



LeoVegas

1st Campaign - Sept 2016



Captive Media ran a first campaign for LeoVegas ... at the start of 2016/17 Premiership Season

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LEOVEGAS OFFERS THE CHANCE TO SPEND A PENNY

Posted by: Andrew McCarron · August 24, 2016 · in Latest News, Marketing, UK
Comments Off on LeoVegas offers the chance to spend a penny

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Objectives

- To reach an audience of male sports fans at a relevant time, complementing a TV campaign
- To drive awareness of LeoVegas
- To drive purchase intent
- To learn more about LeoVegas' target audience

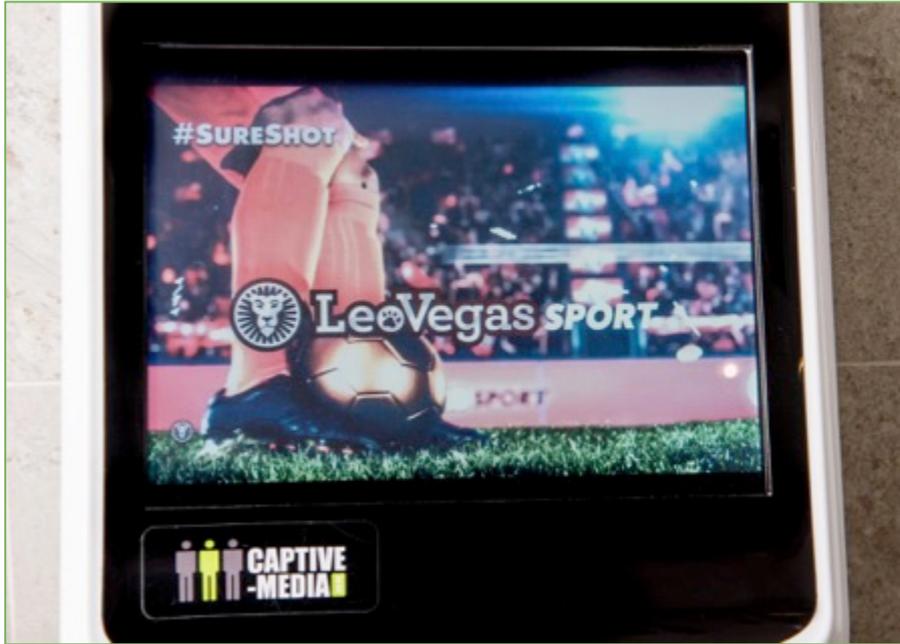
It played on 140 screens in bars nationwide
to an audience of 342,680 male sports fans

- High-end, high-footfall venues:
 - Tiger Tiger, Zoo Bar
 - Bierkeller, Shooters
 - Bar Sport
- 140 screens across UK
- 342,680 views
171,340 games served
1,690,269 goals scored



The campaign combined the current LeoVegas TV ad with a branded game

10 second TV spot played 3 times every minute



Custom branded game played by every male visitor



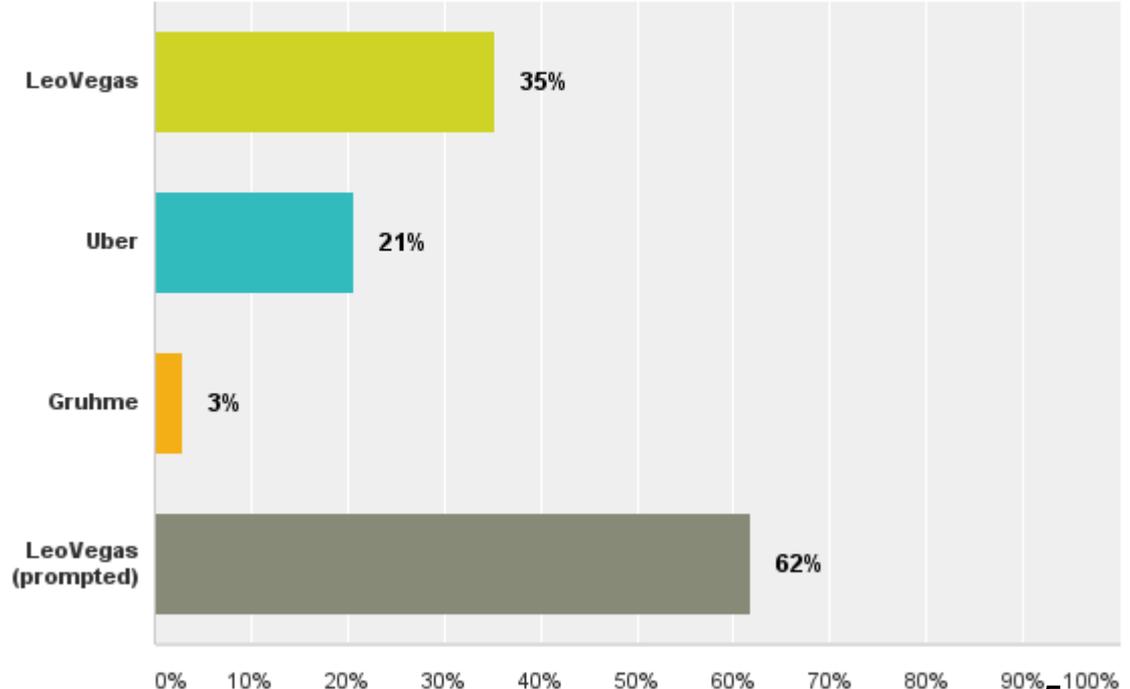
The LeoVegas brand was highly prominent ... recalled unprompted by 35% of visitors

- 35% unprompted awareness compares to a range of 12- 84% for previous campaigns (*Minicabster, Captain Morgan*)
- Prompted recall was a healthy 62%

Note : None of the respondents recalled seeing the LeoVegas ad on TV at home (polls were conducted in Central and SW London on 1st and 4th September)

Q3 What brands did you notice on the screens?

Answered: 34 Skipped: 0

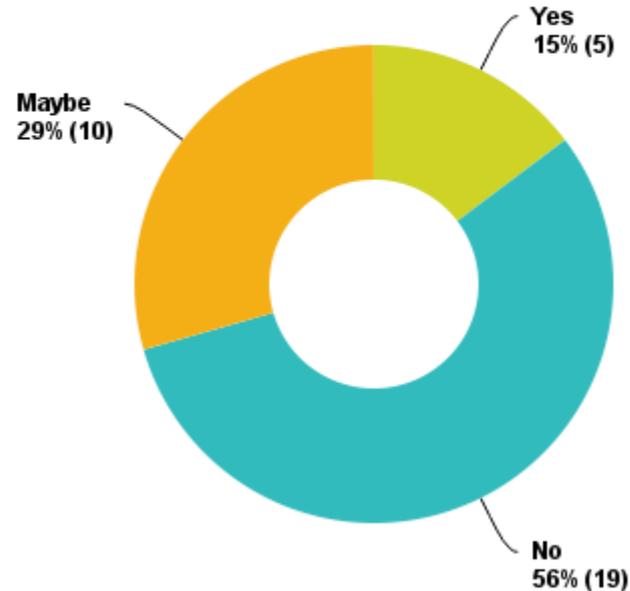


Purchase intent was remarkably high for a new brand ... at 44% “Yes” or “Maybe”

- Purchase intent is the best measure for campaigns with a later call-to-action
- $\frac{2}{3}$ of the Maybe's were unsure of what the brand represented
- $\frac{1}{3}$ of the No's were non-gamblers and/or could not name any betting brands

Q4 Would you consider downloading the LeoVegas app?

Answered: 34 Skipped: 0



The competitive landscape varied between those considering LeoVegas and others

- Betair and Sky were the most cited brands generally
- Amongst those considering LeoVegas, PaddyPower and Bet365 were more common

Q6 What other betting brands are you familiar with?

All respondents

Answered: 33 Skipped: 1

Sky Betfred Betfair Coral Ladbrokes
Bet365 WillHill Paddypower

Those considering
downloading LeoVegas

Answered: 15 Skipped: 0

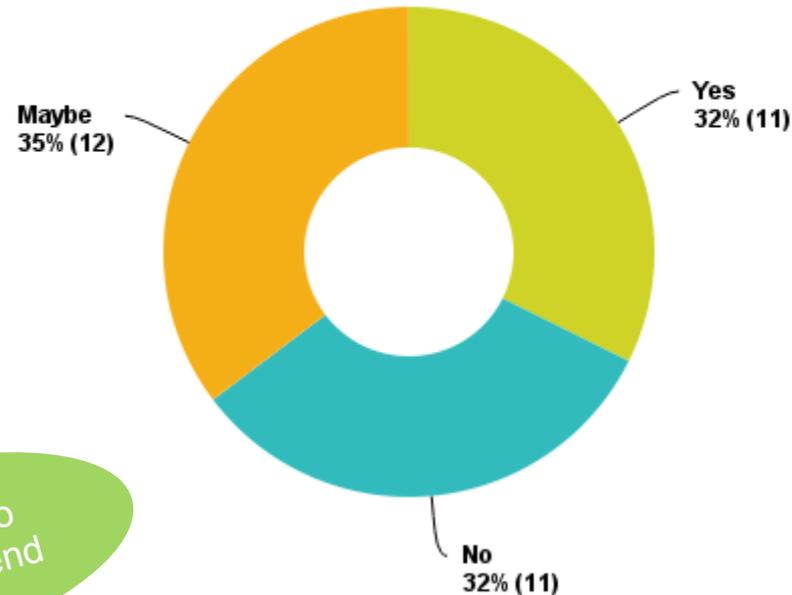
Coral Ladbrokes Betfred Paddypower Betfair
Bet365 sky

The experience was recounted to friends ... by $\frac{2}{3}$ of the audience

- This is in line with previous surveys of the same question
- Topical games always score well, and new games score slightly higher (up to 90% Yes or Maybe)
- Comments are as shown

Q7 Will you tell anyone about the experience?

Answered: 34 Skipped: 0



Going to tell my mates I got 9!

I took a video to show my girlfriend

Verbatim comments were strongly favourable

- Respondents were surprisingly willing to talk about the ads
- Comments reflected tone of word-of-mouth on previous slide



There are further opportunities to improve ... in follow-on campaigns

- **Content** : additional logos in alternating loop ad slots can also improve recall (*MatchPint*)
- **Repetition** : Repeated campaigns have shown an increasing, cumulative effect, as audience is consistent (*Betsafe, Anthony Nolan**)
- **Ownership** : No betting brand yet 'owns' this medium - LeoVegas could become 2nd nature to the 4m annual, male visitors to Captive Media venues



* Anthony Nolan now run quarterly polls to ensure the audience is regularly reminded about the brand



For a first campaign, objectives were broadly met

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Results

- 100% match with audience
100% match with occasion, during football matches
- 35% unprompted, 62% prompted
- 44% would consider download
- Information gathered about awareness of peer group, TV ad & some reasons for not considering