

CAMPAIGN GUIDELINES

'TIS THE SEASON

Virgin Bet Winter 2022



BRIEF

- Build on the success of 'Jingle Belters' and create a message that is relevant to the World Cup, Christmas and the busy winter sporting schedule (see appendix for last year's creative)
- Build equity by grouping individual promotions under one consistent message
- Be conscious of the operational realities we face (late budgets, no external agency support)
- Leverage the Virgin Bet brand identity, tone of voice and core brand codes (colours, logo, hexagon)

OBJECTIVES

Primary:

- Increase QoQ consideration among weekly sports bettors
- Increase QoQ perception that Virgin Bet delivers a 'rewarding betting experience' among weekly sports bettor

TIMINGS

- 14th November – 31st December
- Launch of WC ante-post promotion to end of key casino period (last week of December)

CAMPAIGN LINE

'TIS THE SEASON

SUB MESSAGE

'TIS THE SEASON

An apt play on words that demonstrates our TOV. A festive line, uplifting and indicates a particular time of year while also having a callback to football.

SUB MESSAGE

This line is optional. Helps surface our t and groups our World Cup offers together.

QATAR 22, CASINO, REWARDS

Signpost of the event or offer type within the secondary badge.

Primary - Leading headline

'TIS THE SEASON

FOR A GREAT WINTER CAMPAIGN*

Secondary - Badges



*Not real copy.

'TIS THE SEASON TO BRING IT HOME

With Generous offers throughout the tournament.
There's no better place to enjoy the World Cup.



BeGambleAware.org®

18+

|| TAKE TIME TO THINK

FREE TO PLAY

FIVES



'TIS THE
SEASON
TO REVEAL, SCORE AND WIN

QATAR 22 EDITION

*1x Player revealed in-game each day, max of 5 players per round of fixtures.
Cash amount for each goal scored by players. Cash amount decided by wheel,
credited as with drawable cash. Go to website for full rules.



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|| TAKE TIME TO THINK

Brand - Takeover

On load

TTS headline leads in the header

Virgin BET

'TIS THE SEASON TO BRING IT HOME

Virgin BET

TOTALLY £5 FREE BET

WHEN YOU PLACE A
£5 BET BUILDER ON
EVERY ENGLAND
MATCH

JOIN HERE

*Opt in required. Min odds of 5/1 per qualifying bet. Monday to Sunday, qualify x1 per week only. Max Free Bet £1 x £10, awarded as non-withdrawable Free Bet Token, valid for 48 hours on four-folds or greater. Rules apply. Bet Responsibly. BeGambleAware.org 18+

ENGLAND
VS
IRAN

NOV 21 | KICKOFF 13:00
GROUP STAGE

*Opt in required. Min odds of 5/1 per qualifying bet. Monday to Sunday, qualify x1 per week only. Max Free Bet £1 x £10, awarded as non-withdrawable Free Bet Token, valid for 48 hours on four-folds or greater. Rules apply. Bet Responsibly. BeGambleAware.org 18+


II TAKE TIME TO THINK

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Brand - Takeover

On scroll

Offer lead - The badge is added



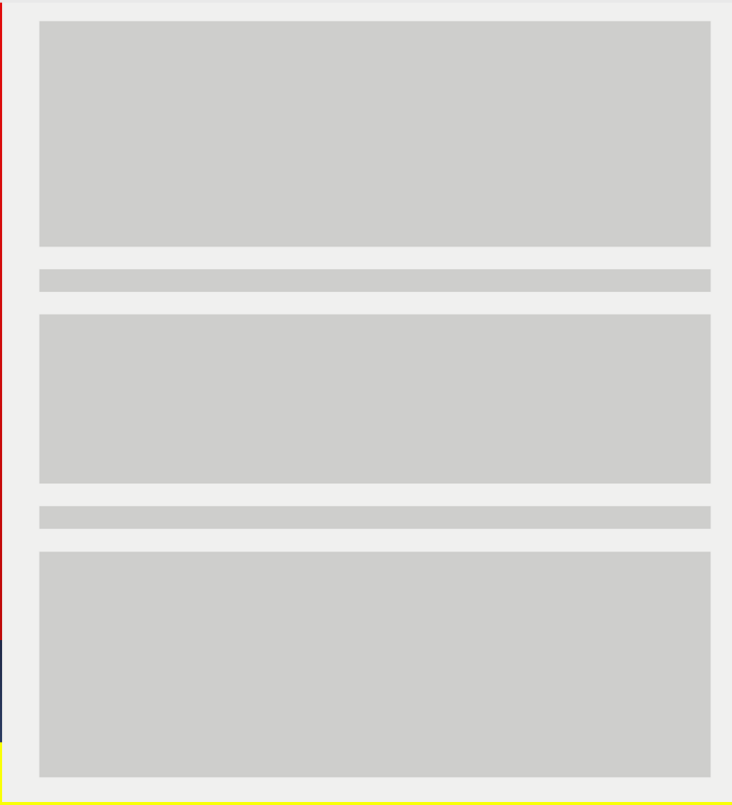
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TAKE TIME TO THINK



ENGLAND VS IRAN

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Brand - Facebook Carousel

PRIMARY

Virgin BET

'TIS THE SEASON TO BRING IT HOME

With generous offers throughout the tournament. There's no better place to enjoy **QATAR 2022**.

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SLIDE ONE

- Lead with 'TTS primary headline

SECONDARY

Virgin BET

GET A £1 FREE BET

WHEN YOU BET ON ENGLAND ALL TROUNAMENT LONG*

JOIN HERE

ENGLAND VS IRAN
QATAR 2022

TIS THE SEASON QATAR 22

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SLIDES TWO +

- Followed by offer lead promotions with 'TTS badge

Virgin BET

MONEY BACK 2ND OR 3RD ON TWO RACES EVERYDAY

JOIN HERE

CHELTENHAM
NOVEMBER 11

TIS THE SEASON REWARDS

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Primary - Leading headline

'TIS THE SEASON TO BRING IT HOME

- TTS should be a headline when the campaign messaging is more important than the promotion.
 - The ident should always be use on the Virgin Bet red background.
- TTS should be used as a badge when the promotion is more important than the campaign messaging.
 - Digital performance banners on-site carousel banners or CRM comms.
- New sublines must be approved by brand/design.
- Splitting the headline and subline across frames is ok when required.

'TIS THE
SEASON
TO COMBINE YOUR
FAVOURITE MARKETS

'TIS THE
SEASON
FOR FREE ACCAS

'TIS THE
SEASON
FOR DAILY RACING
REWARDS

'TIS THE
SEASON
FOR BRILLIANT
BETTING REWARDS

'TIS THE
SEASON
FOR QATAR 22 REWARDS

Secondary - Badges



QATAR 22



CASINO



HORSE RACING

- The badge should be included on all 'TTS promotion lead creative.
- Avoiding 'TTS repetition
 - Avoid using the primary headline and badge in close proximity.
 - Avoid using multiple badges (of the same offer type) in close proximity.
 - If this cannot be avoided please speak to a designer to find an alternative solution.
- Do not make the badge too large. The badge should support the offer and not overpower.
- Use the appropriate badge for each offer type.
- Only use the badge on approved 'TTS promotions.

Badge -
BG Colours



Carousel Banners

GET A £1 FREE BET
WHEN YOU BET ON ENGLAND
ALL TOURNAMENT LONG

ENGLAND VS IRAN | NOV 21 13:00


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'TIS THE SEASON QATAR 22

GET A £1 CASH BONUS
WHEN YOU WAGER £5*
SUNDAY

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'TIS THE SEASON CASINO

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GET A £10 FREE BET
WHEN YOU WAGER £5 AT
CHELTENHAM*

SUNDAY


*Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis. [Click here for terms and conditions.](#)



'TIS THE SEASON REWARDS

Email

Account details: [Logout](#) | [Forgot your password?](#)



[SPORTS](#) [CASINO](#) [ACCOUNT](#)

'TIS THE SEASON TO BRING IT HOME

With generous offers throughout the tournament. There's no better place to enjoy **QATAR 2022**.


Hey Tim,

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GET A £1 FREE BET
WHEN YOU BET ON ENGLAND ALL TROUNAMENT LONG*

[PLAY HERE](#) ENGLAND VS IRAN SUNDAY



*Min £3 cash wager on Monday Live Sunday between 00:01 and 23:59 from 06/11/22 to 27/11/22. In £1 Cash bonus, except before 23:59 Sunday. Click here for Rules. See Below for Full Rules. Bet Responsibly. BetBambalAware.org. 18+.

Account details: [Logout](#) | [Forgot your password?](#)




[SPORTS](#) [CASINO](#) [ACCOUNT](#)

GET A £1 CASH BONUS

WHEN YOU BET ON ENGLAND ALL TROUNAMENT LONG*

[PLAY HERE](#) ENGLAND VS IRAN NOV 21 | 13:00






Hey Tim,

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[PLAY HERE](#)

 <p>K. ADEYEMI & E. HAALAND 3+ SHOTS ON TARGET COMBINED IN THE 1ST HALF</p> <p>ENGLAND VS IRAN</p>	 <p>K. DE BROYNE 1+ SHOTS ON TARGET FROM OUTSIDE THE BOX & E. HAALAND 1+ HEADED SHOT ON TARGET</p> <p>GERMANY VS CANADA</p>	 <p>E. HAALAND 1+ HEADED SHOTS ON TARGET</p> <p>PORTUGAL VS GHANA</p>
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BET £5 ON BET BUILDER AND GET A £5 FREE BET

[PLAY HERE](#) QATAR 2022



*Min £3 cash wager on Monday Live Sunday between 00:01 and 23:59 from 06/11/22 to 27/11/22. In £1 Cash bonus, except before 23:59 Sunday. Click here for Rules. See Below for Full Rules. Bet Responsibly. BetBambalAware.org. 18+.

Push



**'TIS THE
SEASON
TO BRING IT HOME**

Keep an eye out for our generous offers throughout the tournament. There's no better place to enjoy **QATAR 2022**.

TAKE TIME TO THINK

BeGambleAware.org **18+**



**GET A £1
CASH BONUS**

WHEN YOU WAGER £5*

MORE INFO SUNDAY

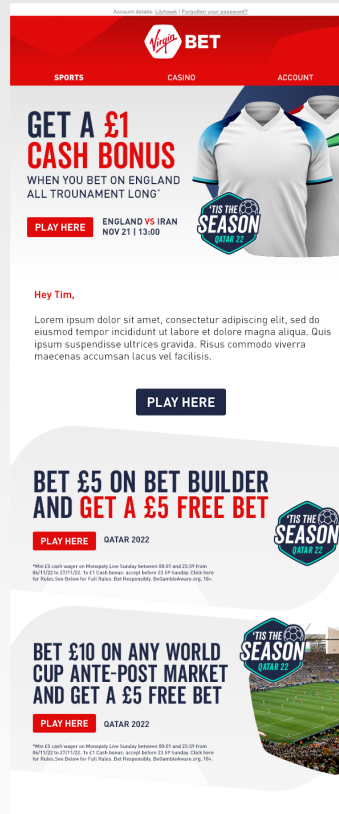
**'TIS THE SEASON
CASINO**

*Min £5 cash wager on Monopoly Live Sunday between 00:01 and 23:59 from 06/11/22 to 27/11/22. 1x £1 Cash bonus: accept before 23:59 Sunday. Click here for Rules. Click here for full Rules. Bet Responsibly.

Incorrect usage



- ⊗ Avoid using the primary headline and the badge on the same creative.



- ⊗ Avoid using multiple badges of the same offer type in close proximity to each other.

**'TIS THE
SEASON**

Featured Promotions

SPORT

- WC Ante-post offer – Bet £10 on a team to win the World Cup and get a £5 free bet
- £1 Free Bet for each England game
- Bet £5 on Bet Builder, Get £5 on selected matches
- Fives World Cup edition
- Weekly Acca Offer (Bet £10 x 2, Get £10)
- Daily Racing Offer (Money Back if 2nd/3rd on at least one race every day)

CASINO

Product	Offer	Start Date	End Date
Slots	Daily Wager £5 Get 5 Free Spins - Big Money Frenzy	14/11/22	17/11/22
Slots	5 FS - Fishin' Frenzy Big Catch	14/11/22	14/11/22
Slots	Daily Wager £5 Get 5 Free Spins - Genie Jackpots Big Spin Frenzy	18/11/22	20/11/22
Slots	Daily Wager £5 Get 5 Free Spins - Temple of Riches	21/11/22	24/11/22
Slots	5 FS - Rick and Morty Megaways	22/11/22	22/11/22
Slots	Daily Wager £5 Get 5 Free Spins - Gold Blitz Free Spins	25/11/22	27/11/22
Slots	100,000 Share of Free Spins - Eye of Horus	25/11/22	27/11/22
Slots	Daily Wager £5 Get 5 Free Spins - Buckaneers Frenzy	28/11/22	01/12/22
Live Casino	Draw 1: Evo Network Winter Giveaway (£50,000)	01/12/22	14/12/22
Slots	Daily Wager £5 Get 5 Free Spins - Return of Kong Megaways	02/12/22	04/12/22
Slots	Daily Wager £5 Get 5 Free Spins - Funky Pharaoh Jackpot King	05/12/22	08/12/22
Slots	5 FS - Super Lucky Charms	07/12/22	07/12/22
Slots	Daily Wager £5 Get 5 Free Spins- Luck O' The Irish Fortune Spins II	09/12/22	11/12/22
Slots	Daily Wager £5 Get 5 Free Spins - Van der Wilde and The Outlaws	12/12/22	15/12/22
Live Casino	Draw 2: Evo Network Winter Giveaway (£50,000)	15/12/22	31/12/22
Slots	£10k Shared Prize Pool - IGT (shared ts and cs with LS)	15/12/22	18/12/22
Slots	Daily Wager £5 Get 5 Free Spins - Vegas High Roller	16/12/22	18/12/22