



A GOOD BET

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PROJECT JOURNEY

THE JOURNEY SO FAR...

BRAND DEVELOPMENT	BRIEF	PITCH	CREATIVE PLATFORM DEVELOPMENT		
2020 – 2023	Q1 2023	Q1 2023	Q2-3 2023	Q4 2023	Q1 2024
<ul style="list-style-type: none">• Brand Framework constructed in 2020, with promise of 'a more rewarding betting experience'• Brand Identity redesigned in 2021, tactically omitting imagery and audio• Annual Brand Plans created between 2021 and 2023, identifying positioning gaps and tracker insights	<ul style="list-style-type: none">• Identified a need for customer-facing translation of brand framework• Formalised into 'creative platform' brief, with various agencies considered• Partnered with Bicycle London due to existing positive relationship and recent talent acquisition to support strategic move into creative space	<ul style="list-style-type: none">• Bicycle presented six routes as response to brief• 'A Good Bet' stood out as an opportunity to create distinctiveness and differentiation within the category, whilst aligning closely to the Virgin Masterbrand	<ul style="list-style-type: none">• Development and stress-testing of what 'A Good Bet' is and what it isn't• Development of three core pillars to guide comms and behaviour• Provisional approval of concept by LSG ExCo	<ul style="list-style-type: none">• Provisional approval of concept by Virgin Masterbrand• Virgin Bet Ayr Gold Cup sponsorship elevated to align with 'A Good Bet' ethos. Charitable donations were introduced and best-turned-out prizes revamped	<ul style="list-style-type: none">• Concepting and art-working• Copy rules formulated• Legal team presented with real-life examples for approval• Launch plans created

STAKEHOLDERS

Throughout this journey, many stakeholders have contributed

The implementation of 'A Good Bet' will be an ongoing, collaborative effort

INTERNAL

- Design
- Legal
- Insights
- Product
- UX/Research
- Product Design
- CRM
- Acquisition
- EXCO

EXTERNAL

- Bicycle
- Virgin Masterbrand
- Other VCOs
- YouGov
- Jockey Club/
Ayr Racecourse
- MatchFit
- Forever Audio



KEY STAKEHOLDERS

RESEARCH AND MEASUREMENT

Since the below slides were put together, market segmentation, media mix modelling and our approach to creative testing with Bicycle have also come into play.

RESEARCH & INSIGHT

Brand Framework

Consumer, market and brand insight-driven.
Key finding: Consumers want to be rewarded beyond the point of transaction.
Purpose: 'Everyone can feel like a winner'
Promise: 'A more rewarding betting experience'

Secondary industry studies on 'brand purpose'

EY, Forbes, Deloitte, Zeno Strength of Purpose Study, Novelli Purpose Study.
Key finding: Brands with purpose generate better trust, loyalty, consideration and bottom line returns than those without.

Qualitative

One-on-one interviews with a mix of customers and non-customer bettors.
Key finding: Interviewees felt 'good' about the creative platform and were positive about proposed proof points.

Quantitative

300 weekly sports bettors per month answering brand tracker survey via YouGov.
Key finding: Trust is the most important brand attribute.

“

...Consumers are four to six times more likely to buy from, trust, champion, and defend companies with a strong Purpose. ”

Zeno Strength of Purpose Study 2020

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MEASUREMENT

Quantitative

300 weekly sports bettors per month answering brand tracker survey via YouGov.

- Introducing relevant codes into the tracker:
 - How important are each of the following attributes in an online sports betting brand?
 - In the brands that you are aware of, which of them would you describe as...
- Also expect to see uplifts in the following tools/tactics:
 - Brand lift studies as part of BAU media investment.
 - Sub-campaign analysis e.g.: Ayr Gold Cup
 - Media mix modelling

Qualitative

Periodical one to one interviews and focus groups as part of broader cadence with customers and bettors.



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DIAGNOSIS

BACKGROUND & CONTEXT

MARKET TRUTHS

- The UK betting landscape is homogenous
- The category is heavily saturated with many big-spending competitors
- Online betting brands advertise in similar ways, in the same places, to the same audience at similar times
- Products and promotions are variations on a theme
- The regulatory framework is becoming tighter, so creativity is increasingly difficult
- Brand differentiation and distinctiveness are therefore critical for growth



BACKGROUND & CONTEXT

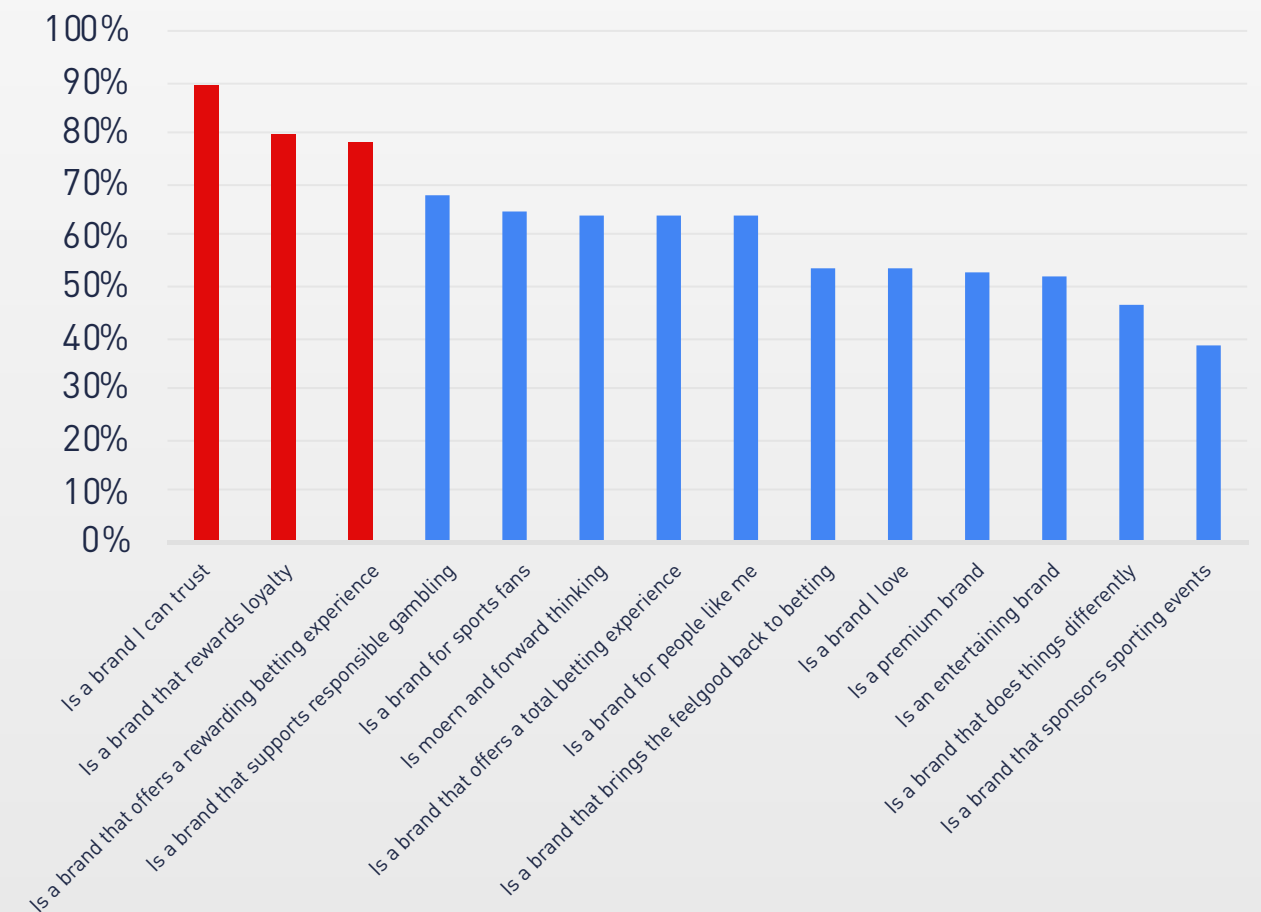
BRAND TRUTHS

- The Virgin Masterbrand is Virgin Bet's biggest asset
- It provides a shortcut to **brand trust**, the most important attribute for weekly bettors, as demonstrated in brand tracking research
- Improving scores in key associations (like trust) will increase consideration
- **Leaning into the Masterbrand can therefore increase consideration***, which is key for commercial growth

*Measured via YouGov brand tracker – 300 online weekly sports bettors per month – 'Which of the following online sports betting brands would you consider?'

IMPORTANCE OF BRAND ATTRIBUTES TO ONLINE WEEKLY SPORTS BETTORS

Q9 = How important are each of the following brand attributes in an online sports betting brand. Net: Important.



Red = brand attributes that form objectives in brand plan
Blue = tracked monthly, but not overt objectives in brand plan

BACKGROUND & CONTEXT

VIRGIN HERITAGE

- Being more Virgin increases trust, consideration and will ultimately improve commercial growth and provide bottom-line returns
- Leaning into the Masterbrand means aligning with the purpose and values. See here for the full Framework
- There are clear synergies between Virgin Bet's brand purpose and the Masterbrand purpose. Virgin believe in combining profit with purpose and **changing business for good***



Virgin Bet brand framework, 2020.

*Changing business for good = Virgin Masterbrand purpose

DIAGNOSIS: CREATIVE PLATFORM MISSING

- Differentiated from the category
- Distinctive and ownable
- Connects campaigns and comms
- True to the Masterbrand/purpose-driven
- Directional to colleagues
- Resonates with customers

OUR CREATIVE PLATFORM

A **GOOD** BET



WHY A GOOD BET?

- 👍 Differentiated from the category
- 👍 Distinctive and ownable
- 👍 Connects campaigns and comms
- 👍 True to the Masterbrand/purpose-driven
- 👍 Directional to colleagues
- 👍 Resonates with customers

A GOOD BET MANIFESTO

What if a good bet could mean something more than a dead cert?

What if a good bet could mean... A simple bet. An honest bet. A **SAFE BET**. One that offers **EXCEPTIONAL REWARDS**. A bet that gives back. Not just to the customer, but to sporting communities across the country.

Virgin Bet believes betting can promote **POSITIVE CHANGE**

We want our customers to feel like winners, even when they are not. With generous offers that celebrate sport's massive moments. Fun and free to play games. A rewarding app experience. And full access to the wider Virgin world.

There's no such thing as a dead cert. But it's a good bet we can bring the feel-good back to betting.

VIRGIN BET. A GOOD BET.



A GOOD BET IS...

SAFETY FIRST

Creating immersive responsible gambling experiences. A good bet is a bet you want to win, but can afford to lose.

POSITIVE CHANGE

It's about making a change for the better. Small and big. In our world, and the wider world.

EXCEPTIONAL REWARDS

Fostering loyalty through rewards, market-leading offers and full access to the Virgin ecosystem.

A GOOD BET IS NOT...

**A BIT OF
EXTRA VALUE**

**BETTING'S
'OLD WORLD'**

RECKLESS

**EXCLUSIVE
OR DIFFICULT**

PROOF POINTS

POSITIVE CHANGE

Elevating sponsored events by giving back to local Communities

From September 2023, all GGR* from one sponsored horse race per month will be donated to the racecourse's chosen charity.

And, not only did we elevate the 'Best Turned Out' prize, doubling the winner's prize money to £100, hear how we're giving back to the stars behind the scenes from Sports Broadcaster Ed Chamberlain.

*Up to £5k. If VB loses money on the race, the donation comes from the brand budget.

“ Well done to Virgin Bet! Every groom in this race is receiving £100. In addition, for all the Virgin Bet races over the last 3 days, they are putting all the grooms' names into a hat for a chance to win £1,000 worth of travel vouchers ”



Ed Chamberlain
ITV Racing's coverage of the Ayr Gold Cup





AYR WOMENS DAY

CELEBRATING WOMEN IN RACING AND HIGHLIGHTING RACING IS FOR EVERYONE

The day featured two insightful panels hosted by Scottish presenting star Natalie Pike, designed to introduce racing fans to some of the remarkable women doing incredible work in horse racing.

Virgin Bet also gave women in attendance the chance to pick out the Best Turned Out (BTO) winner before each race.

Additionally, Virgin Bet partnered with Walk Safe, an app developed to promote safer journeys home, highlighting the app's functions to give attendees peace of mind when traveling to and from the event.

“I’ve loved being a part of creating this project with the teams at Virgin Bet and Ayr Racecourse, and hope it can inspire the next generation of incredible women working in horse racing. Sport is for everyone, and activations such as this are crucial to ensuring inclusivity and safety for women at events, and ultimately heroing the brilliant people who work in the sport.”

Natalie Pike

“

Whether you're singing songs dressed as a traffic cone at the Ally Pally, roaring yourself hoarse on the first day of Cheltenham, or hugging a complete stranger because your team have just equalized in the 98th minute...

With Virgin Bet, it's a good bet you'll be doing it safely and responsibly. Our range of responsible gambling tools mean you can lose yourself in the occasion, without ever losing track of your betting.

There's no such thing as a dead cert. But it's a good bet we'll help you keep it safe and fun.

Virgin Bet. A Good Bet.

”

**Absolute
Radio**



SAFETY FIRST

GOING ABOVE AND BEYOND

In 2020, the Betting and Gaming Council (BGC) asked bookmaker members to pledge 20% of TV and radio advertisements to safer gambling messaging.

From October 2023, Virgin Bet will be dedicating 30% of all radio inventory to safer gambling messaging to go above and beyond the minimum requirement and set an example for the category.

See adjacent right for the safer gambling script that references 'A Good Bet'.



EXCEPTIONAL REWARDS

MONEY BACK ALL LOSERS

What is typically an offer reserved by bookmakers for 'marquee events' (e.g. Cheltenham), *money back on all losers* is now available on Virgin Bet every single week.

Other operators frequently offer *Money Back if Your Horse Finishes 2nd, 3rd or 4th* but often on large-field races. Virgin Bet gives customers a true free hit.

Conceptual mock-up only, not representative of actual outdoor placement

Virgin BET A GOOD BET

MONEY BACK ON ALL LOSERS

as a free bet up to £10.
On selected races every Saturday*

*Max Free Bet £10. Bet must be placed within 48hrs of selected race - 1st cash bet up to £10 (main market, ex antepost & specials). Win part e/w bet. Selection must lose. Free Bet: non-withdrawable, use in 7 days on sportsbook only. Stake not returned. T&Cs apply.

TAKE TIME TO THINK BeGambleAware.org 18+

EXCEPTIONAL REWARDS

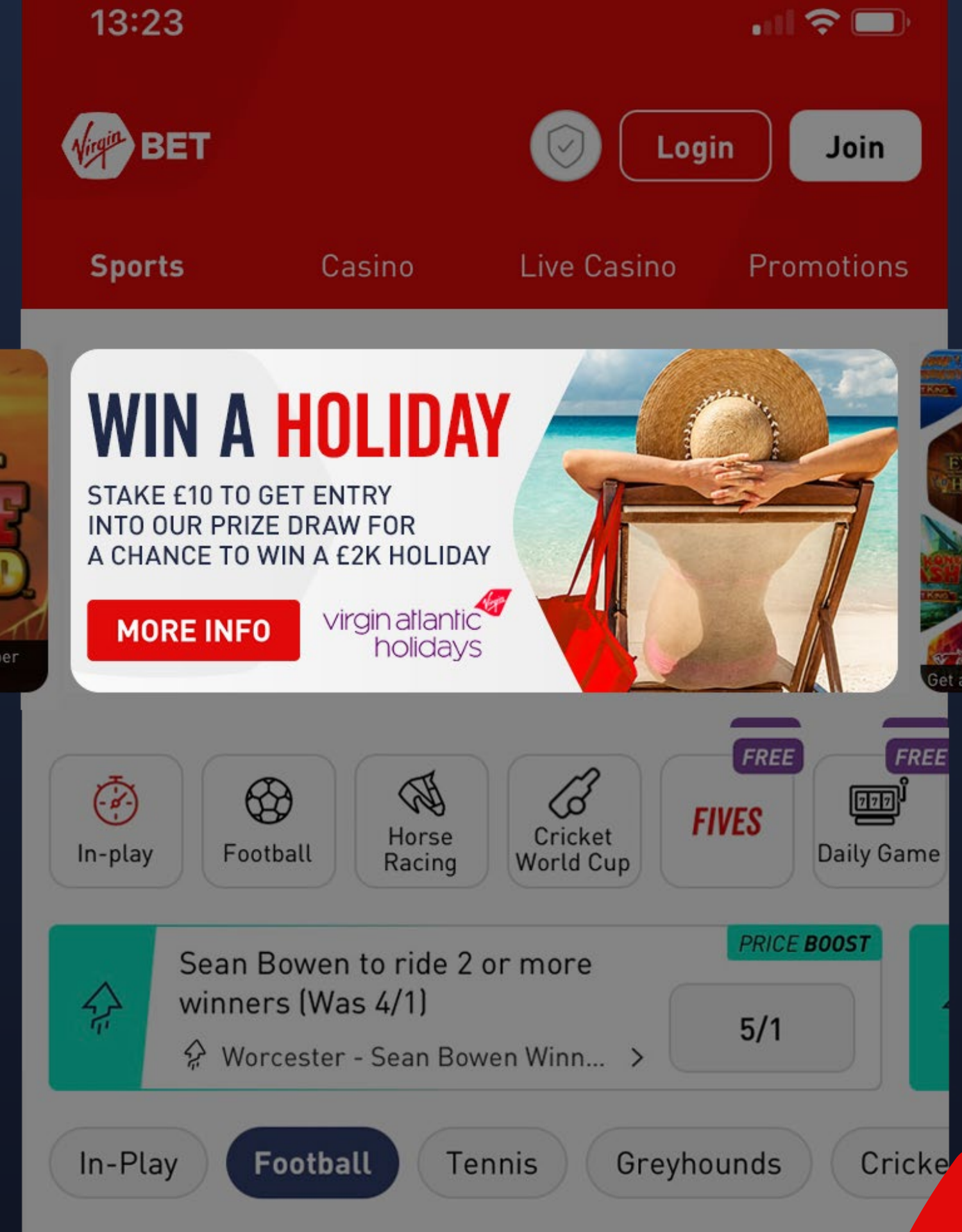
ACCESS TO THE WIDER VIRGIN WORLD

We want our customers to feel that their Virgin Bet account gives them access to more than betting. That their play is rewarded in ways that other betting firms just cannot compete.

And we'll be doing this by leveraging the power and uniqueness of the Virgin ecosystem. Sitewide promotions that give players the opportunity to win a Virgin Atlantic holiday. The ability to earn points through Virgin Red that can be used to book Virgin experiences, shopping or even flights.

Giving our customers the opportunity to feel like a winner in more ways than one.

Conceptual mock-up only, not representative of actual outdoor placement



PLAYBOOK

USING 'A GOOD BET' IN COMMS

The phrase will be imbued with meaning by:

- Attaching the phrase to specific behaviours, defined by the three A Good Bet pillars (adjacent right)
- Being selective about when it is and when it is not applied to comms. Not just plastering it on everything
- Being compliant and responsible

AN INDICATIVE STEER	
A Good Bet	NOT A Good Bet
Money Back All Losers	B10G20 Welcome Offer
Ayr Women's Day	Price Boosts
RG Radio Ad	Best Odds Guaranteed



CREATIVE APPLICATION



LOGO LOCK-UP

- Introducing the creative platform as a brand code and stacking it with the logo in a set position
- Initially, this will only be used in comms where the primary objective of the channel is driving awareness of Virgin Bet, the creative platform and leaning into the Masterbrand (i.e. brand)
- We must acknowledge there is currently a gap between our current proposition and the aspirations of the creative platform

COPY INTEGRATION

- The versatility of A Good Bet and acceptance of the phrase as part of our vocabulary, e.g. 'It's a good bet...', is a strength to be utilised
- Deeper level of integration via creative writing across all channels can create a link between the brand positioning and the key message, as well as increasing the frequency of exposure to the customer
- The phrase does not always need to be capitalised. If it makes sense as part of longer copy, it's a good bet you can use it. However, it always needs to be consistent, e.g. never 'a Good bet' or 'a good Bet', it's either all title cased, all upper case, or all sentence case, never a combination.

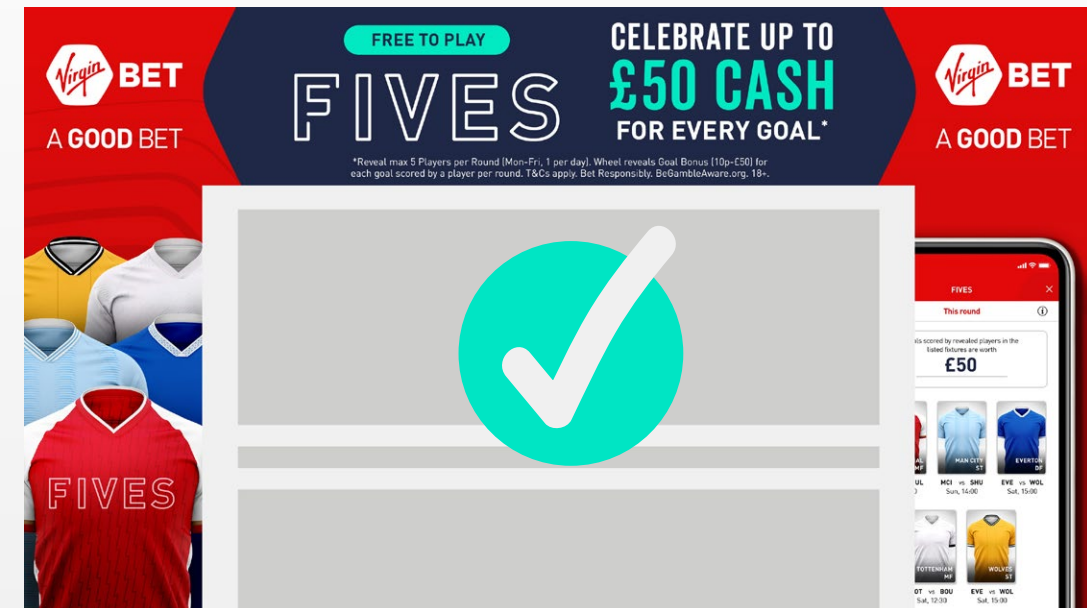
CREATIVE DO'S AND DON'T'S

DO

- Use A Good Bet whenever we are **adding our brand experience to something**. Are we putting customer safety first? Or offering an exceptional reward? Or promoting positive change? Then it's a good bet referencing the creative platform is right

DON'T

- Don't **break the phrase** up. It's important to maintain the three words of 'A Good Bet' to increase frequency across touchpoints and establish the phrase as our positioning
- Don't **swap 'good' for an alternative**. 'Good' in this instance has connotations of 'virtue' and 'righteousness' and we must not lose that. For example, 'great', 'big' and 'quality' are not the same thing
- Don't **abbreviate** 'A Good Bet' to 'AGB'



LEGAL DO'S AND DON'T'S

DO

- We must **create distance** between A Good Bet and promotions to ensure we're not misinterpreted to suggest the customer has a greater chance of winning. E.g. distance is created by 'It's a good bet you'll love [insert promotion]' vs. '[insert promotion] is a good bet'
- A Good Bet must be used with or near a **justifiable proof point**, either behaviourally or promotional

DON'T

- We must not suggest that **an offer is good**. E.g. 'Bet £10 Get £5. Now that's a good bet.'
- We must not associate A Good Bet **directly with the customer**, e.g. 'Hey Good Bettor!', as this may suggest the customer has a high level of skill and higher chance of winning

The advertisement features the Virgin BET logo and 'A GOOD BET' text on the left. The central headline reads 'IT'S A GOOD BET YOU'LL LOVE...'. Below this is a large teal circle with a white checkmark. On the right, the Cheltenham Rewards logo is positioned above the text 'MONEY BACK AS A FREE BET IF YOUR HORSE LOSES*'. Below this, it says 'UP TO £5 FIRST RACE AT CHELTENHAM EVERY DAY' and includes a 'BET HERE' button. At the bottom, there is a 'TAKE TIME TO THINK' icon and the BeGambleAware.org logo.

IT'S A GOOD BET YOU'LL LOVE...

MONEY BACK AS A FREE BET IF YOUR HORSE LOSES*

UP TO £5 FIRST RACE AT CHELTENHAM EVERY DAY

BET HERE

*Max Free Bet £5. 1st qual. cash bet up to £5 must be placed within 48hrs of selected race(s) (main market, ex ante-post & special). With part /w/ bet. Bet must lose. Free Bet: use in 7 days on sportsbook. Stake not returned. T&Cs apply. Bet Responsibility. BeGambleAware.org. 18+

BeGambleAware.org

TAKE TIME TO THINK

The advertisement features the Virgin BET logo and 'A GOOD BET' text on the left. The central headline reads 'A GOOD BET THIS CHELTENHAM IS...'. Below this is a large red circle with a white 'X'. On the right, the Cheltenham Rewards logo is positioned above the text 'MONEY BACK AS A FREE BET IF YOU LOSE*'. Below this, it says 'UP TO £5 FIRST RACE EVERYDAY' and includes a 'BET HERE' button. At the bottom, there is a 'TAKE TIME TO THINK' icon and the BeGambleAware.org logo.

A GOOD BET THIS CHELTENHAM IS...

MONEY BACK AS A FREE BET IF YOU LOSE*

UP TO £5 FIRST RACE EVERYDAY

BET HERE

*Max Free Bet £10. Bet must be placed within 48hrs of 1st race. 1st cash bet on the 1st race each day of Cheltenham Festival (main market, ex ante-post & special). Selection must lose. Free Bet: use within 7 days on sportsbook only. Stake not returned. T&Cs apply. Bet Responsibility. BeGambleAware.org. 18+

BeGambleAware.org

TAKE TIME TO THINK

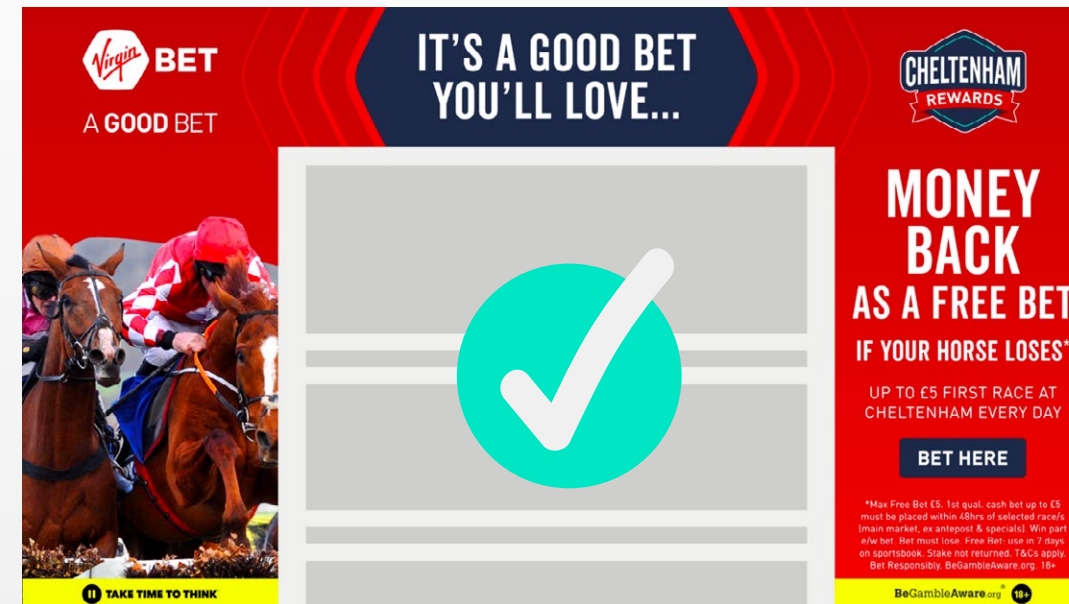
SUMMARY

- 'A Good Bet' is not a one size fits all approach. Ensure you are being selective when applying the creative platform to comms
- 'A Good Bet' can be integrated into creative through copy or the logo lock up – ensure you are using the phrase in the right way for your activity
- The creative platform is 'A **Good Bet**', not 'AGB', or 'A Great Bet'
- When using 'A Good Bet' ensure you are being compliant and responsible. Always bring legal into conversation early to highlight any potential issues








THANK YOU

VERBATIM LEGAL ADVICE

- It must be acknowledged there are **legal and compliance risks** attached to the creative platform. These have been discussed extensively and approved by Legal and Exco
- The tagline is generally safe to be used in relation to generic brand content (Virgin Bet, A Good Bet) – where the use of GOOD BET is within the context of the Virgin Bet brand being “responsible” or “honest”
- When using A Good Bet alongside any bonus offers, promotions, advertising of particular markets, price boosts or specials, space needs to be created between marketing message and tagline
- This is because, depending on the context of use, there is a material risk that “A GOOD BET”, will be interpreted by the ASA (if a complaint were to be made) to mean that a bet with Virgin Bet is a “sure bet”. Used in the wrong context the tagline can provide the impression of a guaranteed outcome
- When using A Good Bet in any assets it’s important to include legal in the conversation from the beginning, so they can flag any potential issues
- All marketing assets using A Good Bet must be submitted to Legal for approval through formal channels



A GOOD BET: WHAT WE CAN SAY

Copy Example	Usage/Comments
Check out our daily free games... it's a good bet you'll love them 	Can be used as part of the Welcome Journey comms that show the customer the array of casino games on offer
It's a good bet you've found the right bookie. 	Can be used as part of the Welcome Journey comms if the comms linked to specific behaviors which align with the AGB pillars. E.g. comms showcasing our exceptional offers
It's a good bet football hibernation is over. 	Can be used in a moment in time, e.g. the start of the football season, if the comms linked to specific behaviors which align with the AGB pillars. E.g. comms showcasing our exceptional offers
Come back to Virgin Bet. It's a good bet you'll like the changes. 	Can be used as part of Reactivation Journey as long as long as comms include information on the changes we are referencing and they align with AGB pillars
It's a good bet the next one's on us 	Can be used when next to an offer where the mechanic is a free bet like the B10G5 offer
A good bet is one where... you win some, you don't lose some 	Can be used with MBAL offer with additional copy to make it clear we aren't suggesting you can't lose with VB
It's a good bet there's a surprise waiting for you 	Can be used a part of a cash drop

A GOOD BET: WHAT WE CAN'T SAY

Copy Example	Reason
It's a good bet there's nothing to lose ❌	We should stay away from phrasing like "nothing to lose" - its too provocative and would likely be considered socially irresponsible.
What's a good bet? It's a neigh-brainer ❌	Highlighting a bet as a no brainer could be seen to be encouraging mindless betting
Bet £10 get £5. Now that's a good bet ❌	Giving the impression that the bet and offer is a 'dead cert'
It's a good bet you'll be thinking of nothing else for the next 9 months ❌	Suggest gambling should take precedence over social/professional life.
It's a good bet this is the best money you'll never spend ❌	Play on words seen as too misleading as FIVES is free and no money is being spent
It's a good bet absence will have made the heart grow fonder ❌	Plays on the idea that people "miss" gambling when they are doing other things (social/professional obligations)
It's a good bet you're as excited as we are ❌	Creates a sense of urgency

BRAND PLAN

- Each LiveScore Group brand has a brand plan for each territory. They align to the financial year and create structure and focus to annual investment and planning
- A strategy cannot be created without a thorough diagnosis and tactics cannot be formed without a strategy
- It's just as much about 'what not to do' than 'what to do'

FORMAT

Introduction	Diagnosis	Strategy	Tactics
A quick overview of the process and context setting.	Using data and insights to understand the lay of the land (brand, market, audience). Discovery, testing & tracking.	Shaping the focus areas: what we should and should not focus on.	Determining how we should execute.
<ul style="list-style-type: none"> CONTEXT & BACKGROUND <ul style="list-style-type: none"> FY22-23 CHALLENGES FY23-24 OUTLOOK 	<ul style="list-style-type: none"> 2022-23 REVIEW - OBJECTIVES 2022-23 REVIEW – RESEARCH MASTERBRAND MEASUREMENT ECOSYSTEM MARKET SEGMENTATION BRAND TRACKING 	<ul style="list-style-type: none"> TARGETING OBJECTIVES POSITIONING CREATIVE APPLICATION SUMMARY 	<ul style="list-style-type: none"> PENDING WORKFLOWS BUDGETING BRIEFS BRAND MEDIA PLAN BROADER MARKETING ALIGNMENT COMMS PLANNING

OBJECTIVES – PRIMARY AUDIENCE

Online weekly sports bettors

1: DRIVE AWARENESS	2: DRIVE CONSIDERATION	
	A: BE MORE VIRGIN	B: REWARD LOYALTY
<ul style="list-style-type: none"> Low awareness is our #1 challenge within the category Currently 74% of our core audience do not know that we exist We do however have a relatively healthy funnel, so increasing our awareness should have a positive knock-on effect to our consideration and usage scores 	<ul style="list-style-type: none"> Trust is the #1 ranked brand attribute of Virgin Bet and the #1 driver of brand preference in the sportsbook category It is demonstrably driven by the Masterbrand equity (framework = promise, pillars). 	<ul style="list-style-type: none"> Rewarding loyalty is the second most important brand driver We score poorly for this attribute despite having very generous propositions We must explore ways to rework, repackage and better communicate our propositions
<p>Increase prompted awareness among online weekly sports bettors from 26% to 35% by April 2024</p>	<p>Increase perception among online weekly sports bettors that Virgin Bet is 'a brand I can trust' from 19% to 22% by April 2024</p> <p>Increase perception among online weekly sports bettors that Virgin Bet delivers a rewarding betting experience from 14% to 17% by April 2024</p> <p>Increase 'an entertaining brand' from 15% to 18% by April 2024</p> <p>Increase 'a brand I love' from 12% to 15% by April 2024</p> <p>Increase 'a brand for people like me' from 13% to 16% by April 2024</p> <p>Increase 'easy to place a bet' from 20% to 23% by April 2024</p>	<p>Increase perception among weekly sports bettors that Virgin Bet is 'a brand that rewards loyalty' from 12% to 15% by April 2024</p> <p>Increase 'good odds and prices' from 14% to 17% by April 2024</p> <p>Increase 'good offers and promotions' from 16% to 19% by April 2024</p>

Brand objectives are informed by YouGov data (inputs) and measured by YouGov data (outputs)

Key objective

Tracked metric

LAUNCH PLANS & RATIONALE

LAUNCH OPTIONS



OPTION 1

Soft and staggered approach to launch.

Test and learn by integrating across channels when possible and appropriate.

Light touch paid media presence.

Lower risk, lower resource.



OPTION 2

Full, coordinated integration from launch.

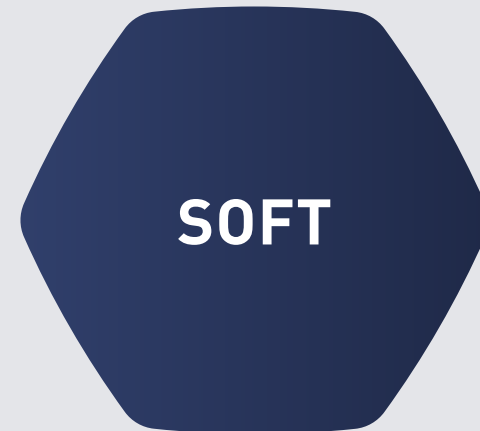
Trade press engaged to create launch moment.

Heavyweight media campaign.

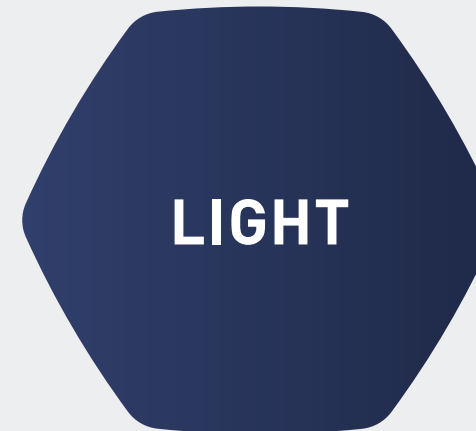
High risk, high resource.

A GOOD BET: LAUNCH RATIONALE

- We do not have the marketing firepower or resource to launch a 360/ATL campaign
- We do not have social channels or a TVC to define 'A Good Bet' at scale
- We must consider resource, budget and the sporting/market calendar to activate the platform at opportune and relevant times
- Therefore, launch will occur over three phases in 2024



- March 2024 onwards
- Initial integration into BAU brand marketing channels
- First tactical activation; Ladies Day rebrand
- Launch of [livescoregroup.com](https://www.livescoregroup.com) 'A Good Bet' page*
- Exploration of app and product integration



- August (start of season) 2024 onwards
- Integration into broader channel mix (performance and CRM)
- Trade press engaged to publicize narrative in public domain following tactical activation



- Post-migration, likely H2 2024
- Scaled media support and investment
- Exploration of app and product integration

N.B Crisis comms are in place with MatchFit, so we can react as appropriate if required.

*www.livescoregroup.com page will allow us to manage the narrative and create an accessible archive of activity in the absence of managed social media channels.

NEXT STEPS

KEY CAMPAIGN PLANNING

- What does 'A Good Bet' mean for the start of the football season?
- Tactical activations, e.g. Manchester Laces

INTEGRATION ACROSS THE BUSINESS

- Engaging and challenging other teams, e.g. introducing 'A Good Bet' to CRM welcome journey
- Feeding into briefs and priorities across departments, e.g. product design

CREATIVE PRODUCTION

- Continued production of BAU and campaign collateral
- Continued engagement with the Masterbrand

SUBSIDIARY WORKFLOWS

- Defining approach to imagery, i.e. creation of an inclusive, positive and distinctive way to use imagery in comms that leans into the Masterbrand
- Defining an audio identity, i.e. brand music and sonic logo

TOPLINE LAUNCH TIMINGS BY LAUNCH PHASE

SOFT

Initial integration of lock-up and copy into BAU brand media

LIGHT

- Integration into broader channel mix (performance and CRM)
- First tactical activation; Ladies Day rebrand
- Trade press engaged to publicise narrative in public domain following tactical activation

INTEGRATED

Post-migration, exploration of app and product integration



TOPLINE LAUNCH TIMINGS BY EVENT

BAU

Always-on across digital and audio channels pushing key propositions and safe gambling messaging with AGB lock-up/endpoint and copy

Horse racing sponsorship elevation (charity/BTO) ▶ Future horse racing sponsorships currently being negotiated

CHELtenham FESTIVAL

Upweight in brand channels supporting key promo w/ AGB lock-up and copy

EURO 2024

Planned approach for Euro 2024 = no brand presence. Conservative budgets and high cost of entry = low SOV% opportunity

START OF 24/25 PL SEASON

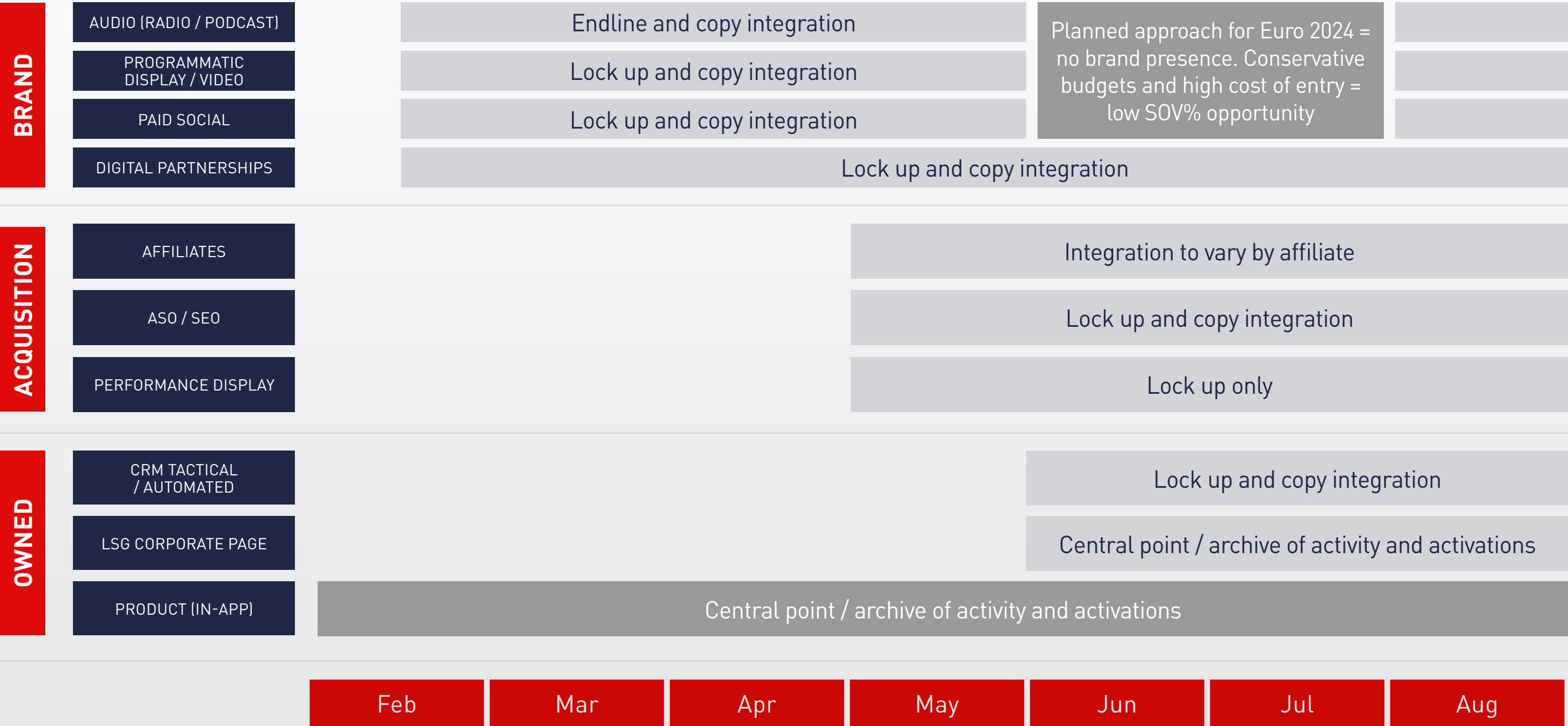
Key start of season promo

*Manchester Laces content partnership



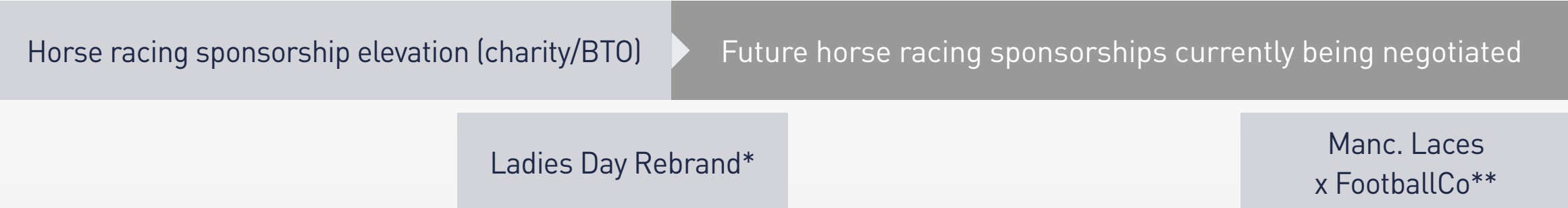
*Manchester Laces x FootballCo – Content partnership/sponsorship celebrating the work of <https://manchesterlaces.co.uk>.
 **Does not cover Ladies Day rebrand which sits outside BAU and marquee events.

TOPLINE LAUNCH TIMINGS BY CHANNEL



TOPLINE LAUNCH TIMINGS BY LAUNCH PHASE

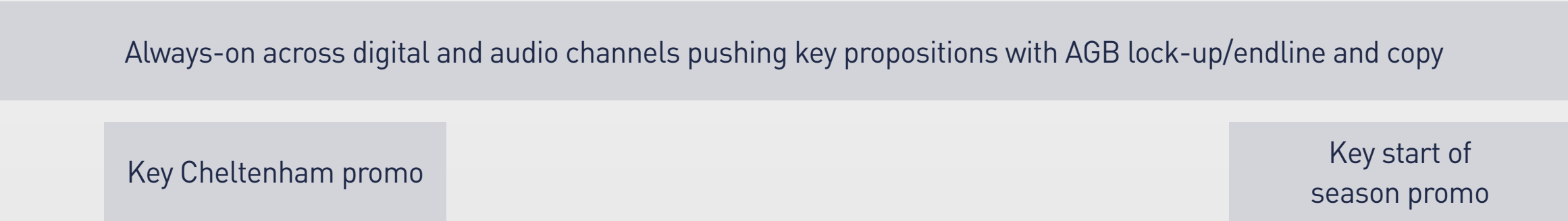
POSITIVE CHANGE



SAFETY FIRST



EXCEPT. REWARDS



*Ladies Day Rebrand, Mar 9th – Working with Ayr racecourse to create a more inclusive, accessible Ladies Day.
 **Manchester Laces x FootballCo – Content partnership/sponsorship celebrating the work of <https://manchestrelaces.co.uk>.

A GOOD BET: VISUAL APPLICATION

1. **Logo lock-up** communicates the creative platform and defines it as a core element of the brand.
2. **Copy integration** adds personality the creative and injects meaning into the platform beyond the promo.

The banner is divided into several sections. On the left, a photograph of a horse race is shown. In the top left corner, the Virgin Bet logo is displayed with a red circle containing the number '1' next to it, and the text 'A GOOD BET' below. In the top right corner, a dark blue banner contains the text 'IT'S A GOOD BET YOU'LL LOVE...' with a red circle containing the number '2' next to it. Below this banner is a large white rectangular placeholder with horizontal lines. On the right side, the 'CHELTENHAM REWARDS' logo is at the top, followed by the text 'MONEY BACK AS A FREE BET IF YOUR HORSE LOSES*' in large white letters. Below this, it says 'UP TO £5 FIRST RACE AT CHELTENHAM EVERY DAY'. A dark blue button with the text 'BET HERE' is positioned below the text. At the bottom right, there is a small text block with terms and conditions: '*Max Free Bet £5. 1st qual. cash bet up to £5 must be placed within 48hrs of selected race/s (main market, ex ante-post & specials). Win part a/w bet. Bet must lose. Free Bet: use in 7 days on sportsbook. Stake not returned. T&Cs apply. Bet Responsibly. BeGambleAware.org 18+'. At the bottom left, a yellow bar contains the text 'TAKE TIME TO THINK' with a black circle containing the number '11'. At the bottom right, a yellow bar contains the text 'BeGambleAware.org 18+'.

1 **Virgin BET**
A GOOD BET

2 IT'S A GOOD BET
YOU'LL LOVE...

CHELTENHAM REWARDS

**MONEY BACK
AS A FREE BET
IF YOUR HORSE LOSES***

UP TO £5 FIRST RACE AT
CHELTENHAM EVERY DAY

BET HERE

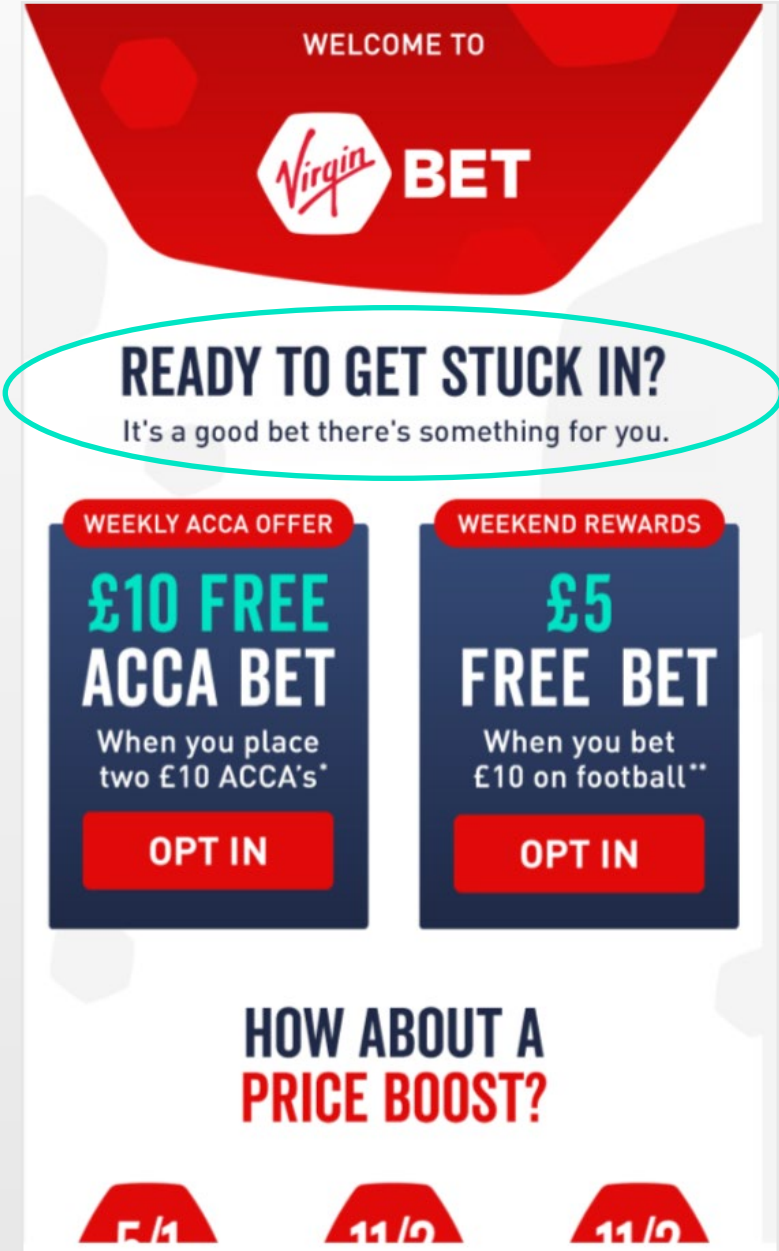
*Max Free Bet £5. 1st qual. cash bet up to £5 must be placed within 48hrs of selected race/s (main market, ex ante-post & specials). Win part a/w bet. Bet must lose. Free Bet: use in 7 days on sportsbook. Stake not returned. T&Cs apply. Bet Responsibly. BeGambleAware.org 18+

11 TAKE TIME TO THINK

BeGambleAware.org 18+

A GOOD BET: VISUAL APPLICATION

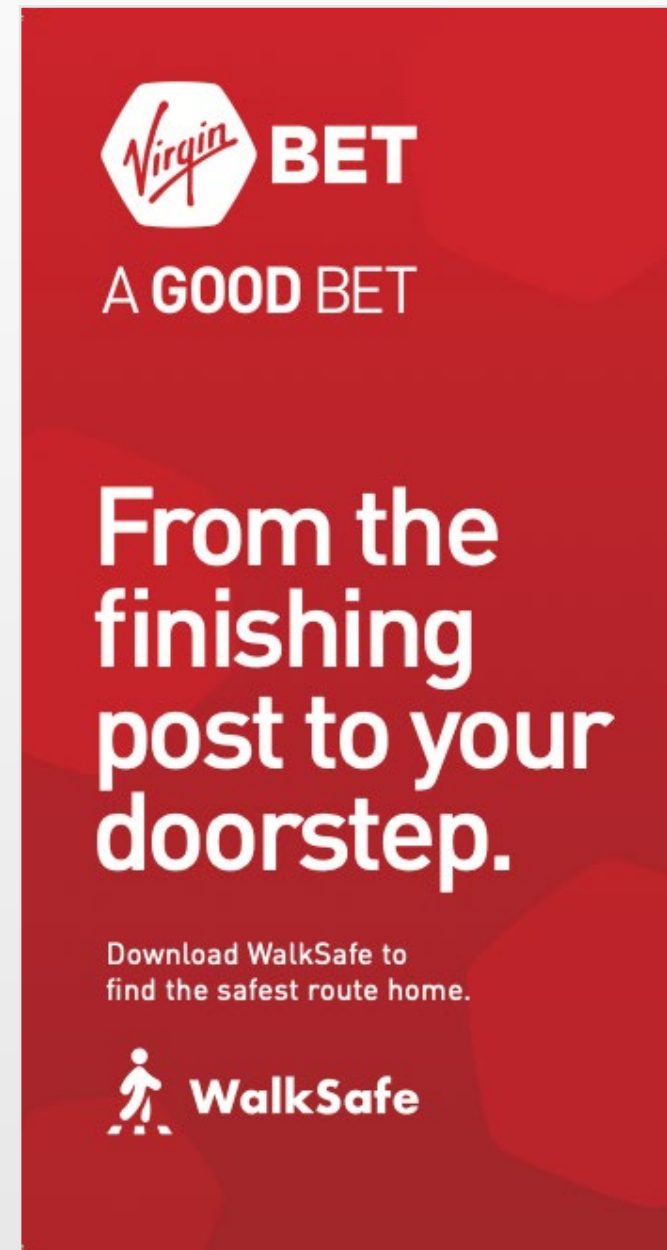
Light touch copy integration in CRM email to land proposition and increase frequency across multiple touchpoints.



A GOOD BET: VISUAL APPLICATION

Logo lock-up when behaviour clearly driven by 'A Good Bet' is conveyed.

Adjacent right shows a racecard programme ad at Ayr racecourse, as part of a co-brand partnership between Virgin Bet and WalkSafe.



A GOOD BET: AUDIO APPLICATION

- We want this script to highlight our excellent 'money back all losers' offer whilst also introducing our 'A Good Bet' brand philosophy throughout the script and as an endline.
- 30" radio spots across talkSPORT, Absolute Radio and Radio X.
- Ruth Bratt as VO artist (consistent since 2020) will bring a bright and bold tone.

Bicycle Studios
Client: Virgin Bet
Messaging: Money back all losers

CHELTENHAM ROARING - V4 08.02.24

Radio 30"

BW/GD

SFX: Sassy celebratory music

V/O:

Aah the Cheltenham Roar. The signal for four days of thrills and spills and hills.

And **it's a good bet you'll love Virgin Bet's** fantastic Festival offer.

Because you get your money back as a free bet up to £5 if your horse loses on the first race at Cheltenham, every day.

SFX: Roar

And you're off!

What a rip-roaring way to start every day of the festival.

Money back as a free bet up to £5 if your horse loses the first race at Cheltenham every day **with Virgin Bet.**

Virgin Bet. A good bet.

T&Cs: Place bet within 48 hours of race. Max 1 free bet per day, valid for seven days. T&Cs apply. 18+. Bet responsibly. Begambleaware.org.

Alt T&Cs: Max free bet £5. Place bet within 48hrs of race. Main market, win part of each way bet. Use free bet in 7 days on sportsbook. T&Cs apply. 18+. Bet responsibly. Begambleaware.org.

A GOOD BET: AUDIO APPLICATION

- We want this script to highlight our excellent 'money back all losers' offer whilst also introducing our 'A Good Bet' brand philosophy throughout the script and as an endline.
- 30" radio spots across talkSPORT, Absolute Radio and Radio X.
- Ruth Bratt as VO artist (consistent since 2020) will bring a bright and bold tone.

Bicycle Studios
Client: Virgin Bet
Messaging: Weekend Football Bet £10 get £5

MONDAY FEELING - FINAL 26.02.24

Radio 30"

BW/GD

SFX: Sassy celebratory music

VO:
At Virgin Bet, we love weekends!

SFX: Crowd party celebration. Chants of "WEEK-END...WEEK-END"

And **it's a good bet you'll love Virgin Bet's** wonderful weekend football offer.

New and existing customers can get a free £5 bet when they put £10 on the football this weekend and EVERY weekend of the season.

SFX: Crowd party celebration. Chants of "WEEK-END...WEEK-END"

You'll be loving your weekends even more now.
Virgin Bet. A good bet.

*Singles and bet builders only (excludes virtuals, boosts and specials).
Minimum odds 1 to 2. Max free bet £5, accept in 24 hours, use in 7 days. T&Cs apply. 18+ Bet responsibly, Begambleaware.org*