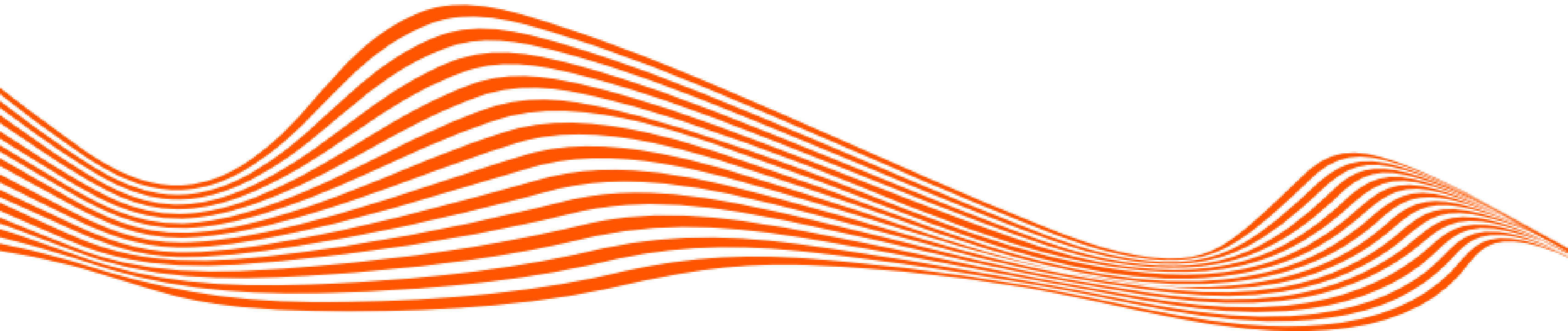


# LiveScoreBet™

## TOTAL BETTING



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# BACKGROUND & CONTEXT

# THE JOURNEY SO FAR

BRAND DEVELOPMENT	BRIEF	PITCH	CREATIVE PLATFORM DEVELOPMENT		
2020 - 2023	Q1 2023	Q2 2023	Q3-Q4 2023	Q1-Q2 2024	Q3 2024
<ul style="list-style-type: none"><li>• Brand Framework constructed in 2020, with promise of ‘making it easier for fans to enjoy betting’</li><li>• Brand Identity redesigned in 2021,. Audio guidelines and sonic logo were later introduced in 2023</li></ul>	<ul style="list-style-type: none"><li>• Need for customer-facing translation of Brand Framework identified</li><li>• Formalisation into ‘creative platform’ brief, various agencies considered</li><li>• Bicycle London given work due to existing positive relationship and recent talent acquisition to support strategic move into creative space</li></ul>	<ul style="list-style-type: none"><li>• Bicycle presented five routes as response to brief</li><li>• ‘Total Betting’ stood out as an opportunity to create distinctiveness and differentiation within the category, whilst aligning to the LiveScore Masterbrand</li></ul>	<ul style="list-style-type: none"><li>• Development and stress-testing of what ‘Total Betting’ is and what it isn’t</li><li>• Development of four core pillars to guide comms and behaviour</li><li>• Provisional approval of concept by LSG ExCo</li></ul>	<ul style="list-style-type: none"><li>• Concepting and art-working</li><li>• Copy rules formulated</li><li>• Legal team presented with real-life examples for approval</li><li>• Launch plans created</li></ul>	<ul style="list-style-type: none"><li>• Go live</li></ul>

# STAKEHOLDER ENGAGEMENT

Throughout this journey, many stakeholders have contributed.

The implementation of 'Total Betting' will be an ongoing, collaborative effort across the business.

## Internal

- ✓ Acquisition
- ✓ Convergence
- ✓ CRM
- ✓ ExCo
- ✓ Legal
- ✓ Marketing Design
- ✓ Product
- ✓ Product Design
- ✓ Promotions
- ✓ UX / Research

## External

- ✓ Amigo
- ✓ Bicycle
- ✓ Forever Audio
- ✓ MatchFit
- ✓ Digital ID
- ✓ YouGov

# RESEARCH & MEASUREMENT

## Qualitative

- ✓ One-on-one interviews with a mix of LSB users and non LSB users, general bettors

### USER TESTING RESEARCH

LSB USERS

"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"

NB. A selection of quotes from the six user interviews conducted by the Product Design team between 11-18 September, 2023

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### USER TESTING RESEARCH

NON LSB USERS, 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."

NB. A selection of quotes from the six user interviews conducted by the Product Design team between 11-18 September, 2023

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## Quantitative

- ✓ YouGov Brand Tracking
- ✓ Creative testing
- ✓ Sub-campaign analysis
- ✓ Brand lift studies
- ✓ MMM

### MEASUREMENT FRAMEWORK

The framework below showcases the different measurement tools at our disposal; how they work together to evaluate media performance (tactics) as well as the impact on our overall brand objectives (strategy) which is measured through YouGov brand tracking.

Measuring tactics										Measuring strategy									
BTL/Proxy Reporting					Channel					Cross-channel					Macro				
Using delivery metrics as a proxy for brand objectives					Research and insights gained via single channel studies performed by the media owner or a 3rd party					Broader projects that span multiple channels					Measuring brand health and perceptions among our target audience				
Channel	Objective	Media Channel	Sender	Metric	Strategy	Actuals	Planned	Strategy	Actuals	Planned	Strategy	Actuals	Planned	Strategy	Actuals	Planned	Strategy	Actuals	Planned
Mid-upper funnel	Awareness / Consideration	Radio airtime + Podcasts	Various stations inc. Absolute, Radio 4	Reach + Impressions			Actual - brand lift study measuring brand health and perceptions among exposed and non-exposed groups	24-25 Research - brand lift study measuring brand health and perceptions among exposed and non-exposed groups							YouGov Brand Tracking	Monthly survey sent to 300 weekly online sports bettors, facilitated by YouGov. The survey is used to see the long-term impact of marketing activity on brand health and perceptions of LSB and competitors.	LSB's core audience is 'active weekly football bettors' - a challenge audience aligned to the business goal of profitability and LTV. Research insight.	The survey measures the following for 125 brands and competitors - Brand health (awareness, consideration, usage) - Perceptions and attitudes and intentions to sign up for new online betting - Attitudes and motivations towards betting	
		Programmatic display & video	Various platforms inc. Facebook, YouTube, GumGum	Reach + Impressions + Frequency + Viewability			Includes incremental study measuring impact of YouTube brand advertising on new customer acquisition	Aug/Sep '24	MMM Media mix modelling analysis, conducted by the insights team to understand P2P and performance across all paid marketing channels, with a view to optimising investment in media	TBC									
Mid-lower funnel	Awareness / Consideration	Paid Social	Meta, Twitter	Reach + Impressions + Frequency			Meta - Quarterly brand lift studies - We ran a 2-week brand lift study for our winter campaign to see the impact of our advertising on brand health and perceptions of LSB and competitors	Quarterly											
		Digital content partnerships	FootballCo	Reach + Impressions + Frequency			Brand uplift study measuring brand health and brand perceptions among test and control groups	Pre, Mid, Post campaign											
Bottom funnel	Retention / Efficiency	Performance digital	Paid channel via inc. Affiliates, PPC, SEO, ADO, Display	Reach + Impressions + Frequency			Brand uplift study measuring brand health and brand perceptions among test and control groups	Pre, Mid, Post campaign											
				PP2H + PLV															

Source: LSB UK Measurement framework

LS Bet 22

### MEASUREMENT FRAMEWORK

#### Upper Funnel

- Brand tracking is the primary methodology for upper funnel media and advertising
  - Conducted monthly for 'online weekly sports bettors', facilitated by YouGov (UK and IE) and UM (NL)
  - A similar 1st party survey is conducted via the LSM app to understand LSB brand health among LSM users
- Brand tracking captures metrics like brand health metrics (awareness/consideration), key associations for all competitors, switch drivers/blockers and insights into what consumers deem important. Actionable insights and challenges are uncovered and tracked, which directly influence comms and brand strategies
- From a planning and delivery perspective, Reach (000/%) is used as a proxy to ensure media is bought against a big enough audience to generate increases in awareness

#### Mid Funnel

- Platforms and media partners offer uplift studies, conducted bi-annually, annually, or as part of campaigns. These typically comprise of exposed/non-exposed or pre/mid/post-dip research depending on the scale of the activity and the technology capabilities available. Delivery varies by partner and activity but is typically bi-annually, annually or as part of a one-off campaign
- These studies assess if specific channel activities impact brand metrics and audience recall of advertising
  - For instance, Meta enables brand lift studies once a spend threshold is met, polling the audience to identify uplift
- Reach (000/%) and quality indicators like VTR% and Viewability % are used to ensure our messages (propositions) are engaging the audience
- Regular reporting provided by media agency (Bicycle) on a monthly basis

#### Lower Funnel

- Although not the primary function of brand media, measuring the direct impact on the business makes for smarter investment and planning decisions
- Media Mix Modelling (MMM) identifies the P2P contribution and ROI of individual media channels, informing past investment efficiencies
- Incrementality studies can help us understand optimal investment levels and scale opportunities by testing spend levels across different regions
  - i.e. Google divides the YouTube audience into subregions, allowing measurement of uplift in P2Ps and revenue of test vs. control regions

#### Coming in 24-25

- Several new measurement techniques will be introduced starting from the 24-25 football season
  - Better leveraging share of search data as a proxy for competitiveness and an early indicator for Share of Market (more immediate)
  - Attention testing using eye-tracking technology with Playground XYZ, a long-time programmatic partner of GumGum, providing insights into the impact of digital creative and facilitating real-time optimisation towards the most impactful messages and artwork
  - YouTube incrementality test (details above) for August/September
  - Collaboration with incumbent DSP, StackAdapt, to conduct a series of creative tests across performance creative, generating insights for all paid media

Source: LSB UK Measurement framework

LS Bet 23

# DIAGNOSIS



# THE MARKET 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 MAKES US LIVESCORE BET?

## LIVESCORE BRAND STORY

LiveScore makes it easier to be a fan.

At the core of our ecosystem stands LiveScore.

Established in 1998 by a passionate United fan who used emerging technology to receive goal updates directly on his Nokia 3310 whilst travelling around South Africa.

Since then, the brand has undergone significant transformation, emerging as one of the most beloved sports media brands globally, boasting a vast audience of over 50 million monthly users spanning across 200+ countries.

For more than 25 years, LiveScore has been an integral part of the match-day ritual for football enthusiasts worldwide. The flagship LiveScore app delivers the fastest and most reliable match updates coupled with unparalleled content and editorial, catering to fans' every need.



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## BRAND ARCHITECTURE: BRANDED HOUSE MODEL

- A branding strategy whereby a single overarching brand name (LiveScore) is used for different products, services, or businesses
- The primary focus is on developing and strengthening one powerful brand identity, resulting in heightened brand recognition, trust, and customer loyalty

LIVESCORE GROUP  
|  
LIVESCORE  
|  
LIVESCOREBET



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## CONVERGENCE

### EQUITY

We need to leverage the equity the Masterbrand has amongst its users / in market.

Both brands need to look and feel the same in order to do so.

### ACCESS

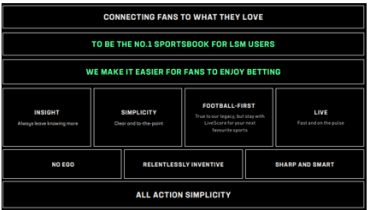
We need to maximise the opportunity that accessing the LSM customer base to drive conversion presents.



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## BRAND FRAMEWORKS

A strategic foundation for business-wide activities.



- The brand framework serves as the foundation of our brand, encapsulating our purpose, values and personality
- It is an internal tool designed to guide business decision-making, ensuring consistent direction to maximise opportunities for success

- It was developed in 2021 and informed by a significant body of consumer, competitor and market research and brand insight from key stakeholders across the business
- Both the LSM and LSB frameworks share similar components to best leverage the Masterbrand
- Implantation has been somewhat limited to date due to budgeting challenges in FY 22-23 which impacted long-term planning

- Since the purpose of this project was internal, the 'creative platform' initiative was subsequently launched to transform the framework into something tangible and consumer facing



Source: LSM Brand Framework & LSB Brand Framework

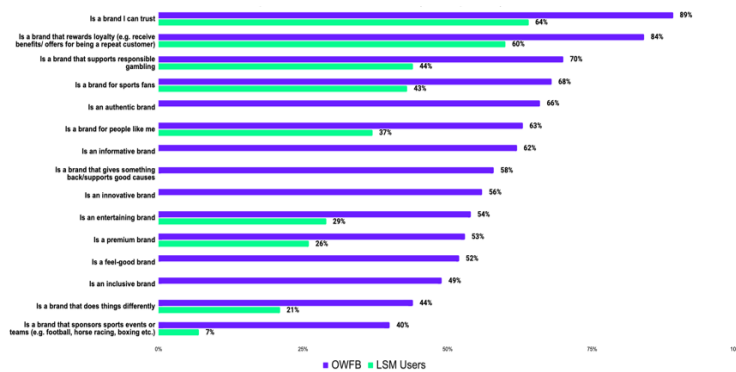


11

# CATEGORY DRIVERS AND PERFORMANCE

## KEY BRAND DRIVERS

Understanding what is important to our core audiences is key.



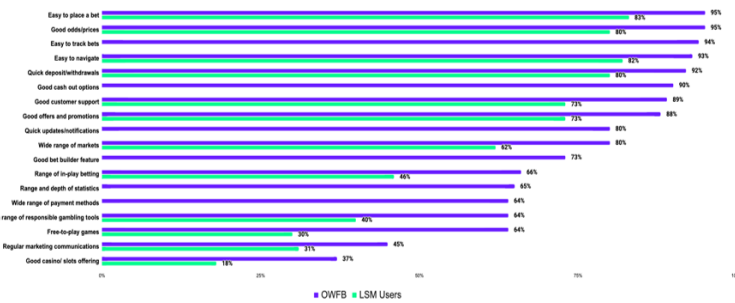
Source: YouGov Sportsbook tracker [Feb-Apr'24] vs. LiveScore UK user survey [Feb-Mar'24]  
Q9. Which brand attributes are important to you in an online sports betting brand?

LS Bet 16

- For both audiences, the top 2 ranked brand drivers are:
  - 'Is a brand I can trust'
  - 'Is a brand that rewards loyalty'
- There is a notable gap between these two drivers and the rest of the attributes in the list
- The ranking and importance scores of these metrics have remained constant over time, so they are fundamental in driving consideration amongst these audiences
- 'Is an informative brand' is the 7<sup>th</sup> most important brand attribute for 'OWFB'
- This is another key brand metric for LSB given it is one of the 4 behavioural pillars that substantiate our 'Total Betting' creative platform

## KEY PRODUCT ATTRIBUTES

Understanding what is important to our core audiences is key.

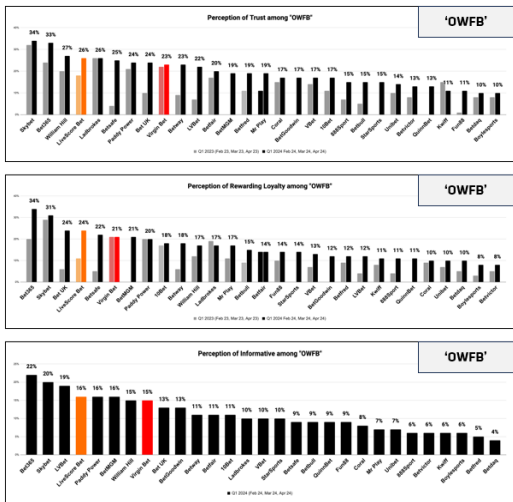


Source: YouGov Sportsbook tracker [Feb-Apr'24] vs. LiveScore UK user survey [Feb-Mar'24]  
Q11. Which brand attributes are important to you in an online sports betting brand?

LS Bet 18

- Unlike brand drivers, when it comes to the importance of product attributes – consumers are far more demanding, reflected in higher importance scores across those listed
- That being said, for both audiences, the #1 ranked product attribute is:
  - 'easy to place a bet'
- In fact, when isolating 'OWFB', 3 of the 4 most important product attributes for LSB pertain to the theme of 'ease':
  - 'easy to place a bet'
  - 'easy to track bets'
  - 'easy to navigate'
- Similarly, for 'LSM users', 2 of the 3 most important product attributes for LSB pertain to the theme of 'ease':
  - 'easy to place a bet'
  - 'easy to navigate'
- 'Ease' is central theme of our 'Total Betting' proposition. It is the consumer benefit of 2 behavioural pillars; 'seamlessness' and 'informative'

## CATEGORY PERFORMANCE OF KEY BRAND DRIVERS

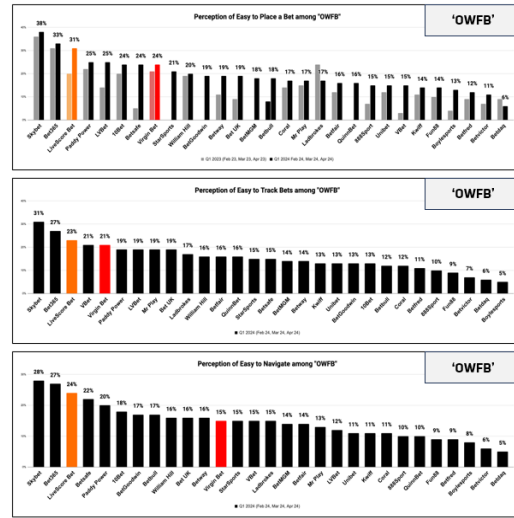


Source: YouGov Sportsbook tracker [Feb-Apr'24] vs. [Feb-Apr'23]. NB. Data unavailable for 'LSM users' due to questionnaire limitations. YoY comparison of 'an informative brand' not yet available.  
Q10. Now thinking about the brands you are aware of, which of them would you describe as?

LS Bet 17

- 26% of 'OWFB' view LSB as 'a brand I can trust'
- As well as being most important category brand driver, it is the leading brand association for LSB
- Our strong score in this metric is undoubtedly attributed to the Masterbrand; serving as a shortcut to 'trust'. This is demonstrated twofold:
  - our high scores in the YouGov LSM tracker
  - the fact we outperform the majority of the category (including most Tier 1 operators), despite being a much smaller player
- 24% of 'OWFB' see LSB as 'a brand that rewards loyalty'
- It is the 2<sup>nd</sup> most important category brand driver and the 2<sup>nd</sup> ranking brand association for LSB
- We position ourselves among Tier 1 operators in this metric
- This metric aligns to the 'rewarding' behavioural pillar outlined in the 'Total Betting' creative platform framework, making it an authentic area to focus on driving
- 16% of 'OWFB' see LSB as 'an informative brand'
- It is the 7<sup>th</sup> most important category brand driver, however it is only the 11<sup>th</sup> ranking brand association for LSB
- That being said, we still position ourselves among Tier 1 operators in this metric
- This metric aligns to the 'informative' behavioural pillar outlined in the 'Total Betting' creative platform framework, making it an authentic area to focus on driving

## CATEGORY PERFORMANCE OF KEY PRODUCT ATTRIBUTES



Source: YouGov Sportsbook tracker [Feb-Apr'24] vs. [Feb-Apr'23]. NB. Data unavailable for 'LSM Users' due to questionnaire limitations  
Q12. Now thinking about the brands you are aware of, which of them would you describe as?

LS Bet 19

- 31% of 'OWFB' view LSB as 'easy to place a bet'
- As well as being most important category product attribute, we rank 3<sup>rd</sup> against the competitor set
- This metric aligns to the 'seamless' behavioural pillar outlined in the 'Total Betting' creative platform framework, making it an authentic area to focus on driving
- Indication is that perceptions around ease are being positively skewed by the Masterbrand
- 23% of 'OWFB' view LSB as 'easy to track bets'
- As well as being the third important category product attribute, we rank 3<sup>rd</sup> against the competitor set
- This metric aligns to the 'seamless' behavioural pillar outlined in the 'Total Betting' creative platform framework, making it an authentic area to focus on driving
- Indication is that perceptions around ease are being positively skewed by the Masterbrand
- 23% of 'OWFB' view LSB as 'easy to navigate'
- As well as being the fourth important category product attribute, we rank 3<sup>rd</sup> against the competitor set
- This metric aligns to the 'seamless' behavioural pillar outlined in the 'Total Betting' creative platform framework, making it an authentic area to focus on driving
- Indication is that perceptions around ease are being positively skewed by the Masterbrand

# CRITERIA FOR SUCCESS

- Distinctive and differentiated within the category
- Authentic and ownable
- Leverages the Masterbrand
- Resonates with customers
- Connects campaigns and comms
- Directional for colleagues

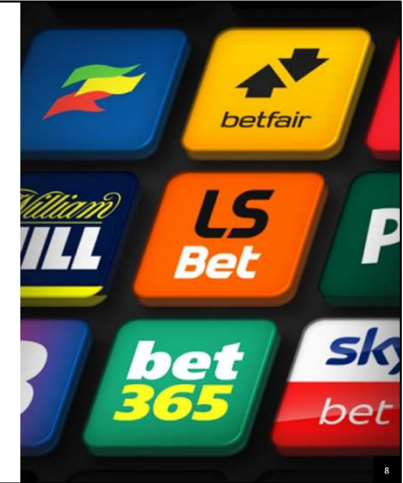
## THE MARKET CHALLENGE

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.

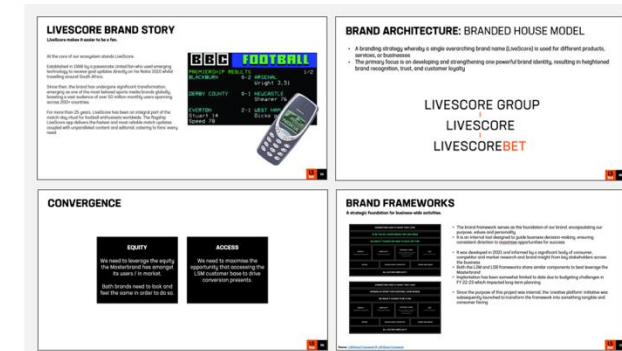
So, how do we remain competitive in such a crowded category?

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

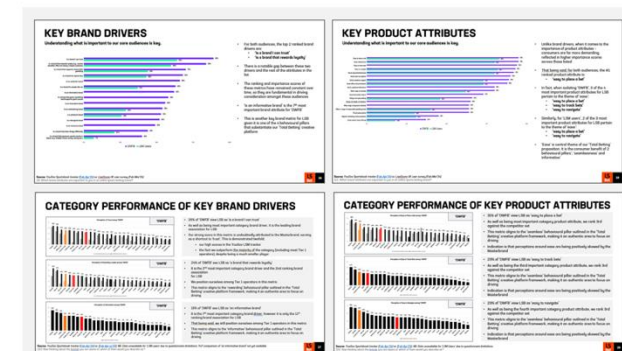
**What makes us LiveScore Bet?**



## WHAT MAKES US LIVESCORE BET?



## CATEGORY DRIVERS AND PERFORMANCE



# CREATIVE PLATFORM

# 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.

# 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 50 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 and our offering is limited in certain geos. It means converged.

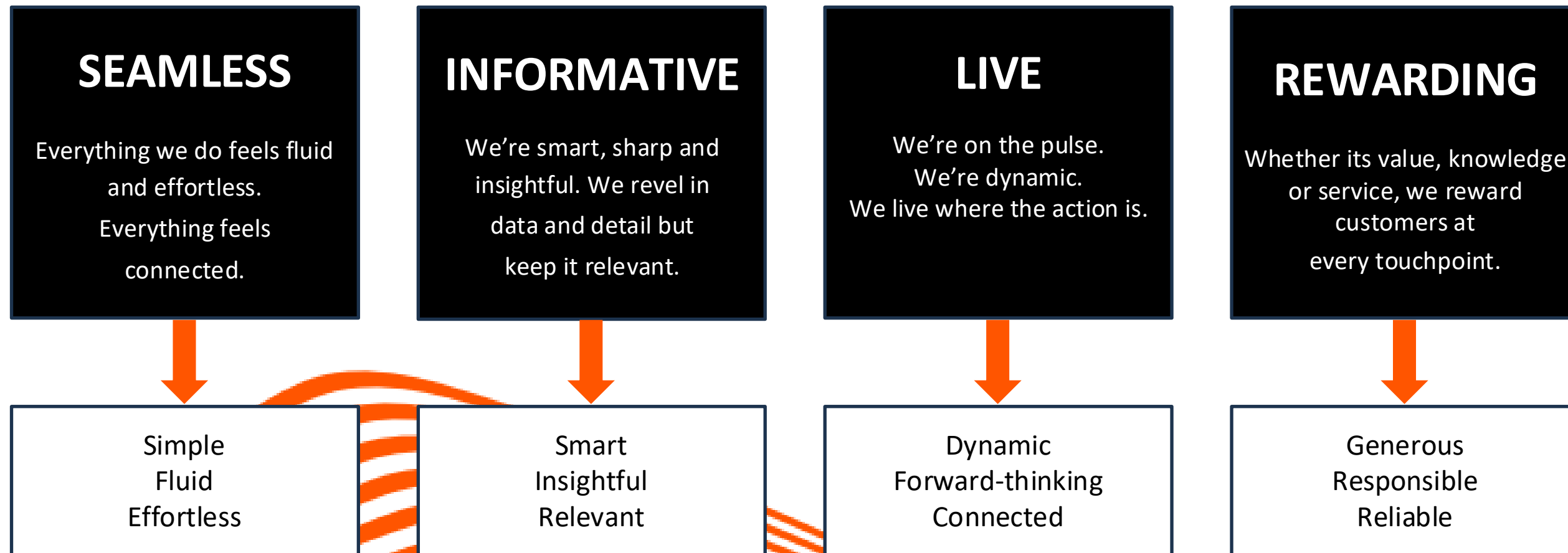
**SEAMLESSLY** connecting the sports our customers love, to the bets they want. **INFORMED** betting choices powered by data and insight. Features that put you at the heart of the **LIVE** action. **REWARDING** promotions and interactions.

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

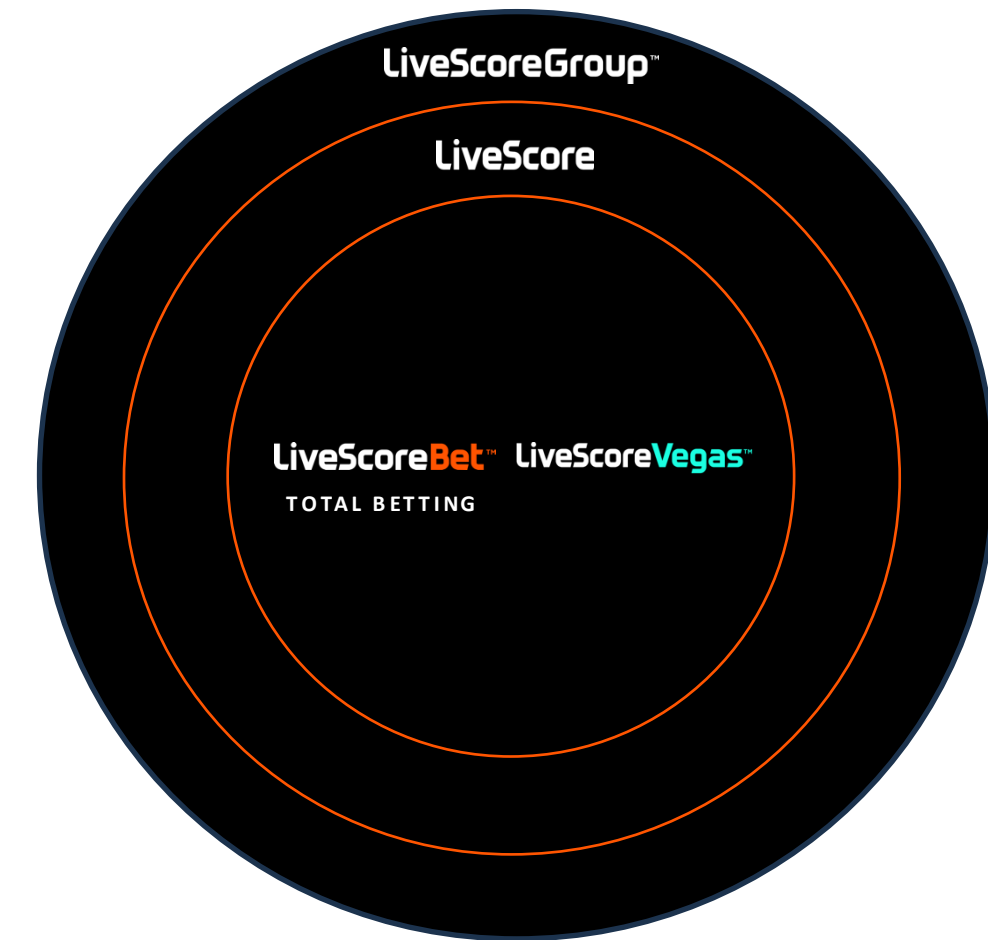
The beauty of the **TOTAL** system is its robust nature and ability to support our current and future strategy.

**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.



# LOCALISATION

**TOTAL BETTING** is our global creative platform — the foundation of how we show up as a brand. Whenever, we play, the LiveScore Bet experience remains **SEAMLESS**, **INFORMATIVE**, **LIVE** and **REWARDING**.

But like any great football team, we know that one game plan won't beat every opponent. To win, we adapt, our approach to fit the local market — while staying true to our core identity.

In some regions, **TOTAL BETTING** will go beyond it's role as a strategic creative platform and will be visible to customers as a brand line and campaign concept. In others, it will work behind the scenes — shaping local campaigns and communications in a way that resonates more effectively with the audiences.



# PROOF POINTS

# SEAMLESS

- \*The prevalent theme among the highest rated product attributes for 'online weekly football bettors' is 'ease of use' (95% average across three tracked 'ease' metrics - 'easy to place a bet', 'easy to navigate' and 'easy to track bets')
- \*\*We see a similar trend amongst 'LSM users', with 92% also saying 'ease of use' is an important product attribute (92% average across two tracked 'ease' metrics - 'easy to use' and 'easy to navigate')
- \*Among 'online weekly football bettors', LSB ranks 4th for both 'easy to navigate' and 'easy to track bets' and 7th for 'easy to place a bet' - punching well above our weight for these metrics

## 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.

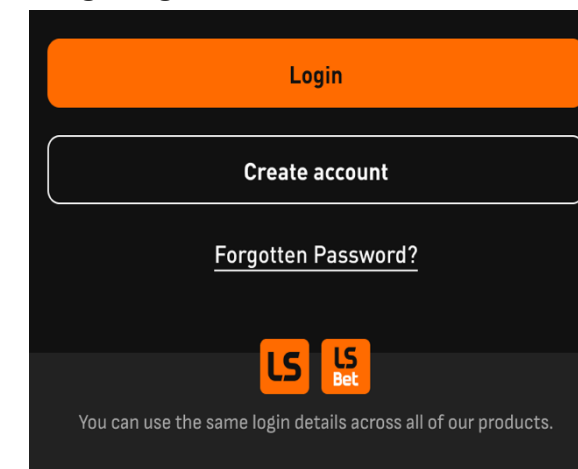
## PROOF POINT

### CONVERGENCE FEATURES

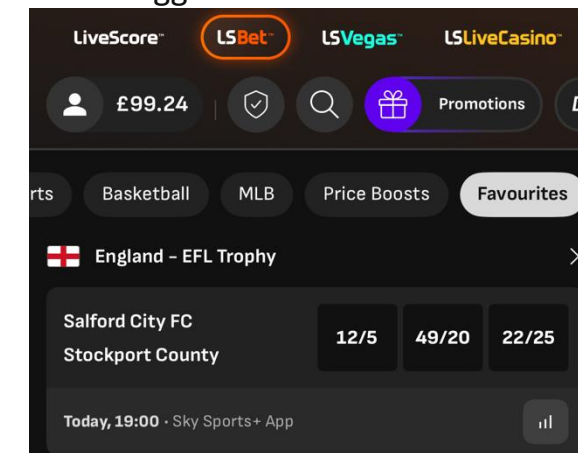
One of the unique propositions we offer to fans is our relationship with the masterbrand, LiveScore.

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.

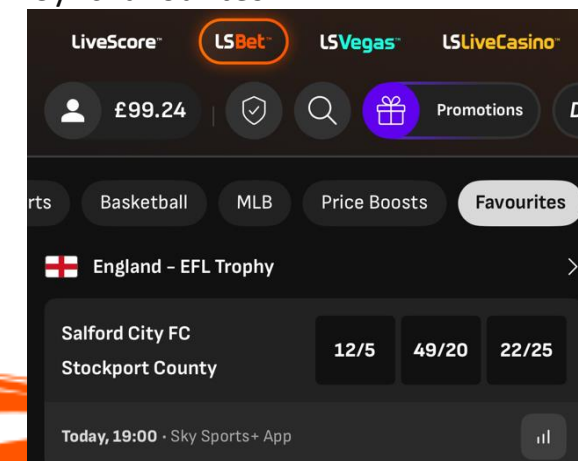
## Single sign-on



## Odds toggle



## Sync favourites



\*Source: YouGov x LSB UK tracker (Feb-Apr'25)

\*\*Source: LiveScore UK user survey (Nov'24-Jan'25)

# INFORMATIVE

- It's the reason why LiveScore was created 25 years ago – to update fans with live scores whilst on the go
- \*66% of 'online weekly football bettors' say that being 'informative' is an important brand attribute
- \*\*We see a similar trend amongst 'LSM users', with 58% agreeing being 'informative' is an important brand attribute
- \*Among 'online weekly football bettors', LSB ranks 5th (out of 28) in the competitor set for this metric – punching well above our weight

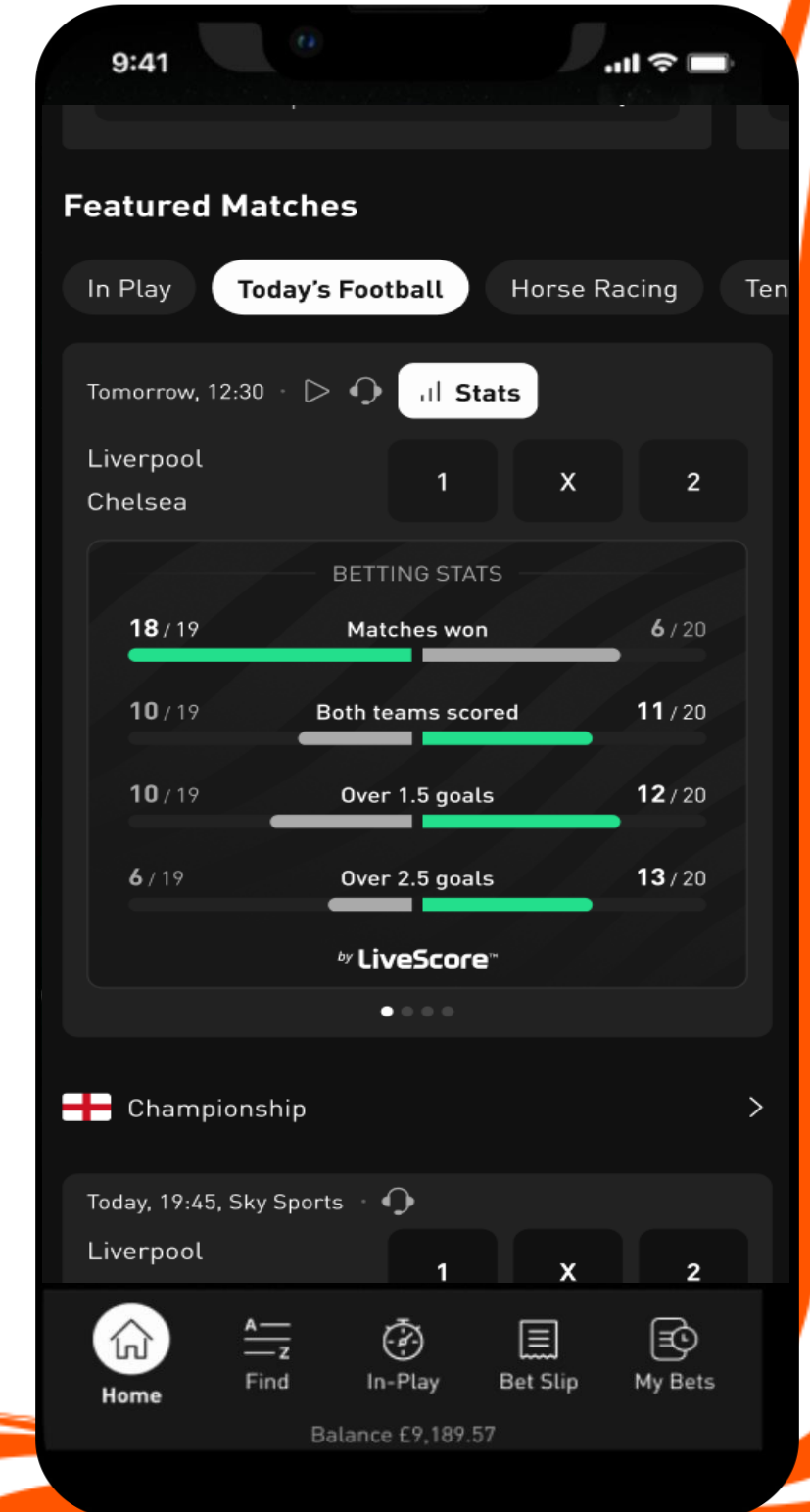
## KEY CONSUMER BENEFIT

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

## PROOF POINT

### STATS

Whether you're looking for head-to-head records, form analysis or in-play data, our comprehensive stats provides the insights users need, covering a wide range of sports and betting markets.



\*Source: YouGov x LSB UK tracker (Feb-Apr'25)

\*\*Source: LiveScore UK user survey (Nov'24-Jan'25)

# LIVE

- Live is at the heart of everything we do – it's even in our name
- \*53% 'online weekly football bettors' say that being 'live and dynamic' is an important brand attribute
- \*Among 'online weekly football bettors', LSB ranks 6th (out of 28) in the competitor set for this metric – punching well above our weight

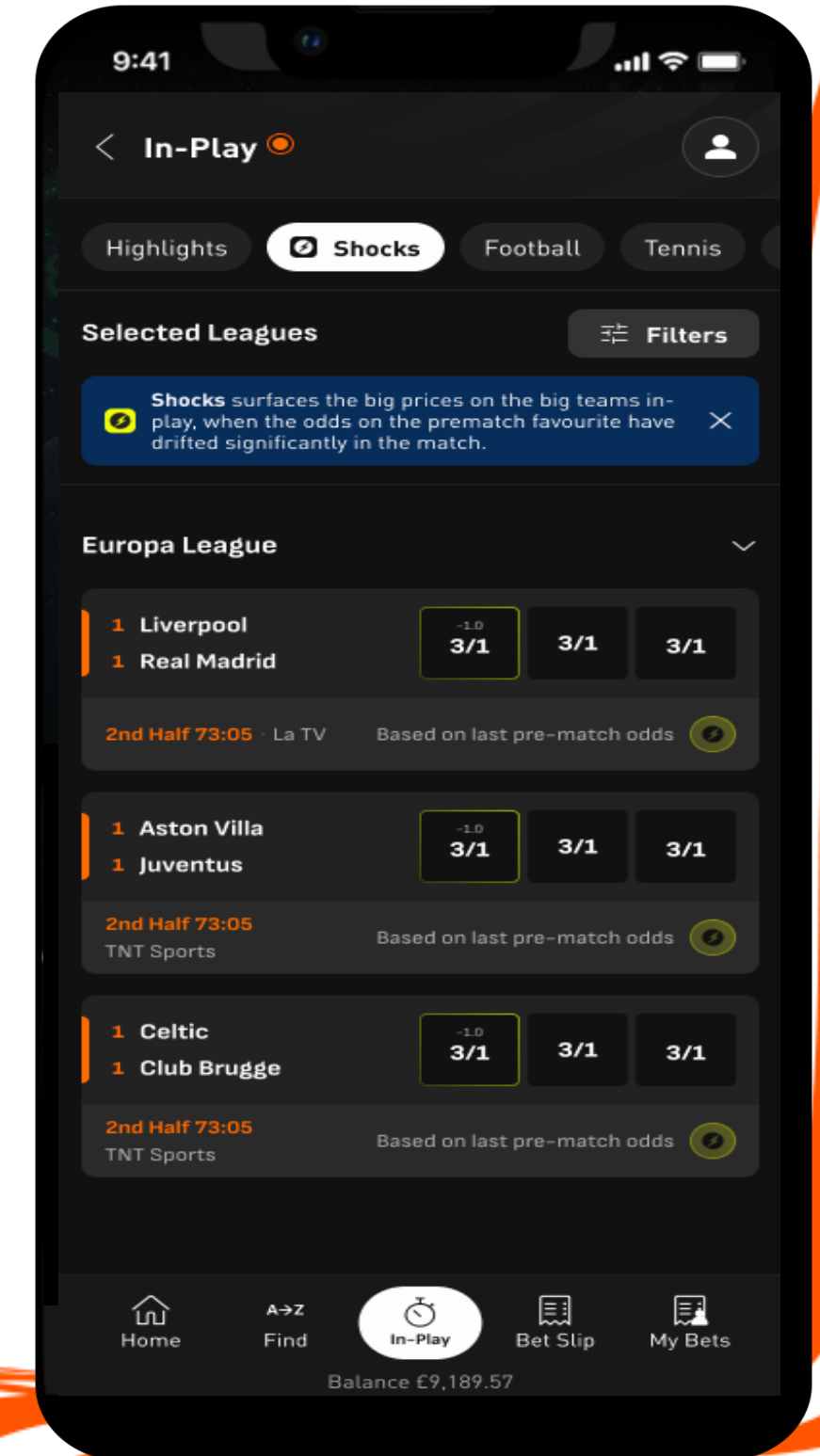
## KEY CONSUMER BENEFIT

By prioritising live experiences, bettors will feel closer to and immersed by 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 favorite 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 football bettors' is 'rewarding' (86% average across two tracked metrics - 'rewarding loyalty' and 'rewarding betting experience')
- \*\*We see a similar trend amongst 'LSM users', with 80% also saying 'rewarding loyalty' is an important brand attribute
- \*Among 'online weekly football bettors', 'LSB ranks 4th (out of 28) in the competitor set for 'rewarding loyalty' and 6th for 'rewarding betting experience' - punching well above our weight for these metrics

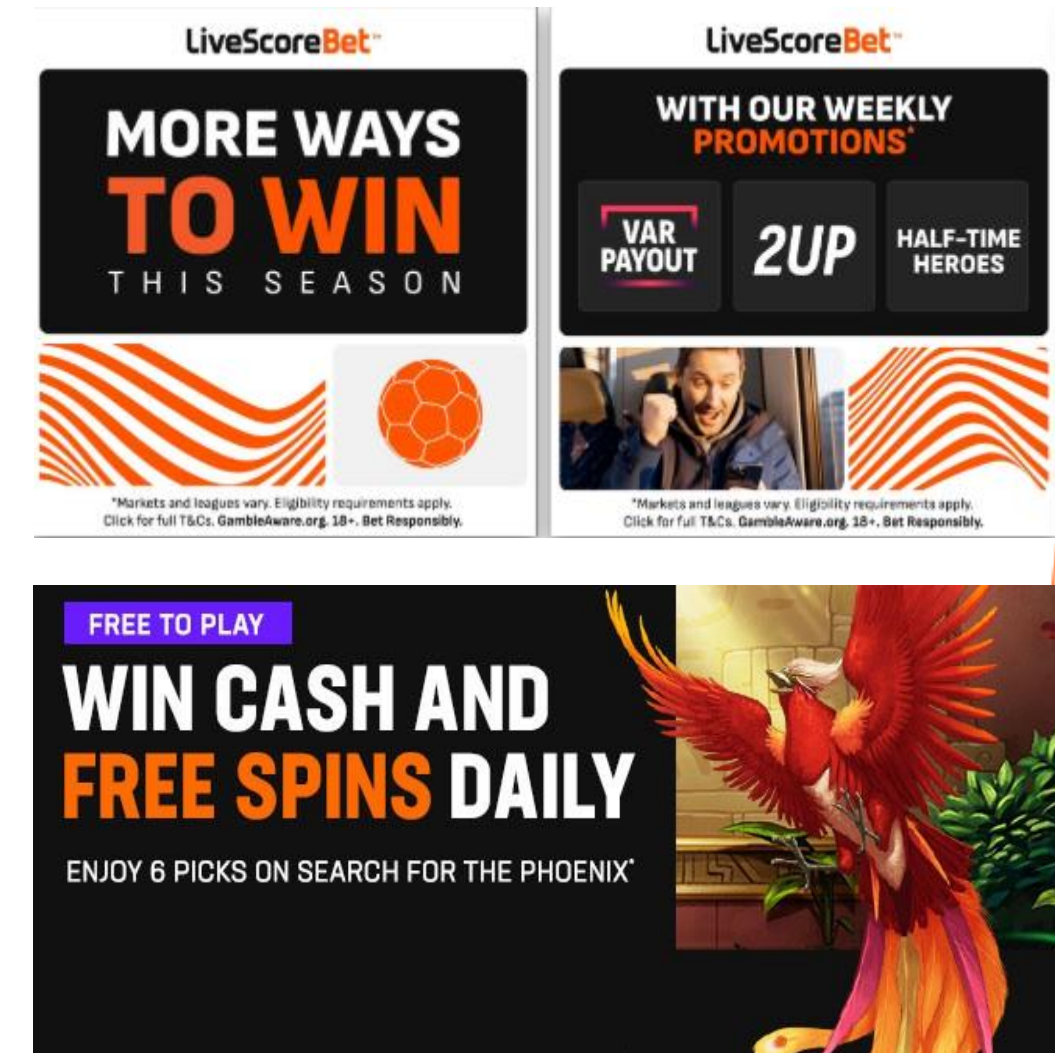
## KEY CONSUMER BENEFIT

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

## PROOF POINT

### SUITE OF PROMOTIONS

VAR Justice, 2UP, Half Time Heroes, Weekly Rewards and Daily Free Games are just a few of our recurring and always-on promotions that incentivise loyalty.

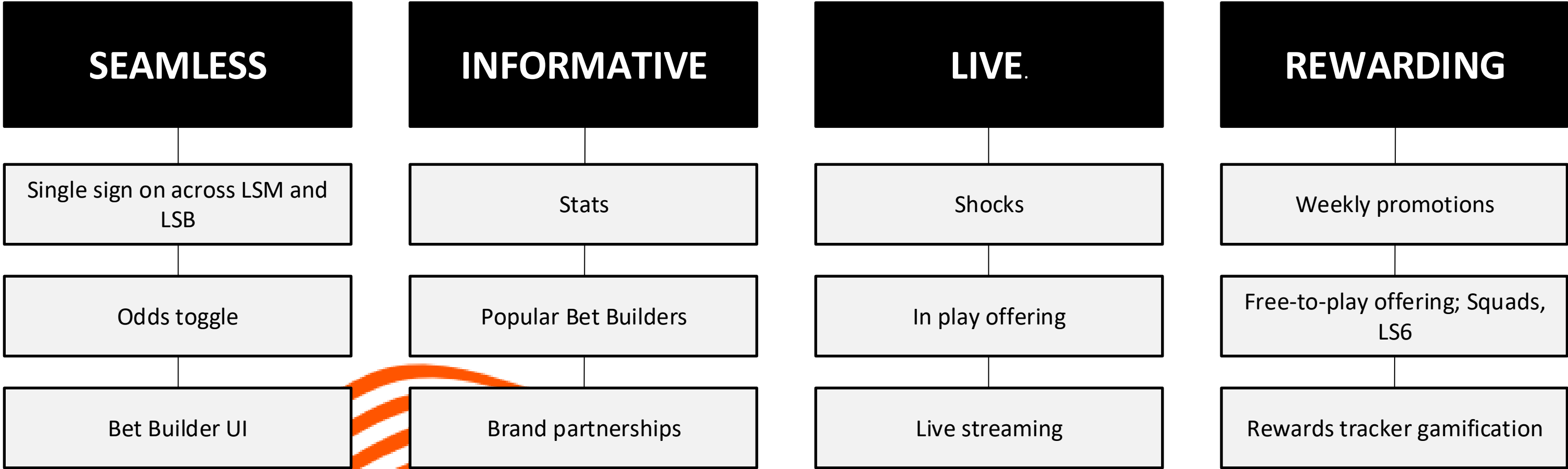


\*Source: YouGov x LSB UK tracker (Feb-Apr'25);

\*\*Source: LiveScore UK user survey (Nov'24-Jan'25)

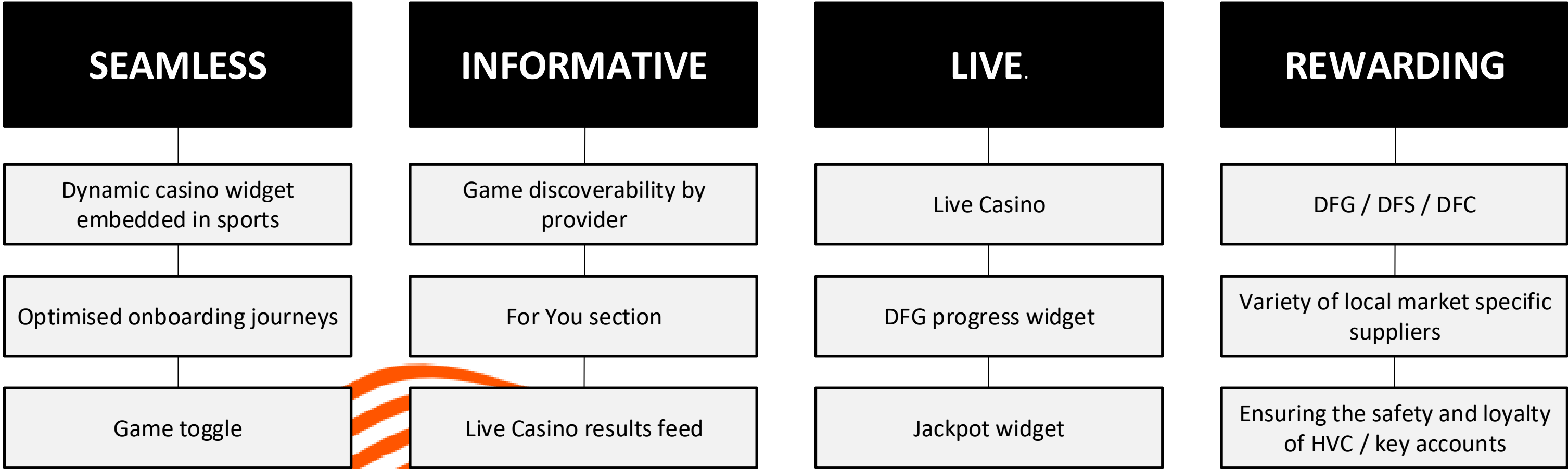


# SPORTS PROOF POINTS



NB. These are examples only. The lists are not exhaustive

# CASINO PROOF POINTS



NB. These are examples only. The lists are not exhaustive

# 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 BETTING**

Use to describe the complete LiveScore Bet experience

## **TOTAL CONTROL**

Use it to highlight the importance of responsible gambling

## **TOTAL EASE**

Use it to describe any feature that simplifies betting

## **TOTAL EXCITEMENT**

Use it when discussing major sporting occasion

## **TOTAL FLEXIBILITY**

Use it to describe the benefits of our Bet Builder product

## **TOTAL FUN**

Use it to describe free-to-play games

## **TOTAL REWARDS**

Use it when promoting our best offers

## **TOTALLY SMOOTH**

Use it to describe service interactions

## **TOTALLY FREE-TO-PLAY**

Use it to promote Squads or daily free games

# TOTAL BETTING IN DESIGN



## 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)



## 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

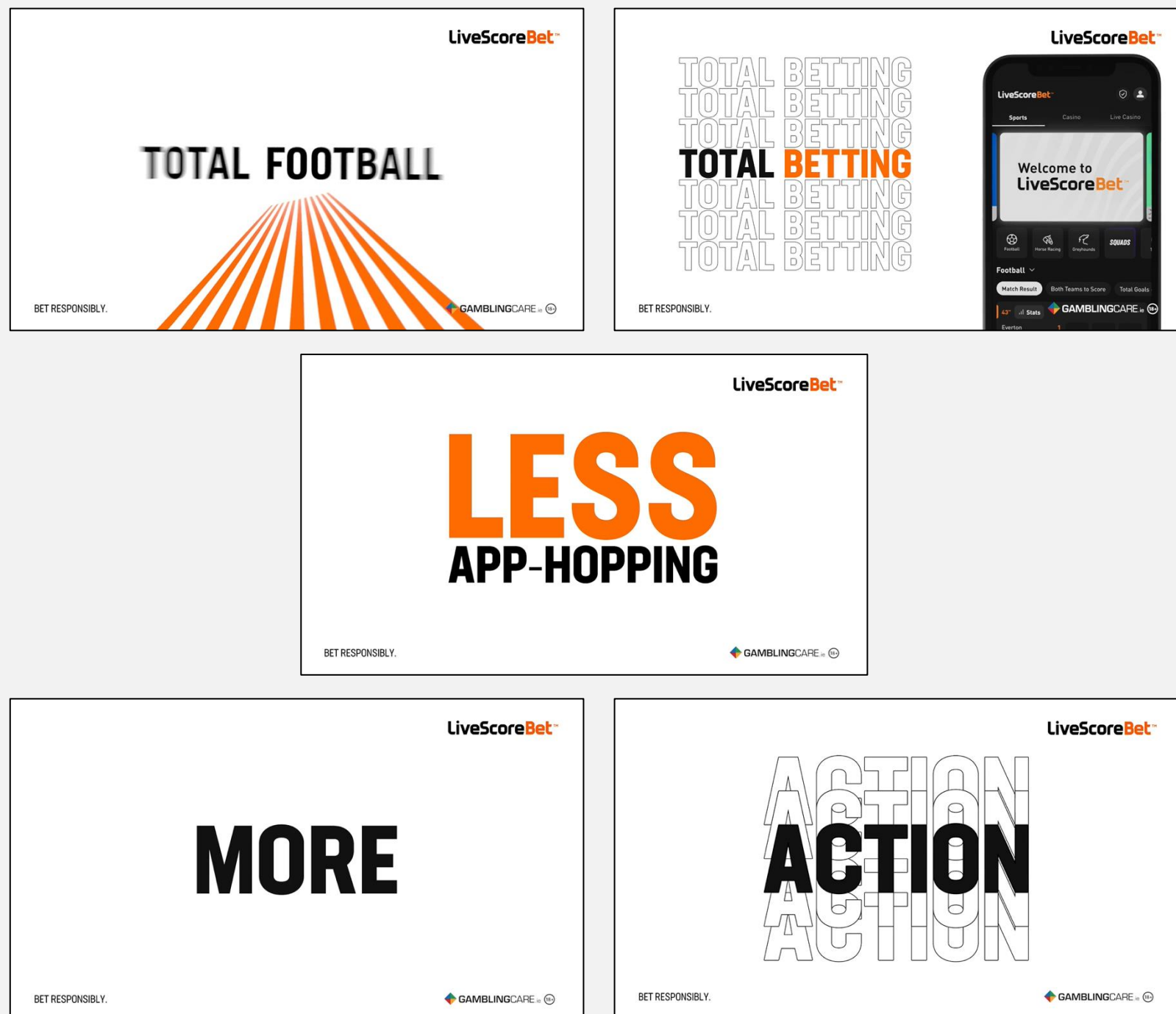
**NB. TOTAL FOOTBALL** Is the only exception to this rule as it's an existing philosophy

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

 Ensure **TOTAL BETTING** is never split across two lines in copy

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

# CREATIVE TV



VO:

You know all about Total Football.

Fast, fluid, connected. Game changing.

Now, the LiveScore Bet app brings you the Total Betting experience.

It's everything you love about LiveScore.

Scores and stats play beautifully alongside great odds, offers and a slick Bet Builder.

Or switch your play with a choice of sports and games.

Everything in one place. Less app-hopping, more action.

LiveScore Bet. Total Betting.

*Bet responsibly. 18+ Gamblingcare.ie.*

Extract from storyboard

[Link to 20" and 30" TVC](#)



# CREATIVE RADIO

VO:

You know all about Total Football.

Fast, fluid, connected. Game changing.

Now, the LiveScore Bet app brings you the Total Betting experience.

It's everything you love about LiveScore.

Scores and stats play beautifully alongside great odds, offers, free-to-play games and a slick Bet Builder.

Everything in one place. Less app-hopping, more action.

Switch your play with LiveScore Bet today. New customers can enjoy €50 in free bets when they bet €10 on sports.

LiveScore Bet. Total Betting.

*UK & IE - Welcome Offer*

VO:

Total Football is built upon the trust, support and responsibility that each player offers their team.

LiveScore Bet sees responsible gambling in the same way.

So, if you're ever feeling like you're under the cosh.

Need to slow the tempo down.

Or simply want to park the bus.

We've got the info to keep you in total control of your betting.

Visit the safer gambling section of [livescorebet.com](https://livescorebet.com) to learn more.

LiveScore Bet. Total Betting.

*Bet responsibly. 18+ Gambleaware.org*

*UK & IE - RG*

VO:

And LiveScore Bet are at the post...

Total anticipation.

Total nerves.

Total adrenaline.

Total mayhem.

Total speed.

Total excitement.

Total heart.

Total bravery.

Total triumph.

Total celebration.

Experience the total thrill of horse racing with LiveScore Bet.

LiveScore Bet. Total Betting. Download the app today.

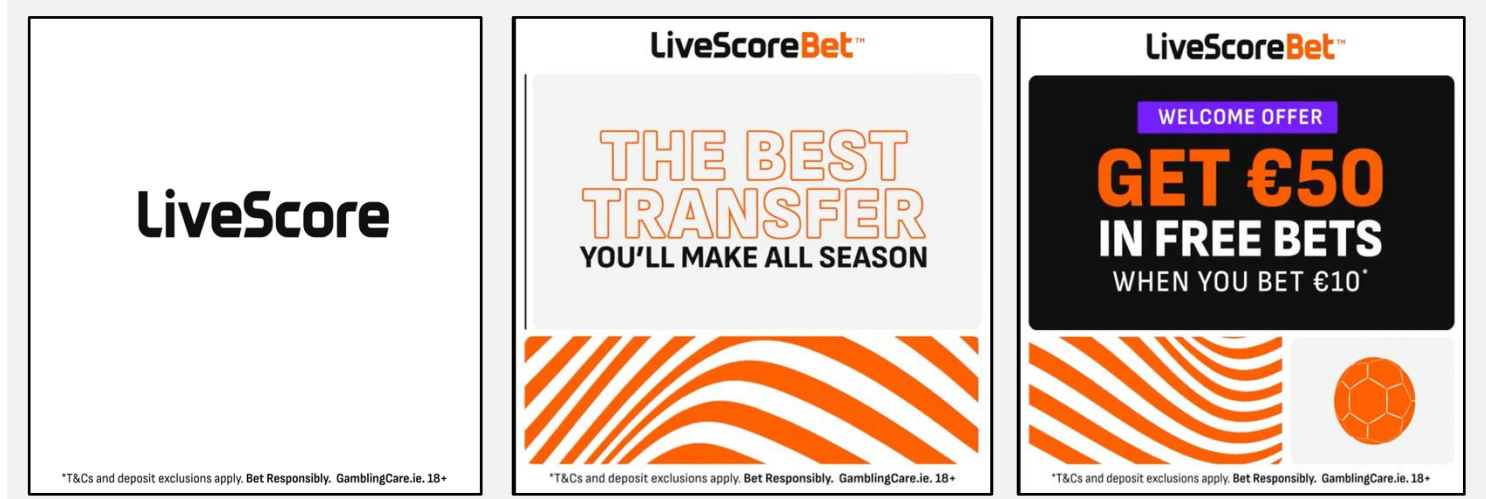
Bet responsibly. 18+ [Gambleaware.org](https://Gambleaware.org)

*IE - Racing*

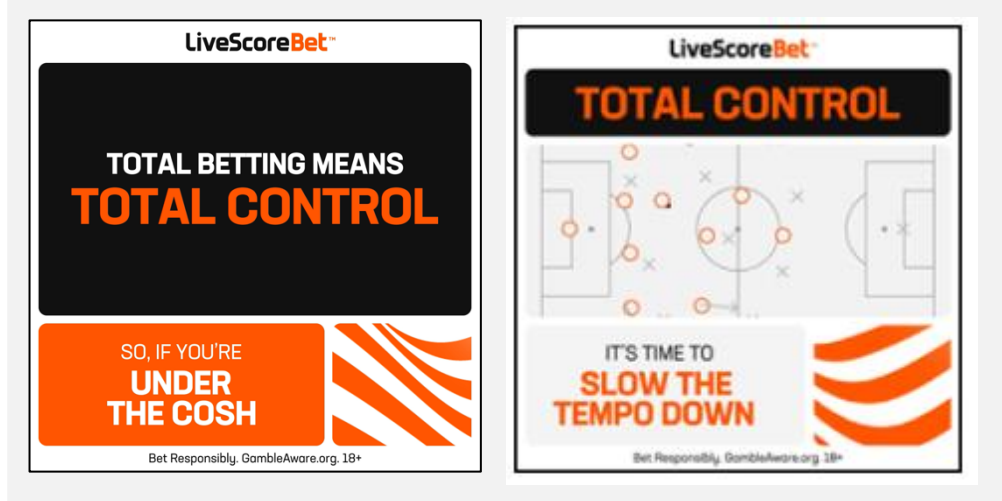
# CREATIVE DIGITAL



UK & IE – More Ways to Win



UK & IE – Welcome Offer



UK & IE – RG

# 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**

[Bex.Herd@livescore.com](mailto:Bex.Herd@livescore.com)

## **TYLER SHIKATANI - CREATIVE**

[Tyler.Shikatani@livescore.com](mailto:Tyler.Shikatani@livescore.com)

## **JOHN CHRISTODOULOU - COPY**

[John.Christodoulou@livescore.com](mailto:John.Christodoulou@livescore.com)

# APPENDIX

# TOTAL BETTING

CREATIVE PLATFORM

CREATIVE APPLICATION



LOGO LOCK UP



MOMENTUM SHIFT



TICKER

SEAMLESS

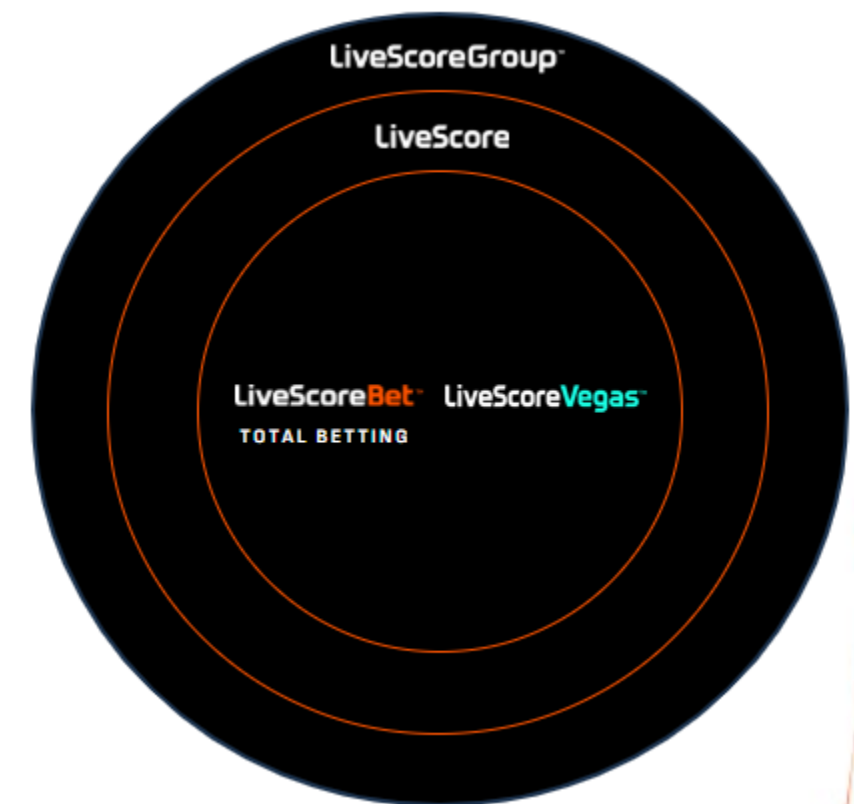
INFORMATIVE

LIVE

REWARDING

BEHAVIOURAL PILLARS

THE TOTAL SYSTEM



# 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	<div><div>SIMPLICITY Clear and to-the-point</div><div>INSIGHT Always leave knowing more</div><div>LIVE Fast and on the pulse</div><div>FOOTBALL-FIRST True to our legacy, but stay with LiveScore for your next favourite sports</div></div>	OUR CORE PROPOSITION
PERSONALITY	<div><div>NO EGO</div><div>RELENTLESSLY INVENTIVE</div><div>SHARP AND SMART</div></div>	OUR HUMAN CHARACTERISTICS
TONE OF VOICE	ALL ACTION SIMPLICITY	HOW WE COMMUNICATE
	TOTAL BETTING	HOW WE TRANSLATE THIS INTO SOMETHING CONSUMER FACING



# THE MASTERBRAND

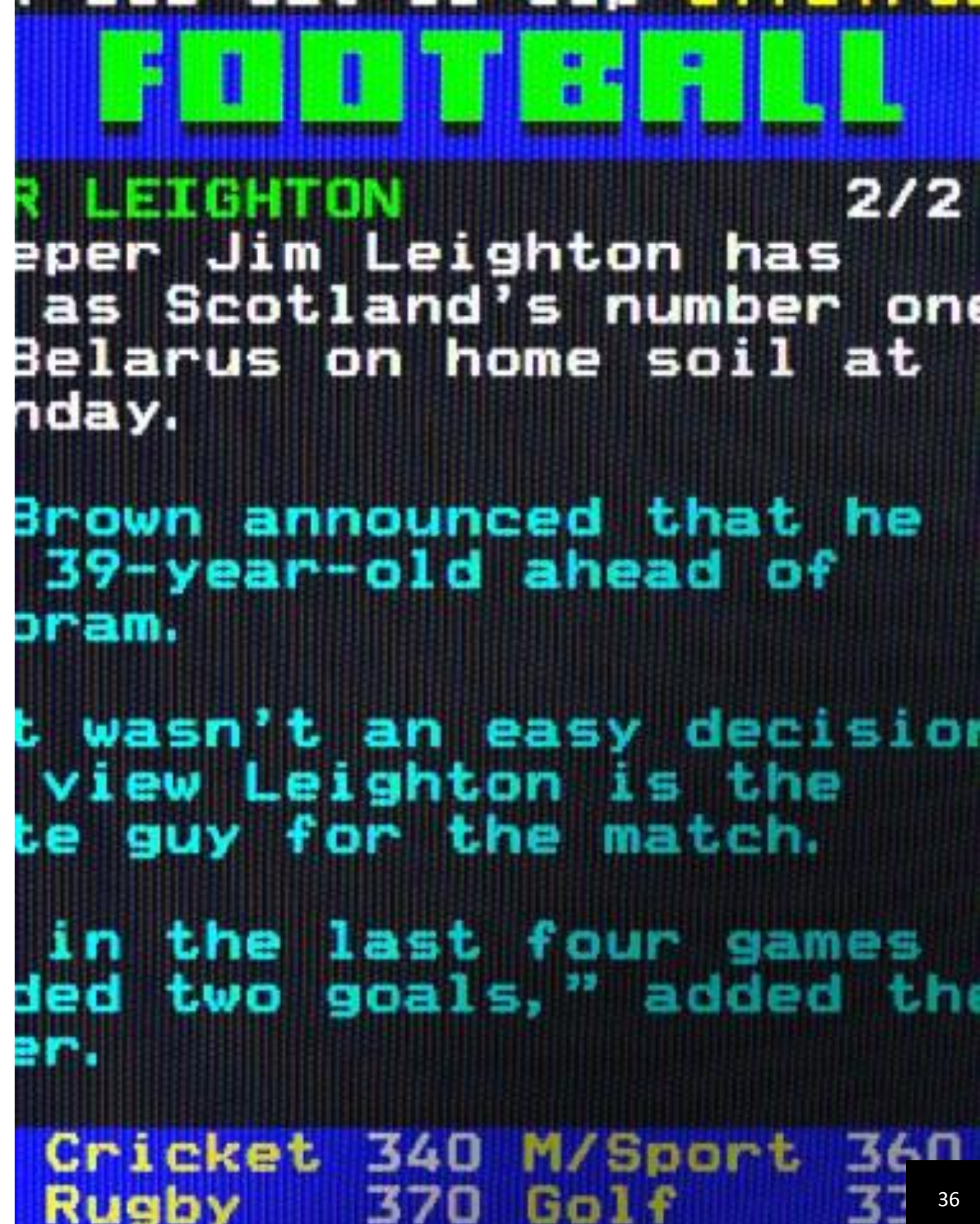
Back in 1998 the only way to get your team's live scores was through Teletext.

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.





# OUR BRAND TOOLKIT: THE ESSENTIALS

## LOGO & LOCK UP

**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.

The **‘Total Betting’** lock-up is for use within environments through which the brand platform can be effectively leveraged or expressed..



## TYPOGRAPHY

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

### PRIMARY HEADLINES

Sofia Sans, Condensed Bold / Outlined

Sofia Sans, Bold / Outlined

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

### BODY

Sofia Sans Std,

Light / Regular / Medium (Condensed + Compact)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789

## COLOURS

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



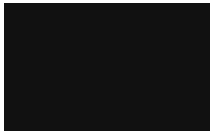
**ORANGE**  
RGB: 255, 85, 0.  
HEX: FF5500 CMYK:  
0, 76, 94, 0



**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

## LSB USERS

“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 LSB USERS, 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.”