

**LiveScoreBet™**

# TOTAL BETTING

VERSION 8 • 2024



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# OUR CREATIVE PLATFORM EXPLAINED

Our creative platform is the customer-facing distillation of our brand framework and is driven by our brand purpose: 'Connecting fans to what they love'.

While the brand framework is an internal tool for employees that outlines our purpose, mission and promise, the creative platform delivers it to customers.

Our playbook lays out our creative platform in orange, black and white.

It explains why LiveScore Bet offers customers a Total Betting experience.

It's a resource that will help you think, feel and act like LiveScore Bet for those moments when you're looking for inspiration.

# OUR HERITAGE

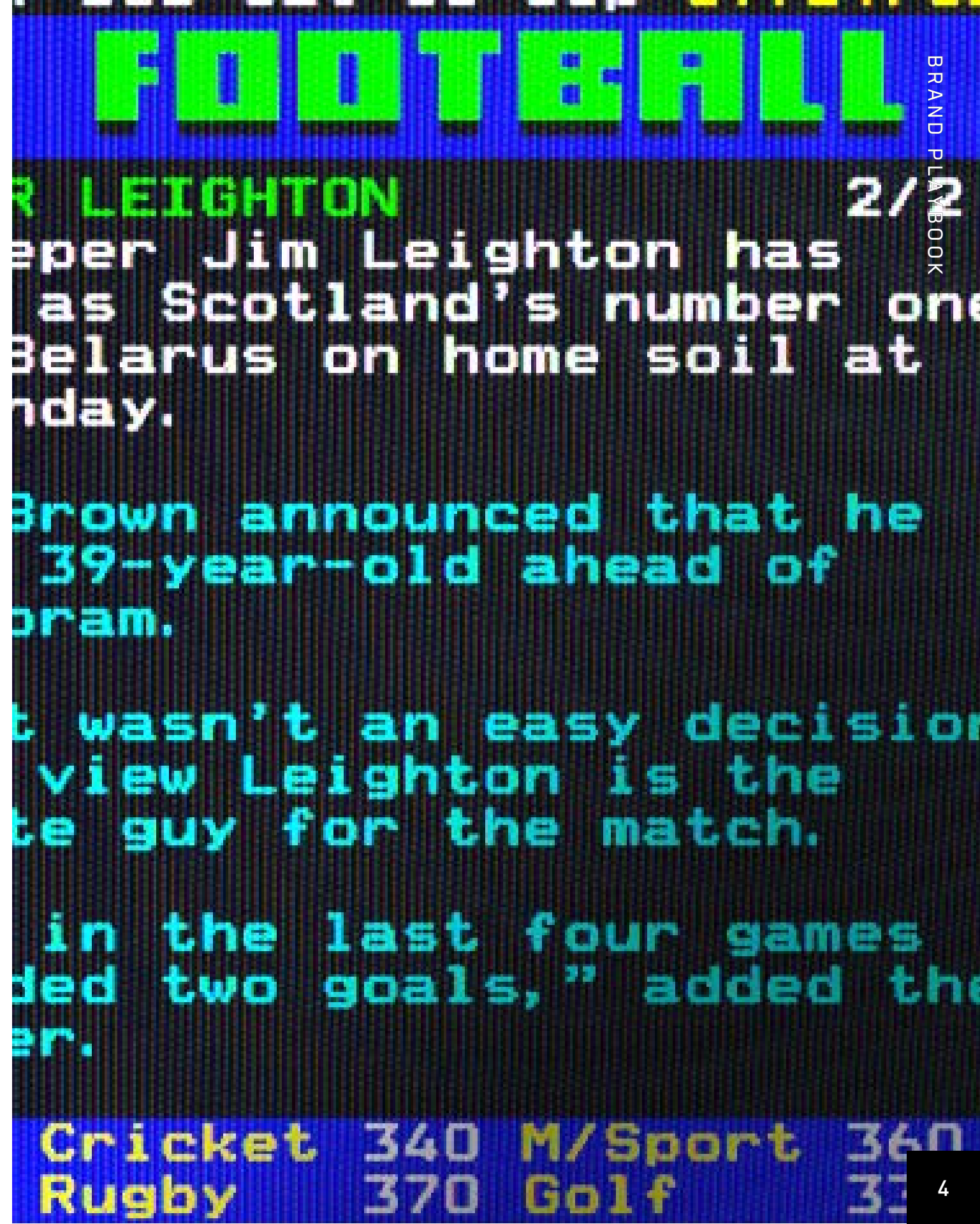
Back in 1998 the only way to get your team's live scores was through a platform on TV called Teletext.

But that was no use if you were on the go...

And so an idea was formed, using emerging tech something better was created. LiveScore was born.

25 years later and LiveScore has grown from a simple scores service into a game changing ecosystem that provides action, stats and analysis to 50 million daily customers around the world.

And now we've launched an award-winning betting app too...

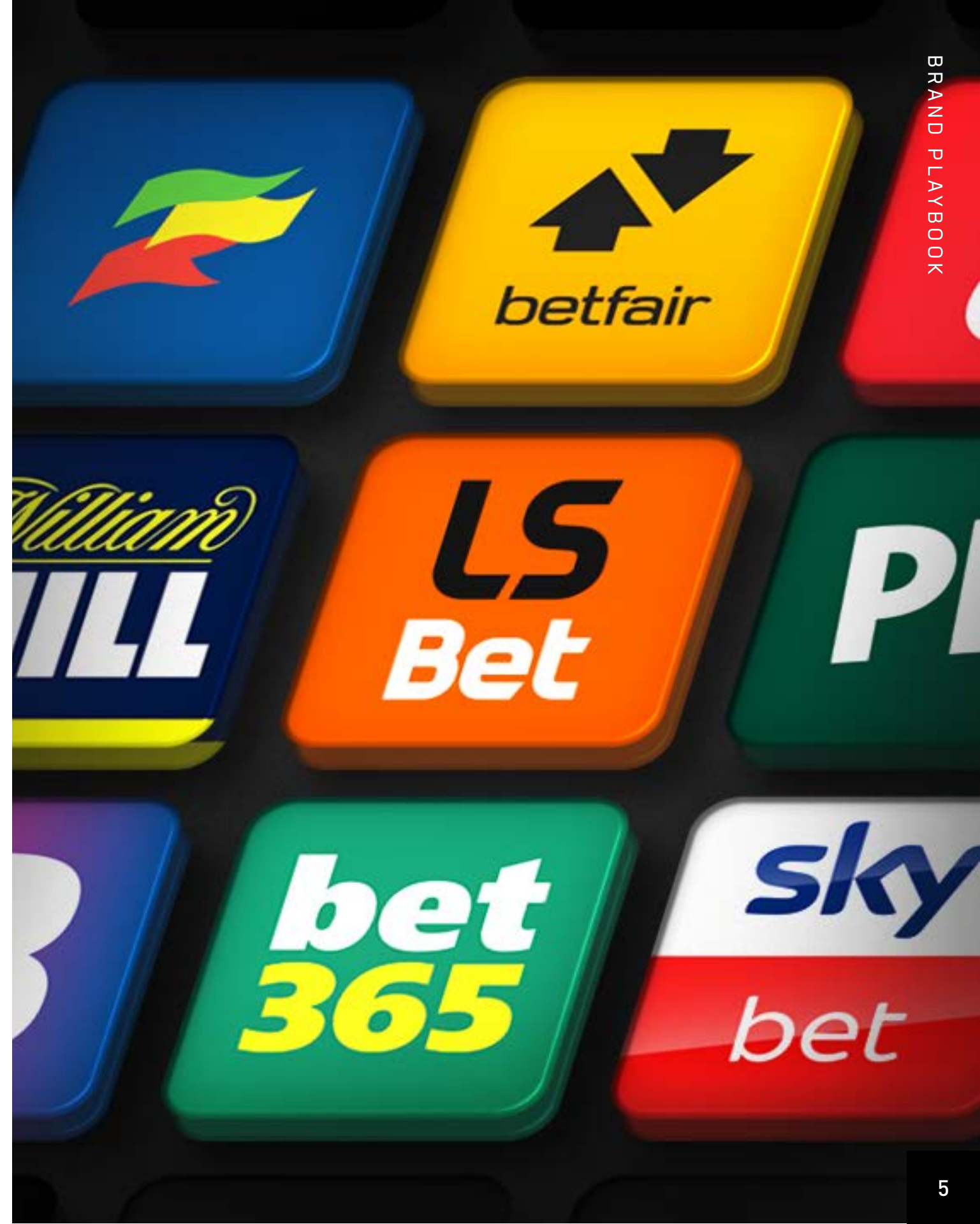


# OUR CHALLENGE

There are plenty of betting brands out there and they all say the same things to the same customers with the same offers, products and services.

How do we remain competitive in an ever-increasingly competitive industry?

How do we stand out in our own portfolio? What makes us different from Virgin Bet?



# WHAT MAKES US LIVESCORE BET?

# BRAND FRAMEWORK

PURPOSE	CONNECTING FANS TO WHAT THEY LOVE			WHY WE EXIST AND WHAT DRIVES OUR BUSINESS FORWARD	
MISSION	TO BE THE NO.1 SPORTSBOOK FOR LSM USERS			WHAT WE WANT TO ACHIVE	
PROMISE	WE MAKE IT EASIER FOR FANS TO ENJOY BETTING			WHAT DEFINES US VS THE COMPETITION	
PILLARS	INSIGHT Always leave knowing more	SIMPLICITY Clear and to-the-point	FOOTBALL-FIRST True to our legacy, but stay with LiveScore for your next favourite sports	OUR CORE PROPOSITION	
	LIVE Fast and on the pulse				
	NO EGO		RELENTLESSLY INVENTIVE		SHARP AND SMART
	SHARP AND SMART				
PERSONALITY				BACKBONE OF OUR MASTER BRAND	
TONE OF VOICE	ALL ACTION SIMPLICITY			ENSURING CONSISTENCY IN COMMS THROUGH DEFINED TRAITS	
CREATIVE PLATFORM	TOTAL BETTING			BRINGING THE FRAMEWORK TO LIFE	

OUR CREATIVE PLATFORM

# TOTAL BETTING



# OUR MANIFESTO

1970, Holland.

Ajax of Amsterdam are about to unleash a brand of football so smooth, so connected, it would change the game forever.

They called it **TOTAL FOOTBALL**.

Fifty years later and we're embracing the idea like never before. LiveScore Bet rewards you with an award-winning betting app, seamlessly interwoven with all the sports content you're looking for.

We call this: **TOTAL BETTING**

**AND LIKE THE BEST THINGS IN SPORT,  
IT WORKS BEAUTIFULLY.**

Total doesn't mean comprehensive. After all we don't have shops. It means converged.

**SEAMLESSLY** connecting the sports our customers love, to the bets they want. Total betting means uncomplicated new customer registration. **INFORMED** betting choices powered by data and insight. **INNOVATIVE** free-to-play games. **REWARDING** interactions and promotions. And thousands of markets across hundreds of events every day.

Betting should immerse you in sport, not get in the way of it. Sport and betting are finally on the same wavelength.

LiveScore Bet. Total Betting.

# THE TOTAL BETTING

EXPERIENCE **IS...**

These pillars are 'Behavioural Principles' rather than words we would necessarily use in customer-facing communications.

## SEAMLESS

Everything we do feels fluid and dynamic. Everything feels connected.

## INFORMATIVE

We're smart, knowledgeable and informed. We revel in detail, data and insight.

## INNOVATIVE

We innovate, pioneer and aren't afraid to try new things: products, offers and content.

## REWARDING

Whether it's entertainment, knowledge or value, an interaction with us makes you feel rewarded.

Unpacking the pillars we are:

**Clean**  
**Fluid**  
**Dynamic**

**Insightful**  
**Smart**  
**Real fan**

**Generous**  
**Authentic**  
**Credible**

**Live**  
**Modern**  
**Cutting edge**

# THE TOTAL BETTING

EXPERIENCE IS **NOT...**

## COMPLICATED

Though we love stats, data and innovation, we don't make things complicated for fans.

## SLOW

We operate at the speed of sport. Nothing we do should feel laboured.

## EXCLUSIVE

We're for everyone who loves sport, not just a chosen few.

## DUTCH

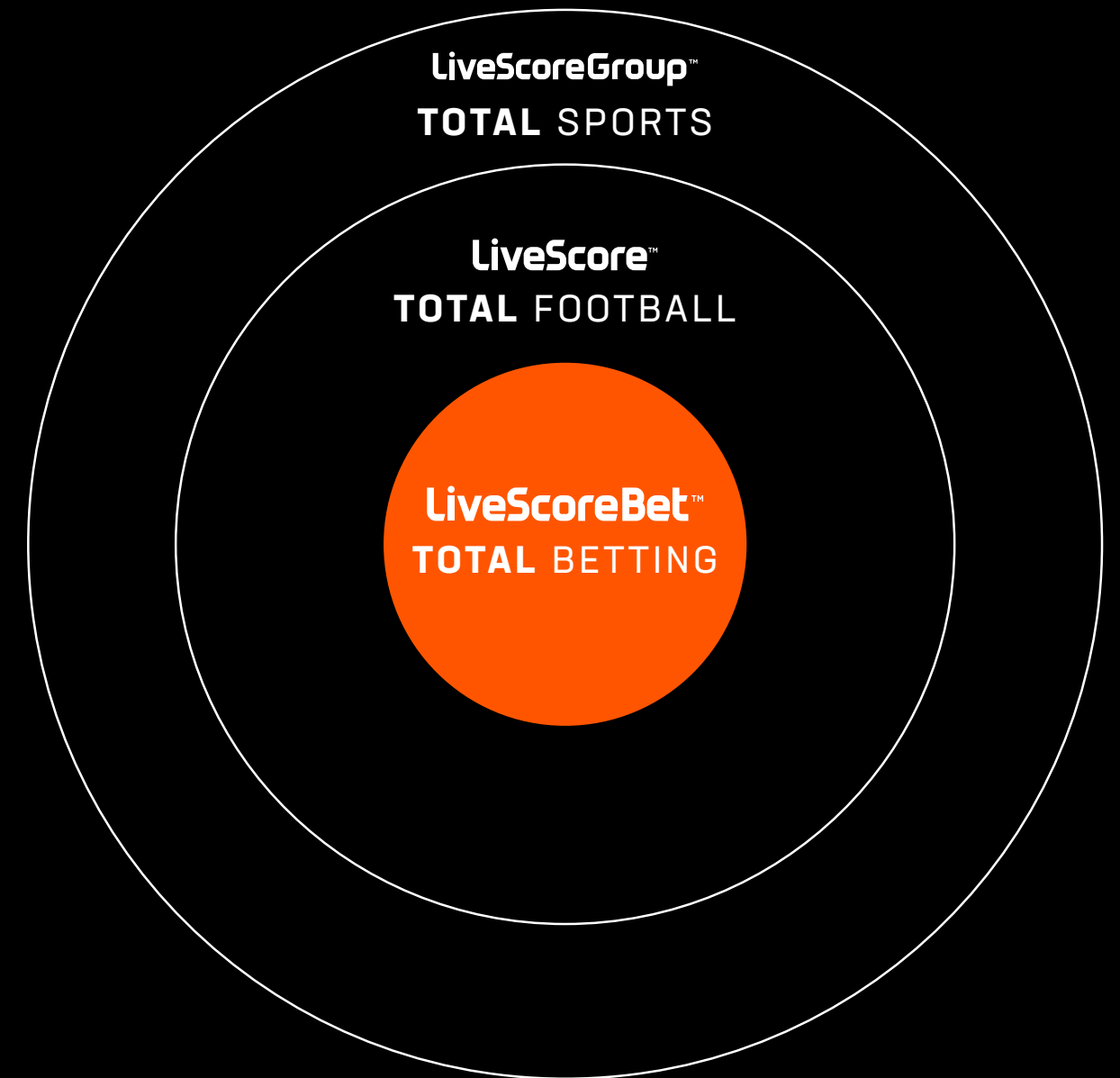
We're not from The Netherlands, although we do have a continental flair.

# THE 'TOTAL' SYSTEM

'TOTAL BETTING' is part of a simple system that can be used across our whole ecosystem.

The important point is TOTAL is imbued with all of the qualities you've just seen; **SEAMLESS, INFORMATIVE, INNOVATIVE** and **REWARDING**, which can be interwoven into product features, propositions and content.

Feel free to dial these up or down, depending on necessity, but always try to work with more than one: remember the power of convergence!



# PROOF POINTS

# SEAMLESS

- 'Ease of use' is the common theme identified among 3 out of 4 of the top ranked important ranked product attributes for OWSB; 'easy to place a bet', 'easy to navigate' and 'easy to track bets' (92\*% average)
- Amongst our users, these attributes rank even higher in importance (97\*% average)
- LSB currently ranks 3rd (out of 29) in the competitor set for these metrics
- By providing users with a 'seamless' experience, they can spend less time app-hopping and more time as fans, watching the sports they love

## PROOF POINT

### CONVERGENCE FEATURES

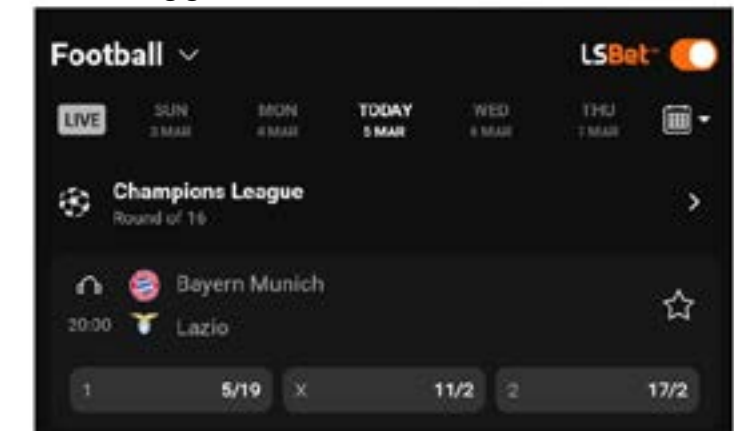
One of the unique propositions we offer to fans is our relationship with the masterbrand, LiveScore. Its symbiotic presence alongside allows fans to check scores, fixtures and results, and research their bets, before utilising LiveScore Bet as part of a convenient and trusted journey. A true enhancement on the live sporting experience.

- Single sign-on (one log-in across both apps)
- Odds toggle (the user can turn on LSB odds via a toggle on the MEV)
- Sync favourites (allows customers to favourite matches on LSM and then easily locate their matches through this new coupon on LSB. All LSM users who favourite matches but bet elsewhere will not get this luxury)

Single sign-on



Odds toggle



Sync favourites



# INFORMATIVE

- It's our heritage; the reason why LiveScore was created 25 years ago - to update fans with live scores whilst on the go
- 73\*% of our users say that 'a range and depth of statistics' is an important product attribute (vs. 63\*% market average)
- LSB currently ranks 3rd (out of 29) in the competitor set for this metric
- By providing users with an 'informative' experience, they can deepen their knowledge of the beautiful game in real-time, enable them to make the most informed betting choices, and one-up on their mates.

## PROOF POINT

### STATS HUB

Stats Hub is a comprehensive database of season-long statistics shown in the form of market related stats. Fans can filter by team, competition and timeframe and select from a range of different market types. Those results are ordered and displayed from the highest to the lowest percentage based on the historical outcome from the current season.

It's an acca-building tool with relevant integrated betting markets, allowing them to add to their bet slip all while being inside the feature and enhancing their total betting experience.



# INNOVATIVE

- Innovation is at the heart of everything we do - from our heritage, through to our convergence business model
- 76\*% of our users say that being 'modern and forward thinking' is an important brand driver (vs. 61\*% market average)
- LSB currently ranks 3rd (out of 29) in the competitor set for this metric
- By putting innovation at the forefront, fuelled by consumer research, we stay close to ever-changing desires, behaviours and trends, giving us first-mover advantage in this space

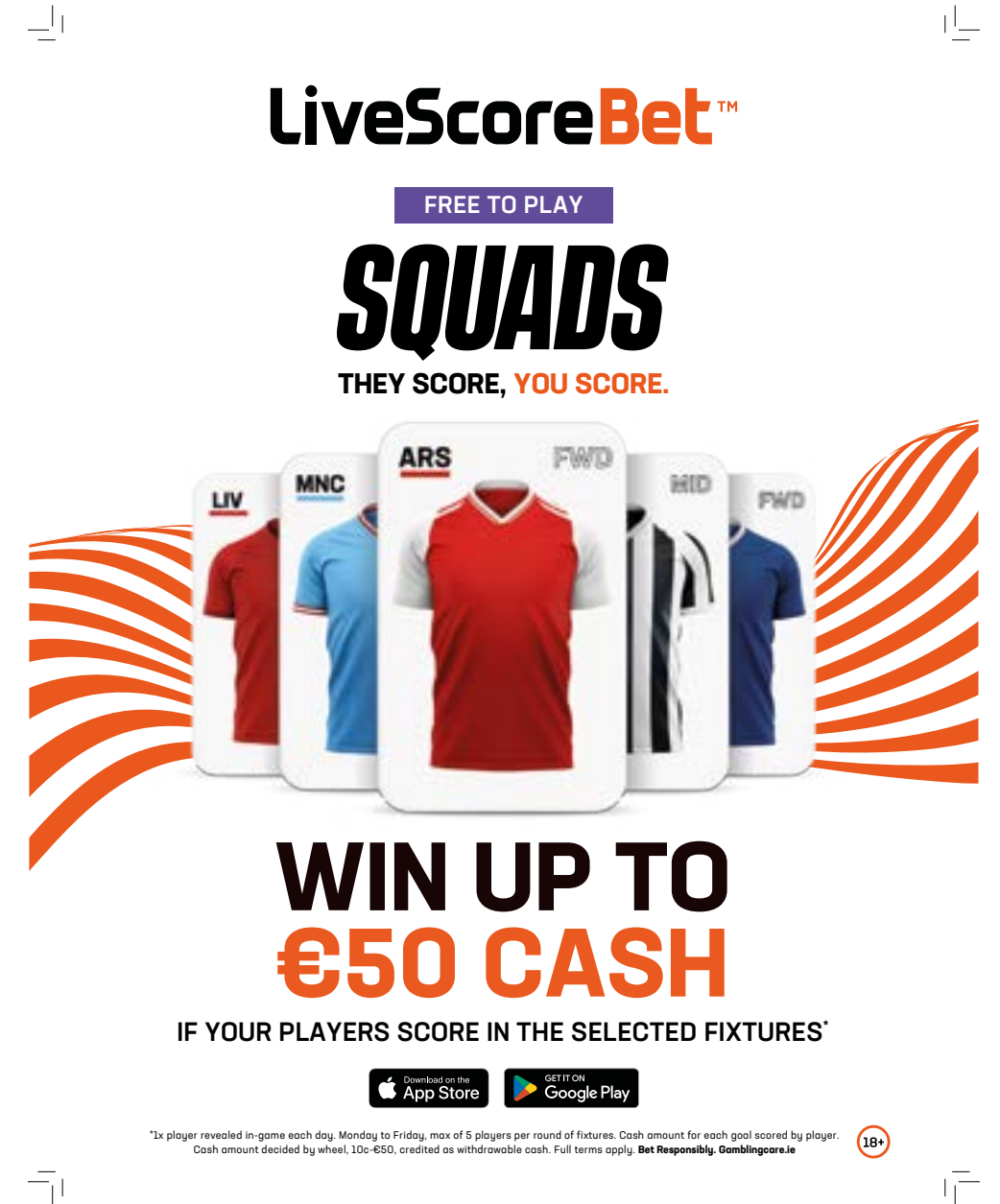
## PROOF POINT

### SQUADS

First-to-market and free-to-play, Squads has had a proven impact on overall business growth with its popularity and significant levels of repeat play.

Awarding cash prizes instead of free bets not only sets us apart from most sportsbooks but has empowered Squads to be the cornerstone for the significant growth seen in LiveScore Bet's overall consumer numbers.

This innovation extends beyond LiveScore Bet to LiveScore, generating two-way traffic and fueling growth in customers and revenue.



The graphic features the LiveScore Bet logo at the top, followed by a purple 'FREE TO PLAY' badge and the word 'SQUADS' in large, bold, black letters. Below this is the tagline 'THEY SCORE, YOU SCORE.' and a row of five football jerseys in different colors (red, blue, white, black, blue) with team abbreviations (LIV, MNC, ARS, MID, FWD) above them. The bottom section contains the text 'WIN UP TO €50 CASH' in large, bold letters, followed by 'IF YOUR PLAYERS SCORE IN THE SELECTED FIXTURES\*'. At the bottom are icons for the App Store and Google Play, and a small '18+' age restriction icon.

LiveScoreBet™

FREE TO PLAY

**SQUADS**

THEY SCORE, YOU SCORE.

WIN UP TO  
**€50 CASH**

IF YOUR PLAYERS SCORE IN THE SELECTED FIXTURES\*

Download on the App Store | GET IT ON Google Play

\*1x player revealed in-game each day, Monday to Friday, max of 5 players per round of fixtures. Cash amount for each goal scored by player. Cash amount decided by wheel, 10c-€50, credited as withdrawable cash. Full terms apply. [Bet Responsibly. Gamblingcare.ie](#)

18+



# REWARDING

- Rewarding is the common theme identified among 2 out of 3 of the top ranked brand drivers for OWSB; 'a rewarding betting experience' and 'rewarding loyalty' (78\*% average)
- Amongst our users, these attributes rank even higher in importance (87\*% average)
- LSB currently ranks 4th and 7th (out of 32) in the competitor set
- By providing users with a 'rewarding' experience - spanning from promotions through to customer service, they will feel valued at every touchpoint

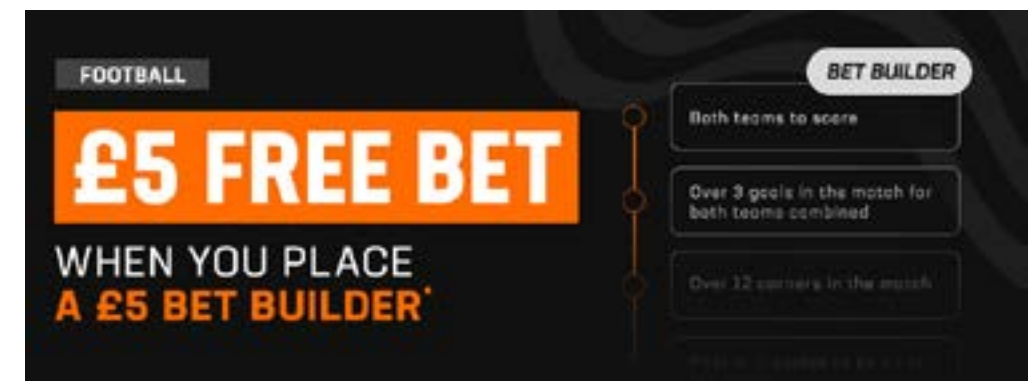
## PROOF POINT

### REWARDING PROMOTIONS

Key to why customers sign up with us, and why we're able to retain them, is our strike force of generous promotions that offer great value.

ACCA+, Bet Builder Bet £5 Get £5, Weekly Rewards and Daily Free Games are just a few of our recurring promotions that incentivise loyalty by ensuring that our customers feel suitably rewarded every week.

As these offers are open to all customers, they also act as a great advert for LiveScore Bet, competitive against the industry standard, in turn helping to attract new customers in a saturated market.



# PROOF POINT EXAMPLES

SEAMLESS	INFORMATIVE	INNOVATIVE	REWARDING
Single sign-on across LSM and LSB	Stats Hub	Squads	Generous weekly promotions
Odds toggle	Brand Ambassadors	Shocks	Rewards tracker gamification
Sync favourites	Brand Partnerships	Industry leading Bet Builder UI	20 daily price boosts

# APPLICATION

# OWNING TOTAL

Our philosophy around 'Total Betting' means we have the opportunity to own the word **TOTAL**.

Taking ownership of the word **TOTAL** means we have a short cut to explaining our seamless, innovative, converged approach to sports betting.

We can own **TOTAL** by using it, and its sibling **TOTALLY**, with confidence, wherever it makes sense.

# HOW TO OWN TOTAL

Use Total wherever we are adding our brand experience to something. Are we making it more seamless, more informative, more innovative or more rewarding?

If we are - it's Total.

## TOTAL CONTROL

Could be used to extol the virtues of our Bet Builder product.

## TOTAL SAFETY

Could be used to talk about our Responsible Gambling tools.

## TOTAL GENEROSITY

Could be used to talk about our best offers.

## TOTAL FAIRNESS

Could be used to talk about our rules and regs or a justice payout.

## TOTAL EASE

Could be used to talk about any product that has taken the complication out of betting.

## TOTAL FUN

Could be used to talk about free games.

## TOTAL FLUIDITY

Could be used to talk about our converged experience, Bet Builder, anything which has been designed in a slick way.

## TOTAL EXCITEMENT

Could be used to talk about and big sporting occasion.

## TOTAL BETTING

Always use it to describe the complete LiveScore Bet experience.

# HOW TO OWN TOTALLY

Where **TOTAL** doesn't work but  
**TOTALLY** does, use it.

## **TOTALLY IMMERSIVE**

Use it to describe the LiveScore Bet experience.

## **TOTALLY FREE**

Could be used to describe a free to play game.

## **TOTALLY EXCITING**

Use it to describe the feeling of a big sporting event.

## **TOTALLY BEAUTIFUL**

Could be used to describe our Bet Builder product or anything we have engineered in a beautiful way.

## **TOTALLY SEAMLESS**

Use it to describe something like Bet Builder or the whole LiveScore Bet experience.

# WHERE **TOTAL**, OR **TOTALLY**, DOESN'T WORK

**Don't just put total or totally in front of anything and everything.**

Remember, the words are used to show how LiveScore Bet enhance the betting experience.

## **TOTALLY FOOLPROOF**

We cannot use language that is not compliant, opt for 'Totally Simple' or 'Total Simplicity'.

## **TOTAL [SPORT]**

Total Golf, Total NHL, Total Racing etc does NOT work, as we are not doing anything to enhance the sports themselves.

## **EXCEPTION TO THE RULE**

### **TOTAL FOOTBALL**

Is the only exception as it's an existing philosophy in the world of sport.

# VISUAL LANGUAGE

Total Betting should look as pleasing to the eye as Total Football does to our fans. It's **SLICK**, **SEAMLESS**, **ELEGANT**, **TECHNICAL** and **DYNAMIC**. The **COMPLEX MADE SIMPLE**. It **FLOWS**. Total Betting is no different.

We have a brand signature that brings those words to life beautifully. It's called the Momentum Shift.

We must hero our Momentum Shift in all communications. Nothing else says 'Total Betting' as quickly, succinctly and elegantly.

A white background is the perfect canvas to present the Momentum Shift. It makes it feel simple.



# LOGO LOCKUP

**LiveScoreBet™**

TOTAL BETTING

**LiveScoreBet™**

TOTAL BETTING

# LOCALISATION

Total Betting is our global creative platform, however, we understand that we need to be able to adapt and transition to suit the locale we're in. Think of it like switching from 4-2-3-1 to 4-3-3 in a football game. The same plan won't always work for the same opponent, but the essence of how we play stays true to us.

No matter what, the experience is always seamless, innovative, informative and rewarding.

In some, Total Betting will be a brand line and campaign concept, in others, the vernacular might mean that it is reworked to suit the locale.

# CASINO

The beauty of the TOTAL system is its robust nature and ability to support our current and future strategy. A big part of that will be our casino offering.

‘TOTAL CASINO’ is a key part of that natural evolution.

Still seamless, informative, innovative and rewarding, with features, propositions and content that is specific to our casino product.

Again, we want to highlight the power of convergence! TOTAL means one account, but all of LiveScore.



# PROOF POINT EXAMPLES

SEAMLESS	INFORMATIVE	INNOVATIVE	REWARDING
Dynamic Casino Widget embedded in Sports	Live Casino Results Feed	Variety of local market specific suppliers	Daily Free Games / Slots / Chips
Double Bubble Content	Game discoverability by provider	Fortnightly new game releases	Pragmatic Slots Tournaments
Optimised onboarding journeys		Daily Free Game Progress Widget	100k Prize Draws
Ensuring the safety and loyalty of HVCs and key accounts		Jackpot Widget	

# ANY QUESTIONS?

If you have any questions about the LiveScore Bet brand, or any of the elements/assets mentioned in this playbook, please contact:

## **BEX HERD - BRAND**

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## **JOHN CHRISTODOULOU - COPY**

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# APPENDIX



# TOTAL BETTING

OUR CREATIVE PLATFORM

MOMENTUM SHIFT



TOTAL TICKER



VISUAL LANGUAGE

OUR BEHAVIOURAL PILLARS'

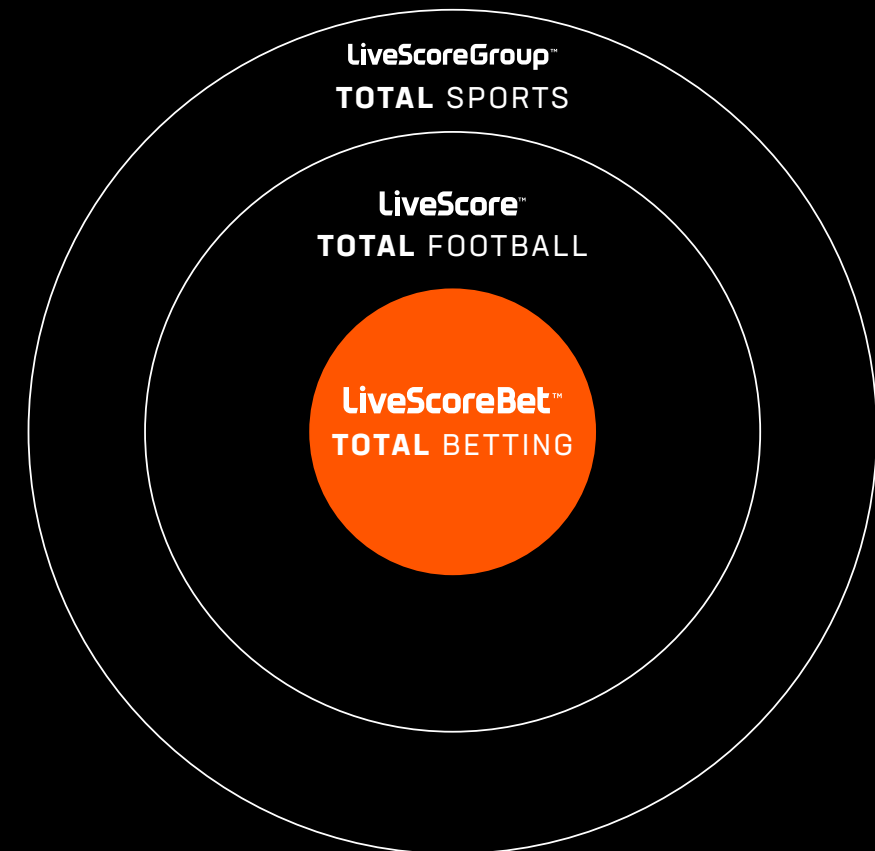
SEAMLESS

INNOVATIVE

INFORMATIVE

REWARDING

THE 'TOTAL' SYSTEM



# OUR BRAND TOOLKIT: THE ESSENTIALS

## LOGO

**Black and Orange:** When the logo needs to be applied on a light (white or grey) background we use this version to ensure it stands out and gives contrast.

**White and Orange:** When the logo needs to be applied on a darker (black) background we use this version.

LiveScoreBet™

LiveScoreBet™

## MOMENTUM SHIFT

Momentum Shift highlights the inspirational moments that get the fans out of their seats and into the air.

The design system also delivers a visual analogy for the role the LiveScore brand plays - delivering real time action, stats and analysis, that have a direct and immediate impact on users.



## TYPEFACE

Nuesa Next is modern, honest and straightforward, and can deliver stats and facts to fans in a way that has impact and authority. We use Nuesa Next Std in varying weights and styles to make an impact. These include:

### PRIMARY HEADLINES

Nuesa Next Std, Condensed Bold / Outlined

Nuesa Next Std, Bold / Outlined

**ABC123**    **ABC123**  
 ABC123    ABC123

### BODY

Nuesa Next Std,

Light / Regular / Medium (Condensed + Compact)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 123456789

## COLOURS

The LiveScore Bet colour palette is purposefully minimal and consists of four colours.



**ORANGE**  
 RGB: 255, 85, 0.  
 HEX: FF5500  
 CMYK: 0, 76, 94, 0



**WHITE**  
 RGB: 255, 255, 255,  
 HEX: FFFFFFFF CMYK:



**GREY**  
 RGB: 68, 68, 68.  
 HEX: 444444  
 CMYK: 67, 60, 59,  
 44



**BLACK**  
 RGB: 17, 17, 17  
 HEX: 111111  
 CMYK: 73, 67, 66, 83

# RESEARCH AND INSIGHT

# USER TESTING RESEARCH

## CUSTOMERS

*“I think I would define total betting to say that it’s an all-in-one immersive sports betting experience”*

*“Total Betting is fully about that immersive betting experience and allows you to...almost sort of be a pundit in the betting world”*

*“I got the impression that LiveScore Bet is positioning itself as an all-in-one football betting app. So everything is sort of together.”*

*“I would define it as saying...the whole idea is to immerse you, immerse you into that world, being able to follow a game along live, almost sort of feel and touch every kick of the ball, analyse everything that you want to analyse....”*

*“I did like how the narrative was quite clear in terms of the concept of taking Total Football and then into Total Betting. I thought that was quite a good parallel”*

# USER TESTING RESEARCH

## NON-CUSTOMERS, GENERAL BETTORS

*“I definitely would like a sort of one stop shop platform where I could bet make all my bets without having to go to two or three different sites”*

*“The style of betting is a bit more interwoven. It’s simplified. It’s a one stop shop to bet on whatever sport you want in. It seems quite flexible and user friendly. It was personable in the sense that it had a little bit of history behind it.”*

*“The phrase you used in the video - Total Betting - that’s what grabbed my attention. I wanted to know a bit more about what it is...what that looks like.”*