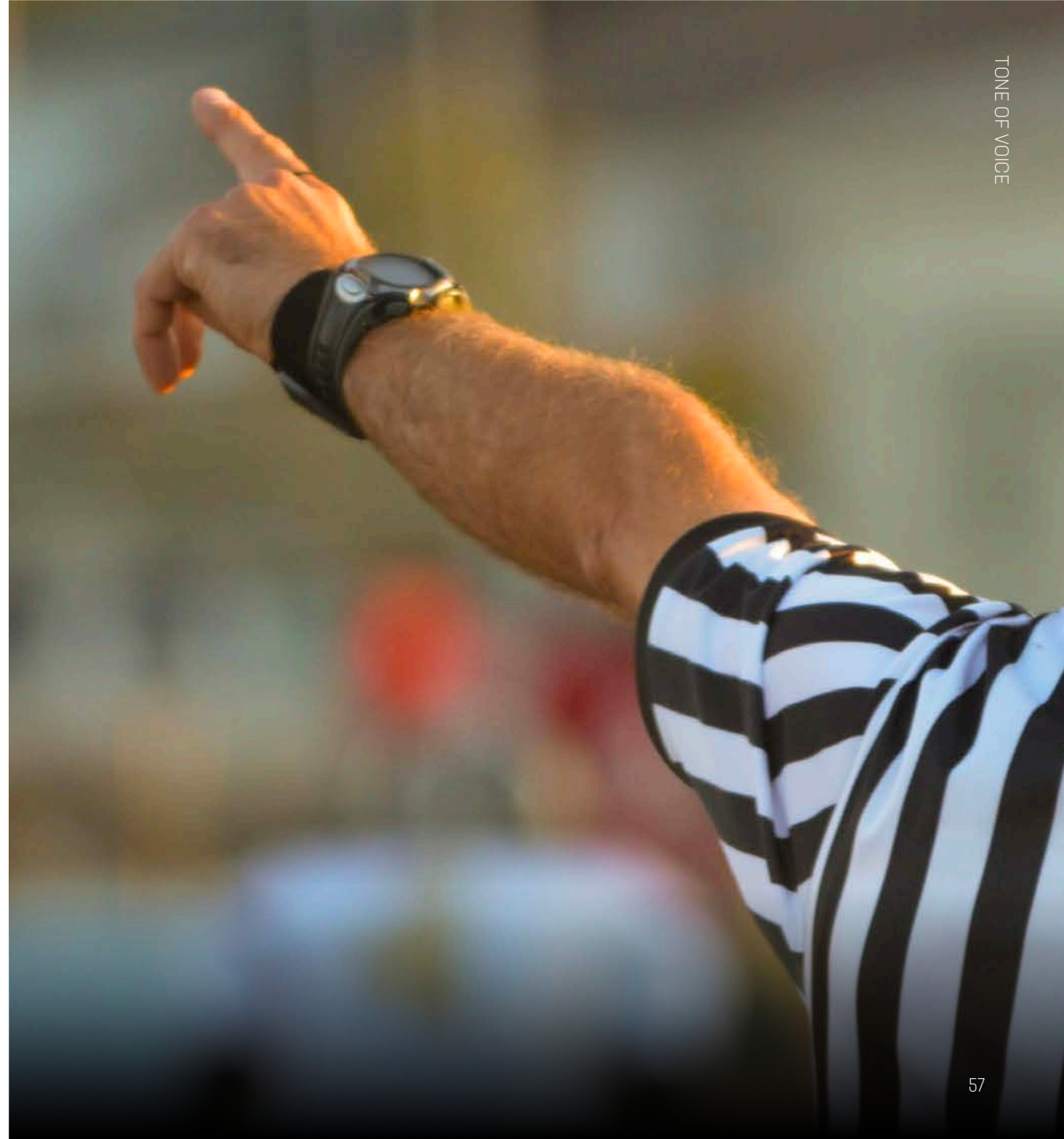
CTA: BET HERE

LiveScoreBet™

10 GENERAL RULES

RULES:

- Do not appeal to young people and exploit the vulnerable.
- Do not condone or encourage gambling behaviour that is socially irresponsible or could lead to financial, social or emotional harm.
- Do not suggest that gambling can be a solution to financial concerns, an alternative to employment or a way to achieve financial security.
- Do not link gambling to seduction, sexual success or enhanced attractiveness.
- Not to mislead the consumers.
- Be mindful of gender stereotypes in our advertising and the ASA Codes.



LiveScoreBet™

11 COMPETITORS



Laddish · Confident · In your face



Irreverent · Uncomplicated · Sensational



Offensive · Crass · Banter



Macho · Aggressive · Laddish

A NOTE ON THE DIFFERENCE BETWEEN LIVESCORE BET AND OUR COMPETITORS

WE ARE:

- Straightforward
- Honest
- Engaging but not pushy
- Clear with information
- Spoken like a fan

LiveScoreBet™

ACCA OFFER

**£10
FREE
ACCA
EVERY
WEEK***

PLACE TWO £10+
ACCAS AND GET
A £10 FREE ACCA

Join here >

*Opt-in required. Rules updated 13/09/21. Min odds of 5/1 per qualifying bet. Pre-match only. Monday to Sunday, qualify x1 per week only. Max Free Bet(s) 1 x £10, awarded as non-withdrawable Free Bet Token, valid for 48 hours on four-folds or greater. 18+

LiveScoreBet™

**BEST ODDS
GUARANTEED**

CHELTENHAM FESTIVAL • MARCH 15 - 18

Join here >

*New members. £10 min deposit & bet on sportsbook, placed & settled at 1.5 min odds within 14 days of sign-up. Win part of E/W bets. 2 non-withdrawable £10 Free Bet Tokens: accept in 7 days, valid for 7 days from crediting (ex. E/Ws & Multiples), stakes not returned.



LiveScoreBet™

**TRY OUR
DAILY FREE GAME**

*Must have funded Account once prior to play. Max 6 picks per day. Free Spins only valid on Secrets of the Phoenix (25p Coin Size) or Secrets of the Phoenix Megaways (20p Coin Size). Promotion runs Mon-Sun weekly until 26/06/22. 25p coin size per free spins, valid for 90 days. One Selected Game per week. 18+



**GET A £10
FREE ACCA BET**

When you place two £10+ ACCAS*

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THANK YOU