

LiveScoreBet™

# CAMPAIGN GUIDELINES

## BIG GAME OFFERS

LiveScore Bet Winter 2022



# SUMMARY

## MANIFESTO

At LiveScore Bet, our promise is to 'Make it easier for fans to enjoy betting'. This is underpinned by 4 brand pillars; Simplicity, Insight, Football-First and Live. The brand framework established last year serves as internal direction for business decision making, and our approach to the World Cup is no different.

Earlier this year we developed a brand new visual identity for LiveScore Bet. Stemming from the framework pillars, it provided us with an evolutionary design system and a strong foundation to build upon for future campaigns.

Football and fandom are not only central to our framework, but also the World Cup. Add in the global nature of both entities and it provides the perfect unification opportunity. We therefore must create a campaign identity that leverages and provides synergies between LiveScore Bet's brand framework, our generous promotional offering and the world's greatest footballing stage.

## OUTPUT

A single campaign line that acts as a 'wrapper' for all of our individual promotions to make the whole greater than the sum of these parts.

## CAMPAIGN TIMELINES

14th November - 18th December (TBC)



**BIG GAME**  
**OFFERS**  
QATAR 22

## CAMPAIGN LINE

# BIG GAME OFFERS QATAR 22

VALUE

FOOTBALL/CASINO

VALUE

WORLD CUP/CASINO

### BIG GAME OFFERS

Stemming from simplicity and fandom, two key elements of the LiveScore Bet brand framework and TOV, this copy line can be applied consistently across both Football and Casino.

### QATAR 22/CASINO

Signpost of event or offer type within the badge.

### SUPPORTING/OFFER COPY

FOR ALL ENGLAND GAMES

Money Back as a free bet

If your bet loses\*

# IDENT - WORLD CUP



# IDENT - CASINO



# IDENT USAGE



PRIMARY



SECONDARY

## PRIMARY

- Use the primary logo when trying to showcase the ident in all its glory.

## SECONDARY

- Use the tabs to make the ident more recessive and allow the offer to lead the creative.

# CAROUSEL

TEASER / GENERIC

**THE COUNTDOWN BEGINS...**  
**BIG GAME OFFERS** ALL TOURNAMENT LONG  
> KICKOFF NOVEMBER 20TH

QATAR 22 **BIG GAME OFFERS**

The banner features a dark background with a purple and white wavy pattern on the right side. The text is in white and green, with 'BIG GAME OFFERS' in a larger, bold font.

TEAM V TEAM OFFER

**BIG GAME OFFERS** QATAR 22

**MONEY BACK AS A FREE BET**  
WHEN YOUR BET LOSES ON ALL ENGLAND MATCHES\*

**ENG** **WAL**  
ENGLAND VS WALES  
WORLD CUP • WED 20:00

The banner features a dark background with a purple and white wavy pattern on the right side. The text is in white and green, with 'ENG' and 'WAL' in a large, bold font. The match details are in a smaller font below.

OFFER + IMAGE

**CASINO**

**MATCH DAY FREE SPINS**  
Bet £10 on the selected match to receive 10 Free Spins on Squads the Ultimate Line up


**BIG GAME OFFERS** CASINO

**SQUADS**  
ULTIMATE LINEUP

The banner features a dark background with a purple and white wavy pattern on the left side. The text is in white and green, with 'MATCH DAY FREE SPINS' in a large, bold font. On the right side, there is an image of a soccer player in an orange and blue jersey, clapping his hands. The text 'SQUADS ULTIMATE LINEUP' is overlaid on the image.



# EMAIL



**BIG GAME OFFERS**  
QATAR 22

## THE COUNTDOWN BEGINS..

**BIG GAME OFFERS** ALL TOURNAMENT LONG

[Bet Here](#)

TEASER / GENERIC



**BIG GAME OFFERS**  
QATAR 22

## MONEY BACK AS A FREE BET


WHEN YOUR BET LOSES ON ALL ENGLAND MATCHES\*

**ENG** **WAL**  
ENGLAND VS WALES


WEDNESDAY 20:00 • WORLD CUP

[Bet Here](#)

TEAM V TEAM OFFER



**SQUADS**  
ULTIMATE LINEUP



**BIG GAME OFFERS**

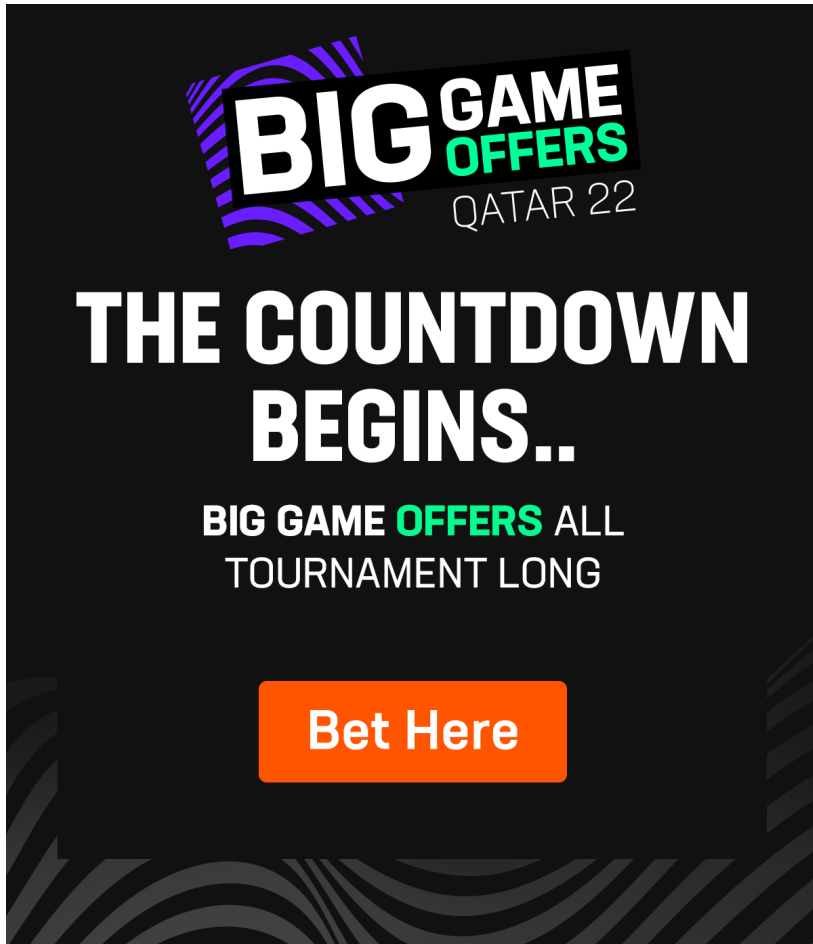
## MATCH DAY FREE SPINS

Bet £10 on the selected match to receive 10 Free Spins on Squads the Ultimate Line up

[Bet Here](#)

OFFER + IMAGE

# EMAIL



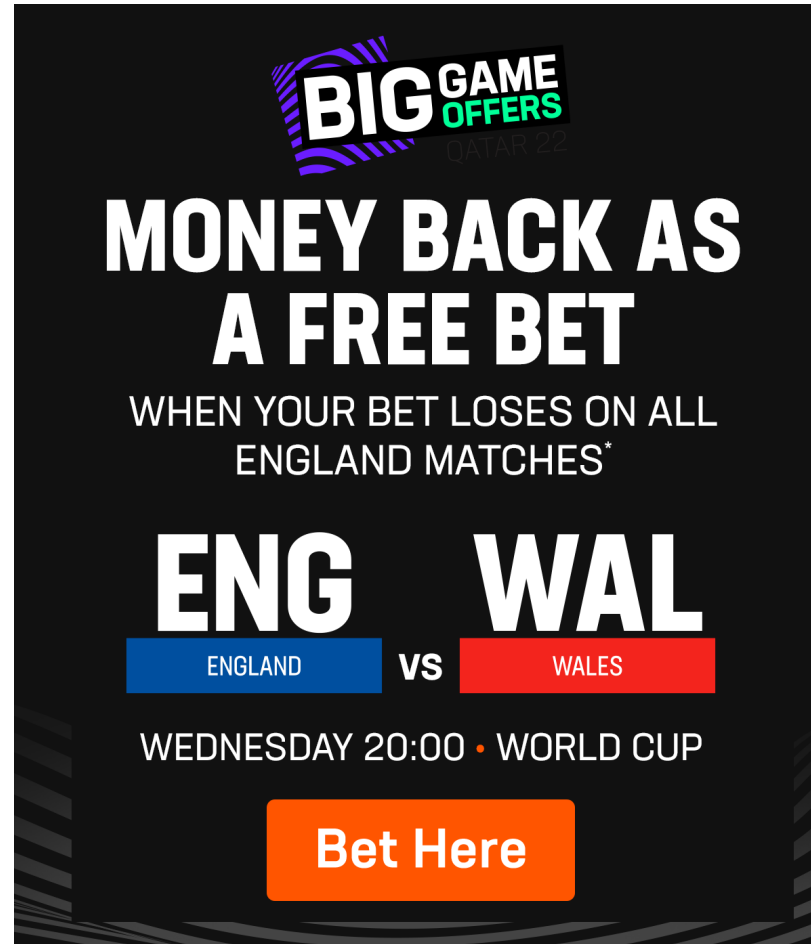
**BIG GAME OFFERS**  
QATAR 22

## THE COUNTDOWN BEGINS..

**BIG GAME OFFERS** ALL TOURNAMENT LONG

[Bet Here](#)

TEASER / GENERIC



**BIG GAME OFFERS**  
QATAR 22

## MONEY BACK AS A FREE BET

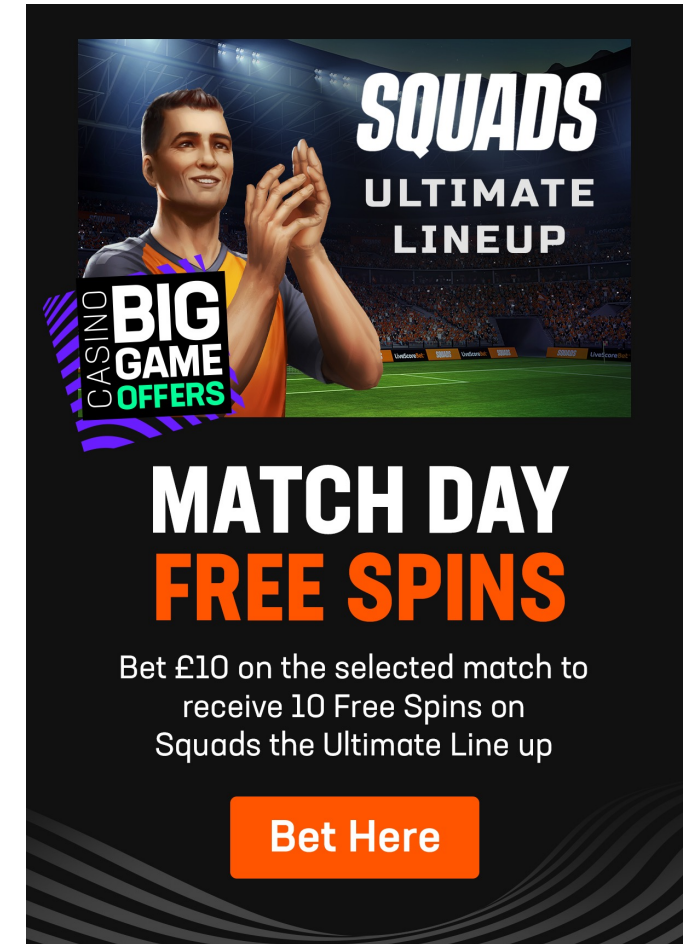
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**ENG** **WAL**  
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WEDNESDAY 20:00 • WORLD CUP

[Bet Here](#)

TEAM V TEAM OFFER



**SQUADS**  
ULTIMATE LINEUP

**CASINO BIG GAME OFFERS**

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[Bet Here](#)

OFFER + IMAGE

# PUSH

**BIG GAME OFFERS**

## THE COUNTDOWN BEGINS..

**BIG GAME OFFERS** ALL TOURNAMENT LONG

Decorative orange and white wavy lines on the right side.

TEASER / GENERIC

**BIG GAME OFFERS** QATAR 22

## MONEY BACK AS A FREE BET

WHEN YOUR BET LOSES ON ALL ENGLAND MATCHES\*

**ENG** ENGLAND  
**WAL** WALES

WEDNESDAY 20:00 WORLD CUP

Je moet 24 jaar of ouder zijn om bonussen te ontvangen. Wed €10 op Wedstrijd/Speler Specials in FC Salzburg vs Liverpool en krijg voor € 5 aan Free Bets. Min. odds 2.0. 1x € 5 Free Bet Token geldig gedurende 7 dagen. Moet worden gebruikt op sportsbook. Inzetten worden niet gerestitueerd. Klik hier voor de regels. Registreer je bij CRUKS om jezelf uit te sluiten. LiveScore Bet NL heeft een vergunning van de Kansspelautoriteit met nummer 1740/01.247.826.

TEAM V TEAM OFFER

**BIG GAME OFFERS** CASINO

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OFFER + IMAGE

**BIG GAME OFFERS** QATAR 22

## THE COUNTDOWN BEGINS..

**BIG GAME OFFERS** ALL TOURNAMENT LONG

Decorative grey and white wavy lines on the right side.

**BIG GAME OFFERS** QATAR 22

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WHEN YOUR BET LOSES ON ALL ENGLAND MATCHES\*

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**WAL** WALES

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# TAKEOVER

## LiveScoreBet™

BRING IT HOME WITH **BIG GAME OFFERS**



**TAKE TIME TO THINK**

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- World Cup Qualific...
- Euro 2024 Qualific...
- International
- UEFA Nations Lea...
- UEFA Women's Ch...
- Women's World Cup
- Women's Euro
- Women's World Cu...
- Women's World Cu...
- UEFA Youth League
- Euro U21
- Euro U19
- Euro U17
- Africa Cup of Nati...
- African Nations C...

**LIVE** WED 26 OCT THU 27 OCT **TODAY 28 OCT** SAT 29 OCT SUN 30 OCT

🎁 Bet £10, get £20 PLUS 100 Free Spins if Liverpool score vs Leeds!\*

\*T&Cs apply. New Customers. Bet Responsibly. BeGambleAware.org 18+

**Group D**  
Europa Conference League

FT Slovakia 0  
FC Cologne 1

**Championship**  
England

20:00 Birmingham City  
Queens Park Rangers

**National League**  
England

19:45 Barnet  
Scunthorpe United

**LaLiga Santander**  
Spain

20:00 Mallorca  
Espanyol

**Bundesliga**  
Germany

20:00 Werder Bremen  
Hertha Berlin

**Ligue 1**  
France

**bet 365** England Premier League Saturday 15:00

Bournemouth v Tottenham

1 4/1 X 14/5 2 7/10

begambleaware.org 18+

**VISA**

Score the ultimate FIFA World Cup 2022™ entertainment pack – thanks to Visa

Spend with your Visa card this October and you'll be entered into our prize draw for a chance to win one of 15 home entertainment packs and 100 runner-up packs courtesy of Visa. Back of the net. Excludes the Barclays Visa cardholders. Offer ends 11:59pm GMT on 31 October. T&Cs apply.

**Featured News**

**EXCLUSIVE**

**Joleon Lescott column: Conte should be getting more out of Spurs**

**Premier League Matchday 14: Potter makes Brighton return**

**Transfer Talk: Shakhtar slip £86m price tag on Mudryk as Arsenal and City circle**

### GET MONEY BACK AS A FREE BET IF YOUR BET LOSES\*

[Bet Here](#)

ENG

VS

WAL

**NOV 29 • 19:00 • WORLD CUP**

\*New members. £10 min deposit & bet on sportsbook, placed & settled at 1.5 min odds between 00.01 14/03/22 and 17:30 17/03/22. 4 x £10 Free Bet Tokens: accept before 17:30 17/03/22, valid for 7 days from crediting (ex. £10s & multiples), stakes not returned. Click here for T&Cs.

Be Responsibly. BeGambleAware.org 18+

**TAKE TIME TO THINK**

**SOMEONE ALWAYS HOGS THE REMOTE**

BeGambleAware.org® **18+**

LiveScoreGroup™

LS Bet 11



# TAKEOVER

## LiveScoreBet™

BRING IT HOME WITH BIG GAME OFFERS

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- Europa Conferenc...
- World Cup 2022
- World Cup Qualific...
- Euro 2024 Qualific...
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19:30 Werder Bremen  
Hertha Berlin

**Ligue 1**  
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**bet 365** England Premier League Saturday 15:00  
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1 4/1 X 14/5 2 7/10

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**|| TAKE TIME TO THINK™**

**SOMEONE ALWAYS HOGS THE REMOTE**

BeGambleAware.org® **18+**

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# FACEBOOK

LiveScoreBet™

## THE COUNTDOWN BEGINS..

**BIG GAME OFFERS** ALL TOURNAMENT LONG

[Bet Here](#)



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## MONEY BACK AS A FREE BET

WHEN YOUR BET LOSES ON ALL ENGLAND MATCHES\*

**ENG** **WAL**

ENGLAND VS WALES

WEDNESDAY 20:00 • WORLD CUP

[Bet Here](#)



\*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.

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## SQUADS ULTIMATE LINEUP



**BIG GAME OFFERS QATAR 22**

## MATCH DAY FREE SPINS

Bet £10 on the selected match to receive **10 FREE SPINS** on Squads the Ultimate Line up\*

\*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.

**TAKE TIME TO THINK** BeGambleAware.org® 18+

# COPY EXAMPLES

- The countdown begins for Big Game Offers...
- Money Back with Big Game Offers
- Big Game Offers on Bet Builder
- They Score, You Score with Big Game Offers
- 3 for 2 with Big Game Offers

# PROMOTION APPENDIX

## UK

- Antepost Offer
- Money Back All Losing Bets
- £2 Free Bet Builder
- Bet £5 Get £5 free bet builder

## IE

- Antepost Offer
- Money Back All Losing Bets
- €2 Free Bet Builder
- Bet €5 Get €5 free bet builder

## NG

- 50% money back on all in-play Accas
- WC Champions Challenge
- Ready for the final
- N250,000 Leaderboard



# LiveScoreGroup™

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