

**LiveScoreBet™**

# TOTAL BETTING

**THE PLAYBOOK**



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# BACKGROUND AND CONTEXT

# OUR CHALLENGE

There are plenty of betting brands out there, and most of them are saying the same things to the same customers with the same offers, products and services.

So, how do we remain competitive in such a crowded category?

How do we make sure we stand out in our own portfolio?

What makes us LiveScore Bet?



# WHAT IS A CREATIVE PLATFORM?

A creative platform is how a brand is presents itself to customers. It serves as a public-facing expression of its brand framework; purpose, mission, promise.

This playbook outlines our creative platform in orange, black and white. It explains why LiveScore Bet offers customers a **TOTAL BETTING** experience.

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

# OUR HERITAGE

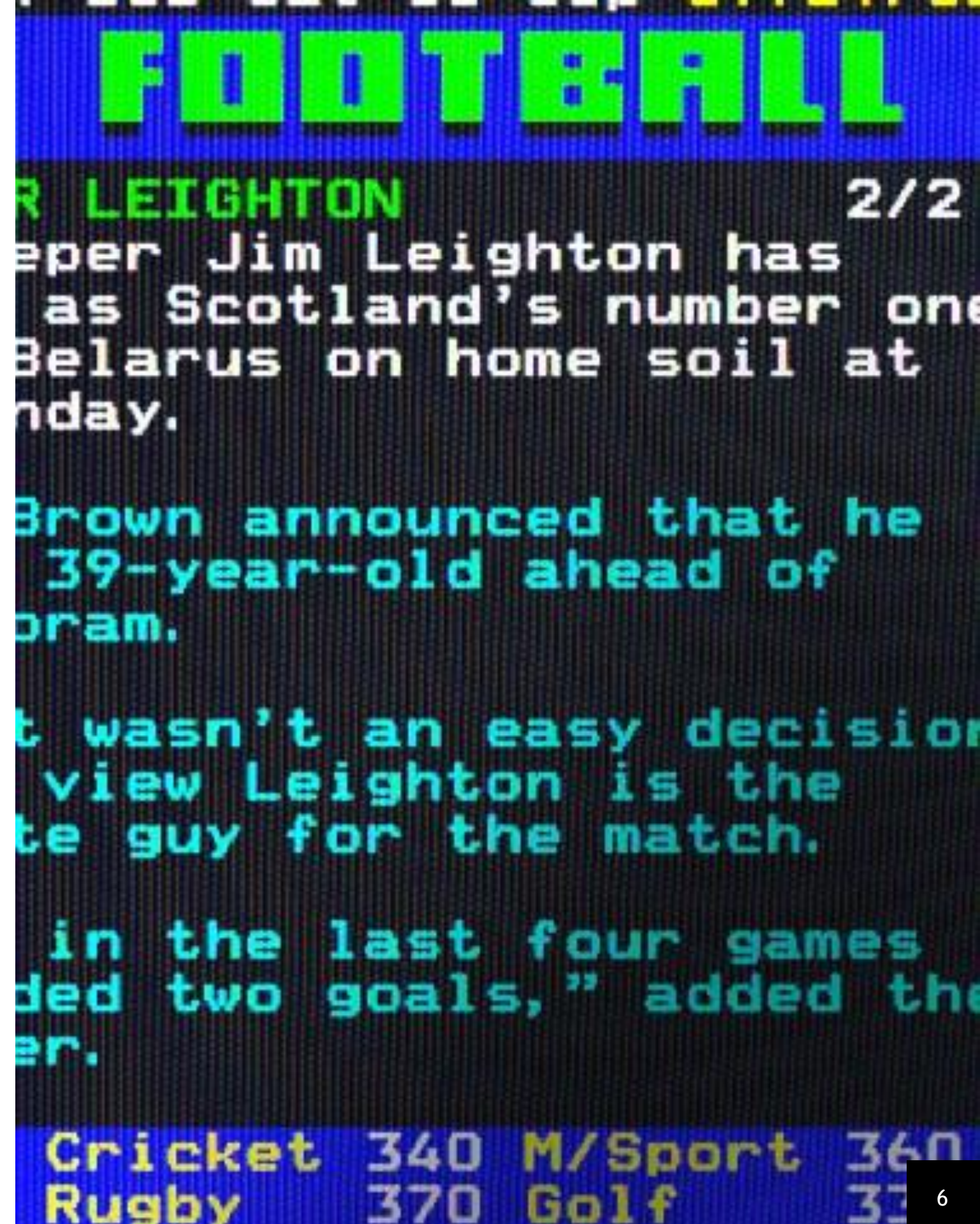
Back in 1998 the only way to get your team's live scores was through Teletext.

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

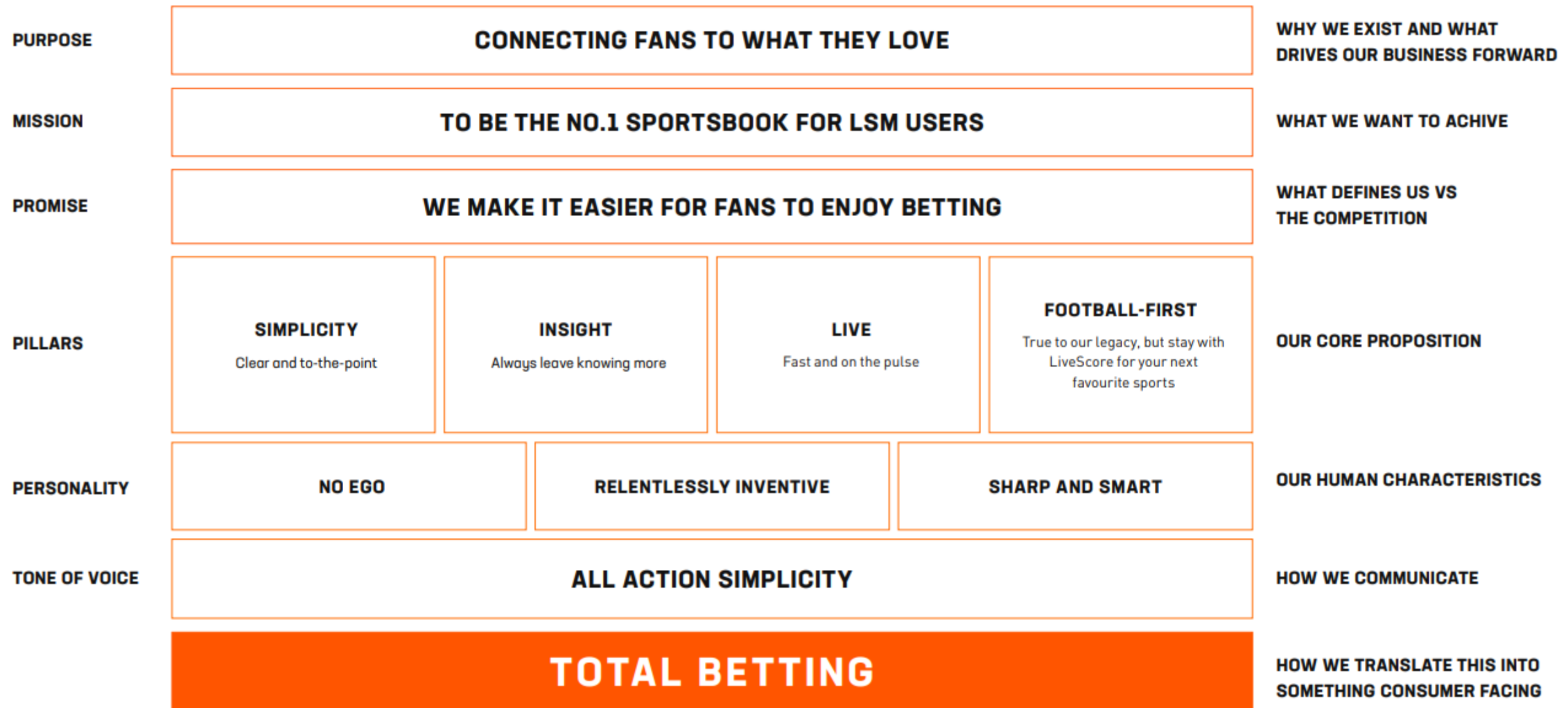
And so an idea was formed, using emerging tech something better was created. LiveScore was born.

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

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



# BRAND FRAMEWORK



# OUR CREATIVE PLATFORM



# TOTAL BETTING 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**.

Over 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 the content, stats and scores you'd expect from LiveScore.

We call this **TOTAL BETTING**

And like the best things in sport, it works beautifully.

**TOTAL** doesn't mean comprehensive.

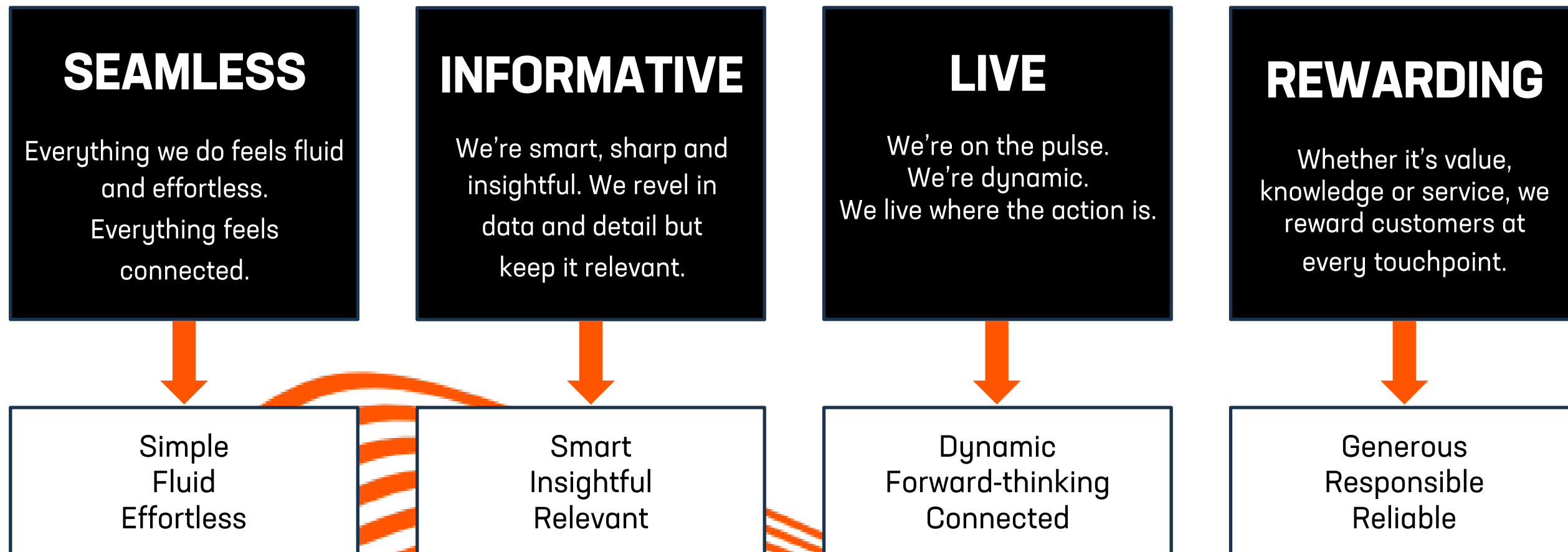
After all we don't have shops. It means converged.

**SEAMLESSLY** connecting the sports our customers love, to the bets they want. **INFORMED** betting choices powered by data and insight. Features that put you at the heart of the **LIVE** action. **REWARDING** promotions and interactions.

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**

# BEHAVIOURAL PILLARS



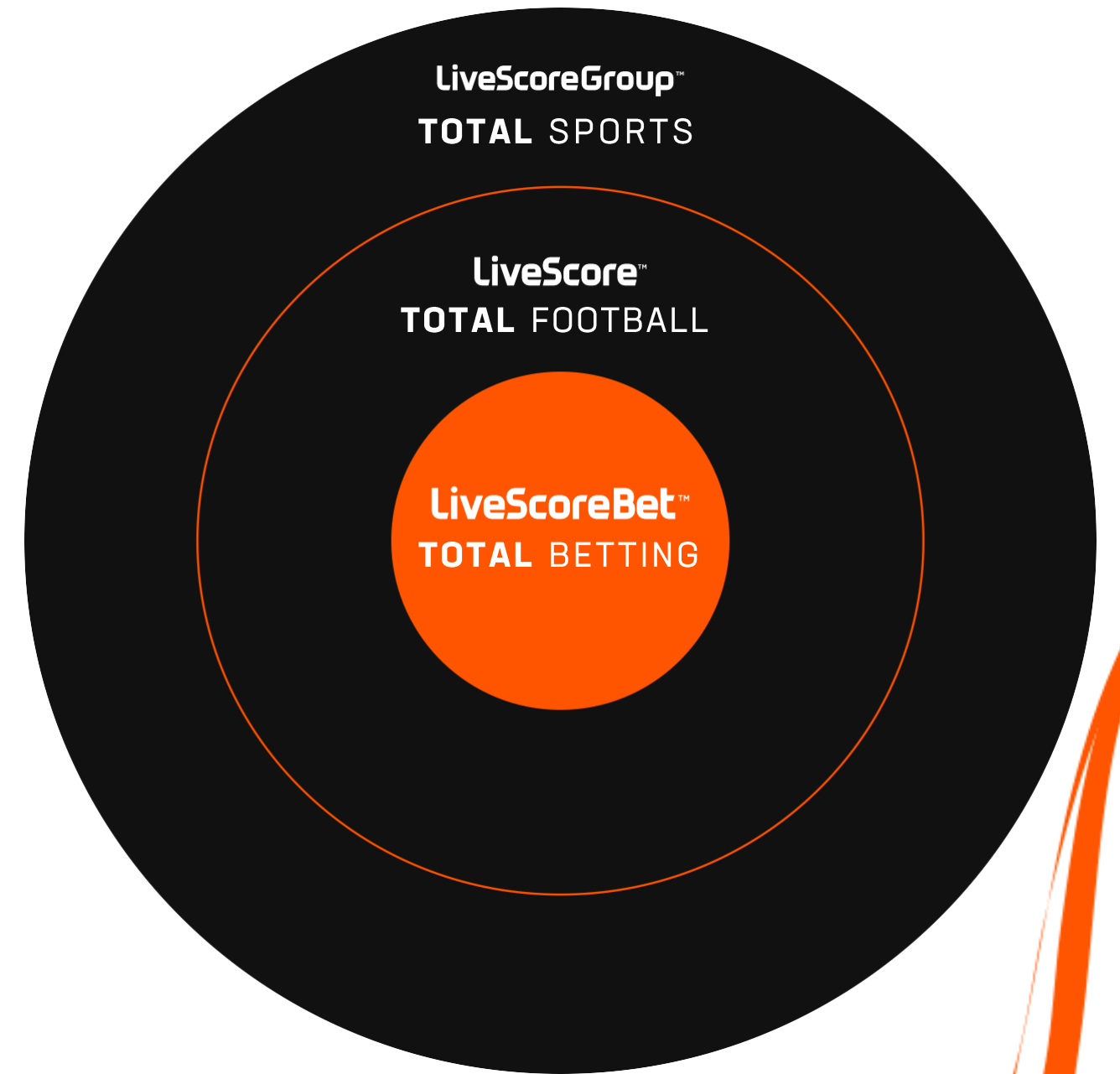
# THE TOTAL SYSTEM

The beauty of the **TOTAL** system is its robust nature and ability to support our current and future strategy.

**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, LIVE** and **REWARDING**, which can be interwoven into product features, propositions and content across sports and casino.



# PROOF POINTS

# SEAMLESS

- The predominant theme among the most important product attributes for 'online weekly bettors' is 'ease of use' (92\*% average)
- Amongst our users, these attributes rank even higher in importance (97\*% average)
- LSB ranks 3rd (out of 29) in the competitor set for this metric

## KEY CONSUMER BENEFIT

By providing bettors with a seamless experience, they can spend less time app-hopping and more time as fans, watching the sports they love.

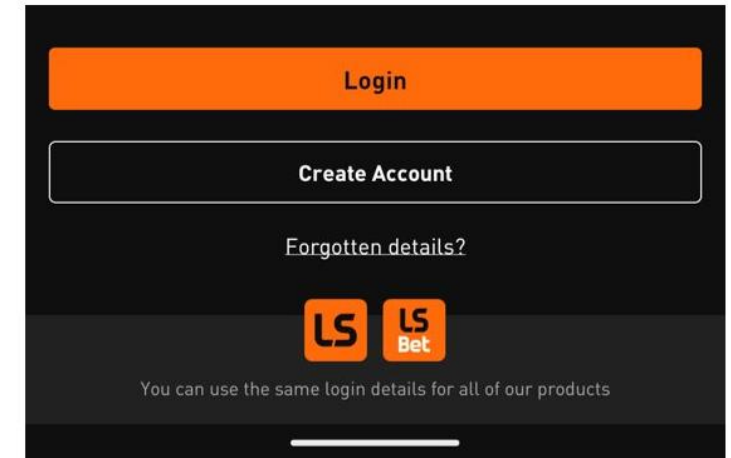
### PROOF POINT

#### CONVERGENCE FEATURES

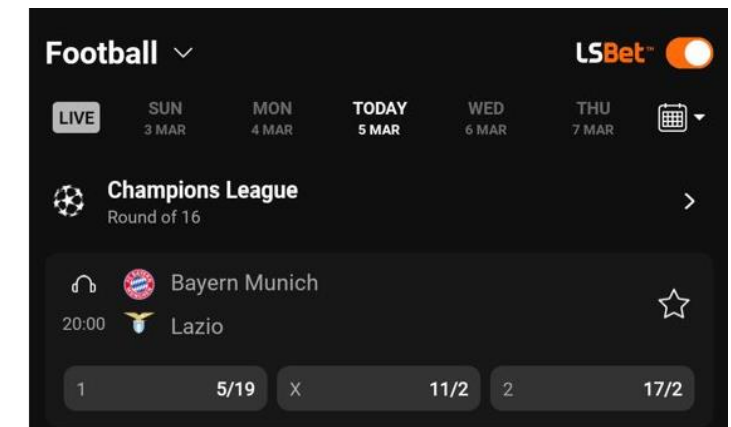
One of the unique propositions we offer to fans is our relationship with the masterbrand, LiveScore.

Its symbiotic presence alongside allows fans to check fixtures, scores and research their bets, before utilising LiveScore Bet as part of a convenient and trusted journey.

## Single sign-on



## Odds toggle



## Sync favourites



# INFORMATIVE

- It's 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 ranks 3rd (out of 29) in the competitor set for this metric

## KEY CONSUMER BENEFIT

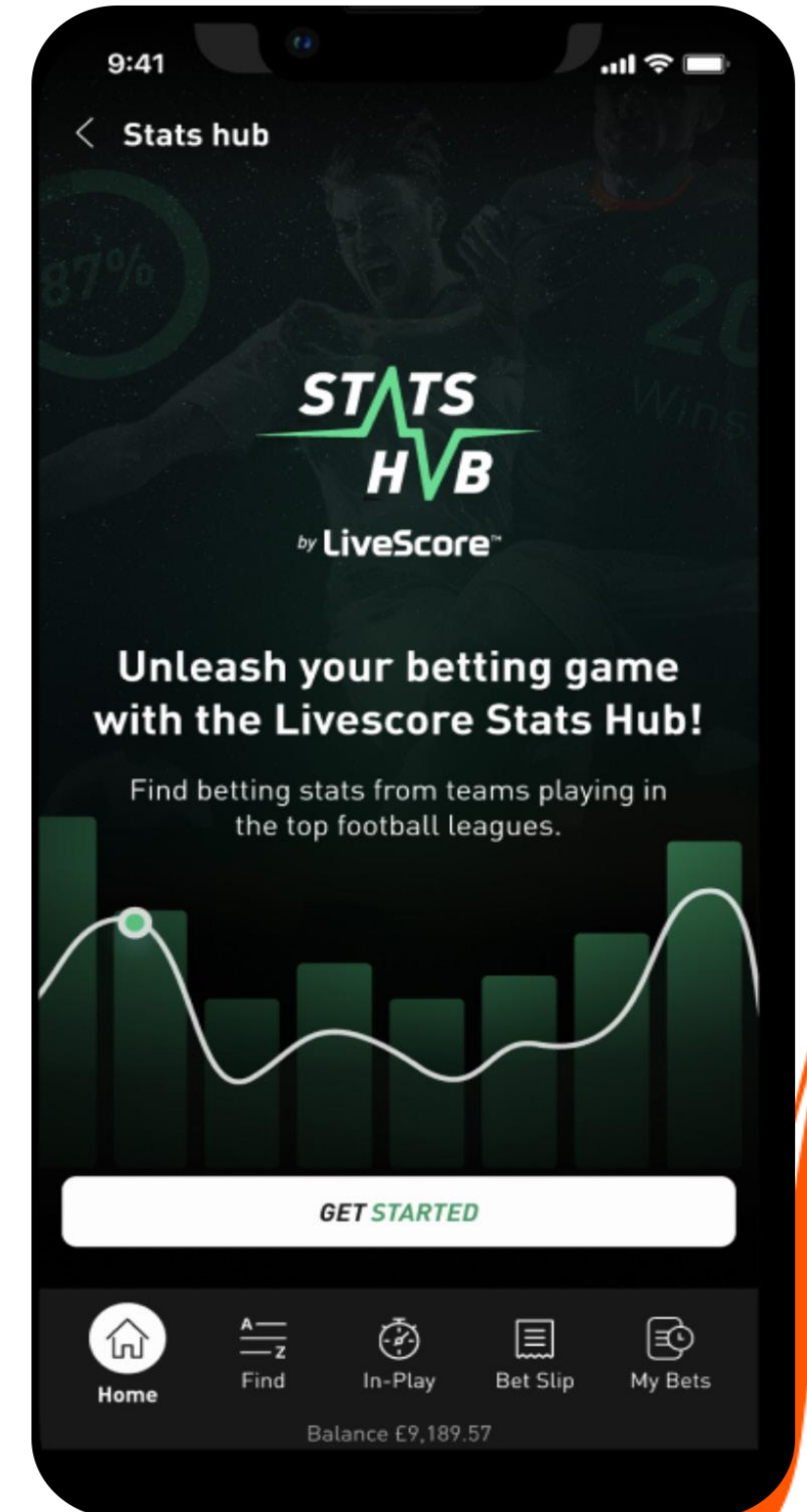
By offering bettors an informative experience, they can enhance their knowledge and insight, enabling them to make well-informed betting choices.

## PROOF POINT

### STATS HUB

Stats hub is an acca-building tool featuring a comprehensive database of season-long stats which can be filtered by team, competition, timeframe and market type.

The results are organised and displayed from the highest to lowest percentage based on the historical outcomes from the current season.



# LIVE

- Live is at the heart of everything we do - it's why it's in our name
- 76\*% of our users say that being 'modern and forward thinking' is an important brand driver (vs. 61\*% market average)
- LSB ranks 3rd (out of 29) in the competitor set for this metric

## KEY CONSUMER BENEFIT

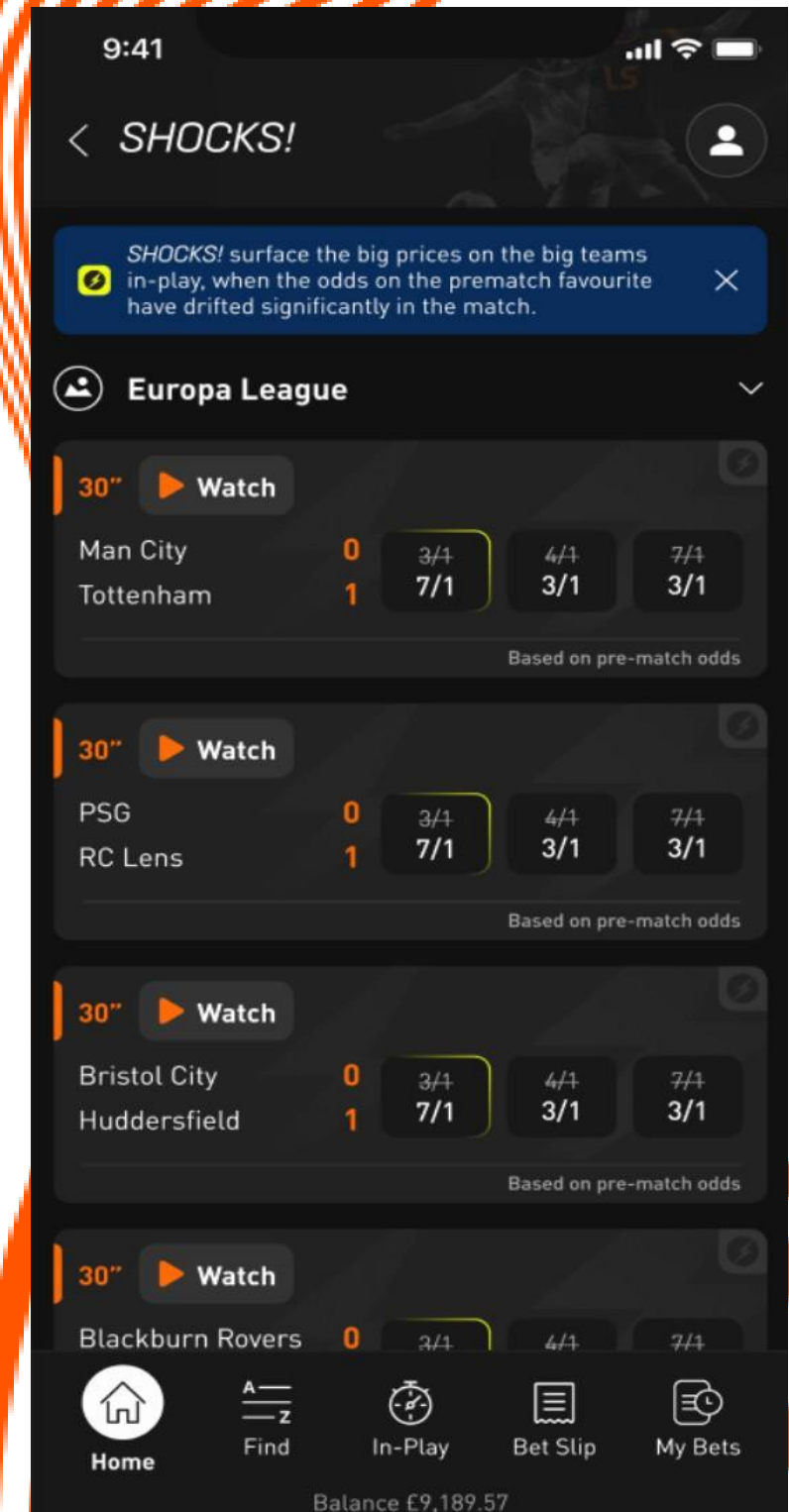
By prioritising live experiences, bettors will be immersed and feel closer to the action than ever before.

### PROOF POINT

#### SHOCKS

Shocks is a new sportsbook feature, debuting on LSB.

It offers a coupon displaying in-play matches where the expected favourite is either losing or struggling to take the lead, resulting in an inflated price.



# REWARDING

- The prevalent theme among 2 of the 3 highest-rated brand drivers for 'online weekly bettors' is 'rewarding' (78\*% average)
- Amongst our users, these attributes rank even higher in importance (87\*% average)
- LSB ranks 4th and 7th (out of 32) in the competitor set for these attributes

## KEY CONSUMER BENEFIT

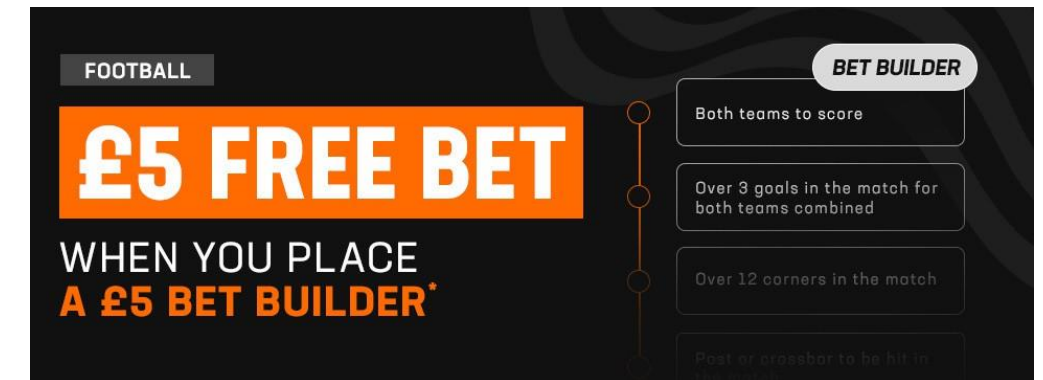
By providing users with a rewarding experience - spanning promotions through to customer service - they will feel valued at every touchpoint.

### PROOF POINT

#### SUITE OF PROMOTIONS

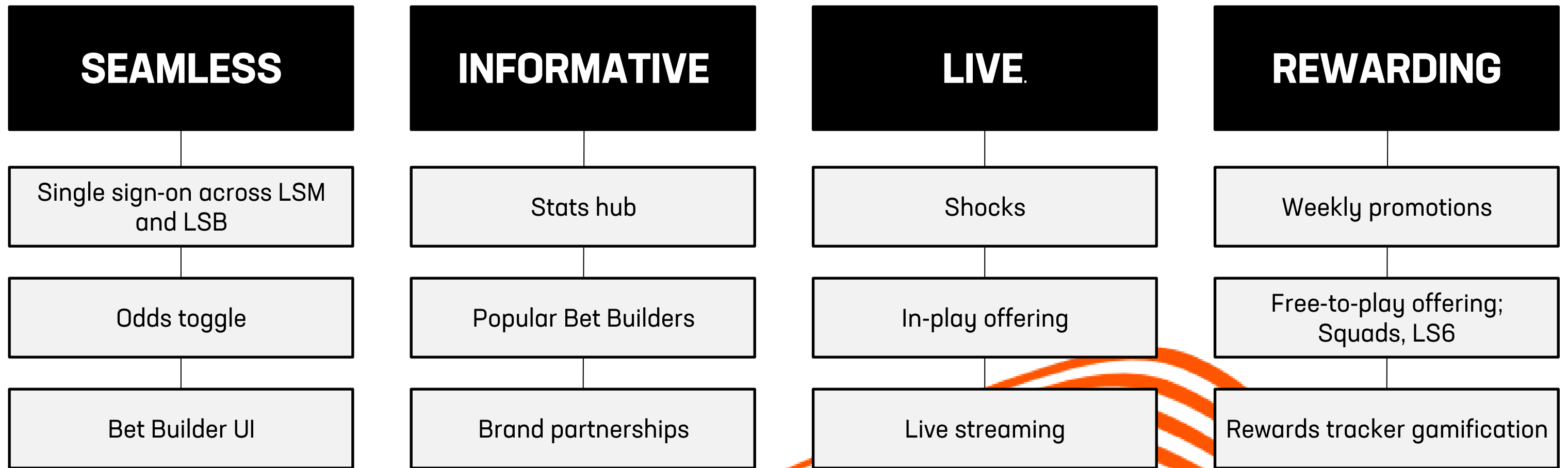
Key to why customers sign up with us, and why we're able to retain them, is our strike force of generous promotions that offer great value.

MBAL every Saturday 12.30, Weekly Rewards and Daily Free Games are just a few of our recurring promotions that incentivise loyalty.

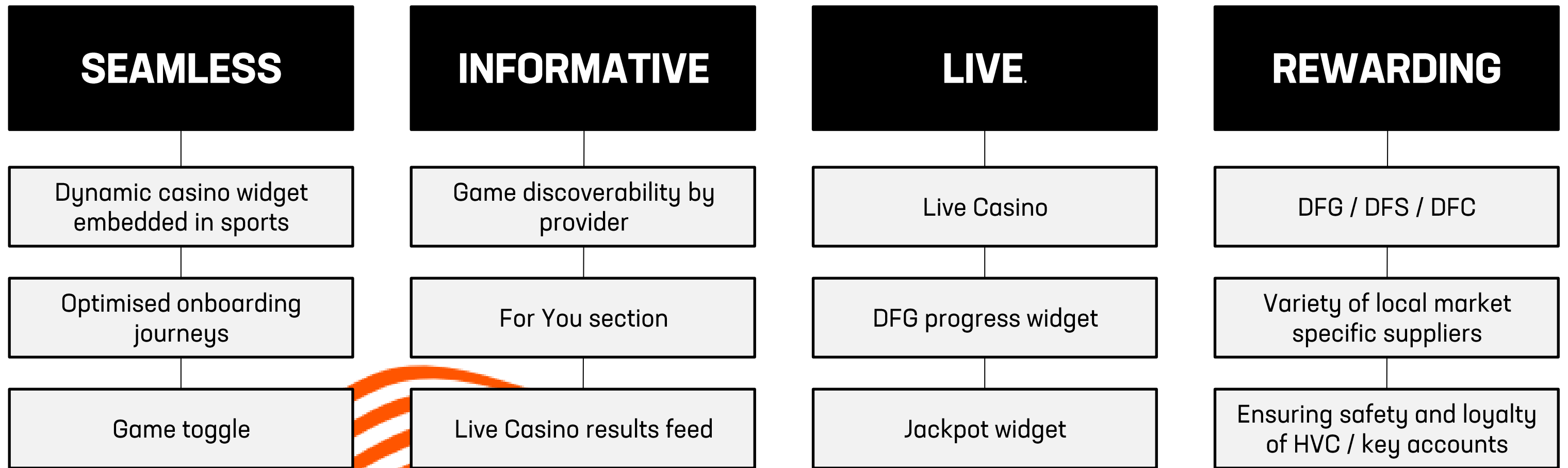




# SPORTS PROOF POINTS



# CASINO PROOF POINTS



# LOCALISATION

# 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**, **INFORMATIVE**, **LIVE** and **REWARDING**.

In some, **TOTAL BETTING** will be a brand line and campaign concept. In others, the vernacular might be reworked to suit the locale.



# CREATIVE APPLICATION

# TOTAL BETTING IN COPY

Our philosophy around **TOTAL BETTING** means we have the opportunity to own the word **TOTAL** and its sibling **TOTALLY**. It gives us a short cut to unpacking our converged approach to betting.

Use **TOTAL** wherever we are adding our brand experience to something.

Are we making it more **SEAMLESS**, more **INFORMATIVE**, more **LIVE** or more **REWARDING**?

If we are - it's **TOTAL**.

## **TOTAL CONTROL**

Use it to highlight the benefits of our Bet Builder product

## **TOTAL RESPONSIBILITY**

Use it to talk about our Responsible Gambling tools

## **TOTAL REWARDS**

Use it when promoting our best offers

## **TOTAL EASE**

Use it to describe any feature that simplifies betting

## **TOTAL FUN**

Use it to describe free-to-play games

## **TOTAL EXCITEMENT**

Use it when discussing major sporting occasion

## **TOTAL BETTING**

Use to describe the complete LiveScore Bet experience

## **TOTALLY SMOOTH**

Use it to describe customer service interactions

## **TOTALLY FREE**

Use it to promote Squads or daily free games

## **TOTALLY EXCITING**

Use it to describe the thrill of a major sporting event

# TOTAL BETTING IN DESIGN



LiveScoreBet™  
TOTAL BETTING

## LOGO LOCK UP

- Introducing the platform by positioning it directly beneath the logo in a fixed placement
- This is primarily intended to be used within comms where the primary goal is to drive awareness and leverage the creative platform (i.e. Brand)



TOTAL RESPONSIBILITY  
CONTROL  
FUN  
EXCITEMENT

## TICKER


- A simplistic design element that can be utilised in marketing materials to substantiate **TOTAL BETTING** in relation to a specific product, promo or message



## MOMENTUM SHIFT

- **TOTAL BETTING** should be as visually appealing as Total Football is to fans. Our brand signature, Momentum Shift, captures this essence beautifully
- A white background serves as the ideal canvas to showcase this dynamic pattern, highlighting its **LIVE** and **SEAMLESS** nature

# TOTAL BETTING DON'T'S

 Don't just put **TOTAL** or **TOTALLY** in front of anything. The words should be used to show how LiveScore Bet enhances the betting experience. For example:


**TOTALLY** FOOLPROOF

We cannot use language that is not compliant. Instead, 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

***NB. TOTAL FOOTBALL** Is the only exception to this rule as it's an existing philosophy*

 Don't imply that **TOTAL** means we have everything. After all, we don't have shops and our offering is limited in certain geos

 Don't abbreviate **TOTAL BETTING** to **TB**



# ANY QUESTIONS?

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

## **BEX HERD - BRAND**

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# APPENDIX

# TOTAL BETTING

CREATIVE PLATFORM

CREATIVE APPLICATION



LOGO LOCK UP



MOMENTUM SHIFT



TICKER

SEAMLESS

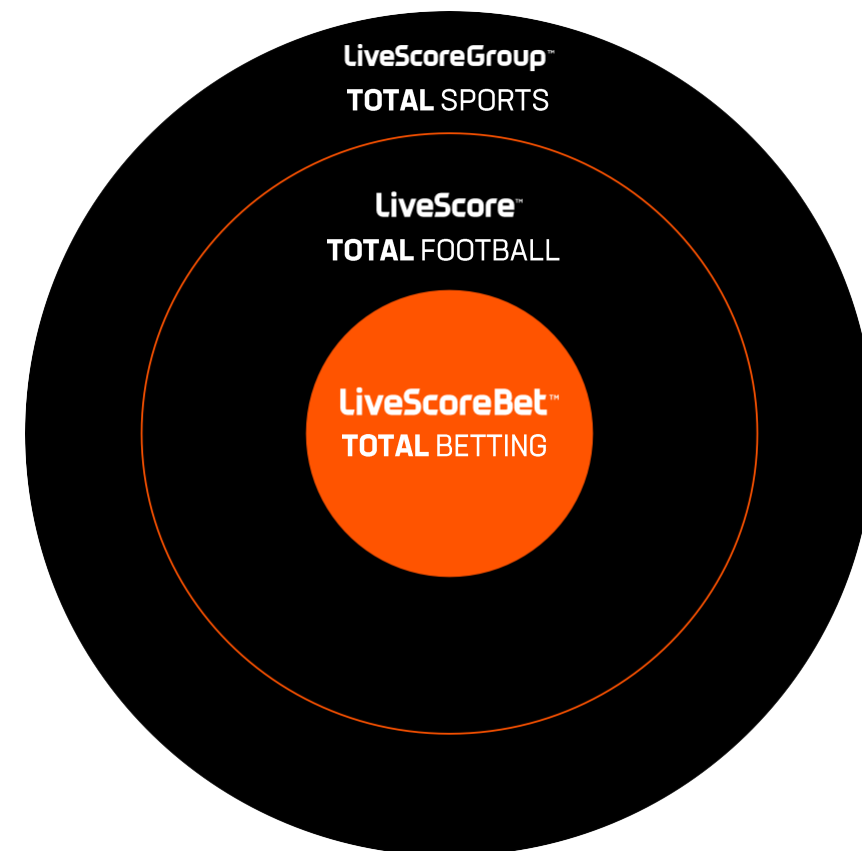
INFORMATIVE

LIVE

REWARDING

BEHAVIOURAL PILLARS

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™

## 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

## 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.



# 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

*“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.”*

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

“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.”