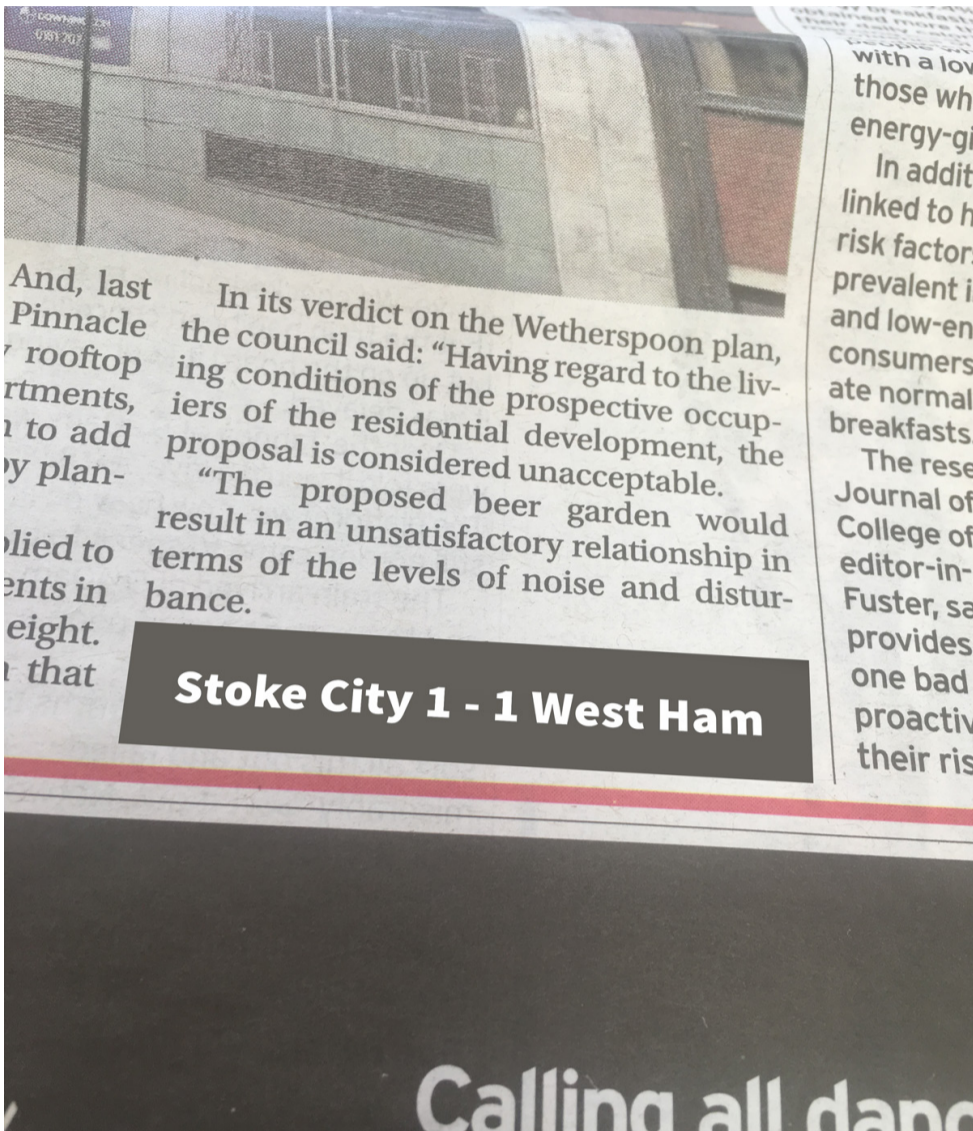


8 Draws Classic Pools

We place 8 small blocks of text throughout the pages of the paper. These are in the editorial sections and are placed wherever we can find a bit of space. The reader has to find them all and take a picture to show they have found them. Then they enter by either posting the pics on Facebook and liking the page, emailing the images over to you or by calling and telling you where they are. The winner is picked at random the next morning and the winner announced. The idea is that it promotes the mechanism of finding score draws. To make it more like the Classic Pools game, you could put 49 blocks and only make 8 of them score draws



 The Football Pools

Find 8 draws to win £500 in today's Echo

We've hidden 8 score draws somewhere in the paper, can you find them? If you can you could win £500.

Spurs 2 - 2 Arsenal

Stoke City 1 - 1 West Ham

Man Utd 3 - 3 Chelsea

/Page 23

 The Football Pools

Can you find 8 score draws?

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Snap them all and you could snap up £500

How to enter

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 /footballpools

 echo@footballpools.com

 0800 123456



Find the
draws and
take snaps
with your
phone

Send us the
snaps for a
chance to
win £500

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1923

Classic Pools

We place a series of small ads on consecutive pages with intriguing headlines and a CTA to go to a page. Each as is in the same space on the page as the last, with the first on the cover page. We eventually get to a page where the reader sees the half page ad and the crux of the promotion. A chance to play the pools at 1923 prices. The cost is so low, it's essentially free, but we talk about the cost of a text as we want to use text as the main mechanism for entry.

Note: Wembley Stadium was built in 1923 at a cost of £750,000. Perhaps a prize of that size could be interesting for a campaign based on 1923.

Reds loose 4 at home on the trot but still win the league

/Page 23

Blues' Wilf Chadwick wins the Golden Boot

/Page 24

John Jack Trainer cured at Lourdes

/Page 25

PC Jones saves child and man in river rescue

/Page 26

David Jack scores first Wembley Goal

/Page 27

A lot happened in 1923

Including the first ever Football Pools

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Still going strong 95 seasons later

Enter today at 1923 prices

How to enter

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📞 80234

✉️ echo@footballpools.com

☎️ 0800 123456

Your chance to
win £3 million for
the price of a text



 The Football Pools

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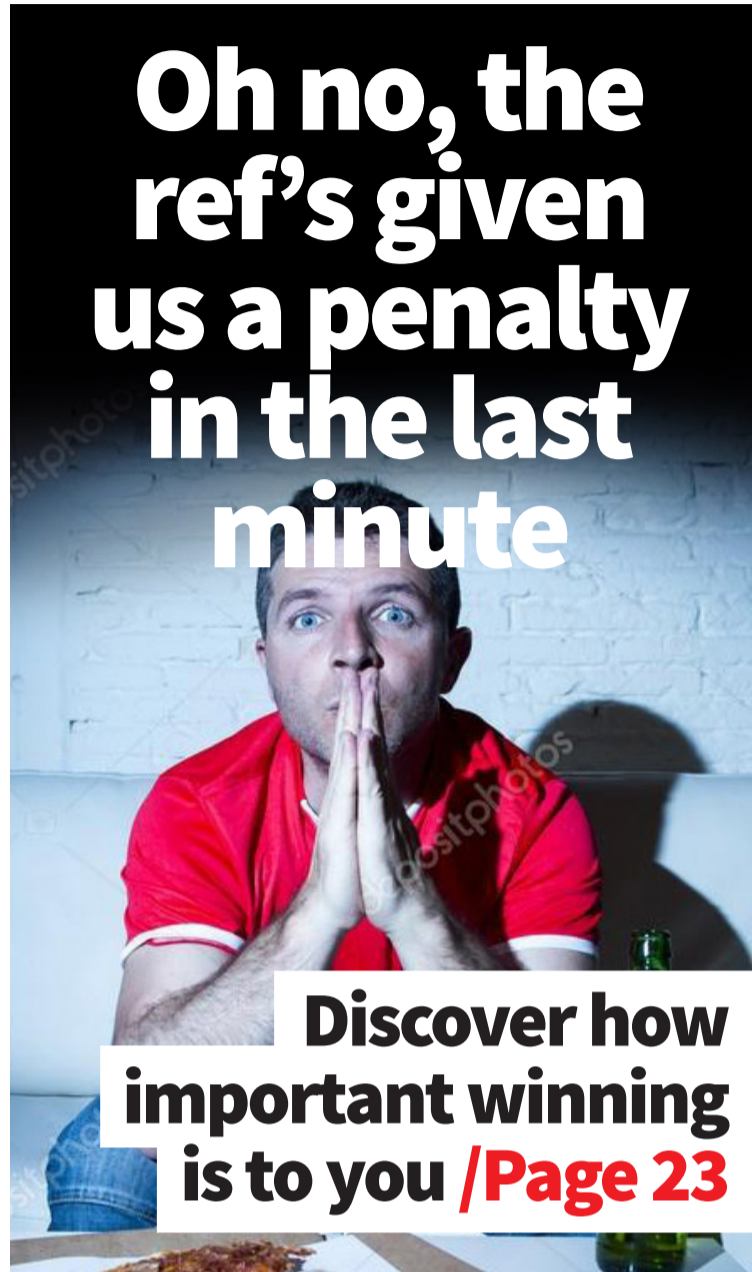
Winning Classic Pools

We use a series of small ads including one on the cover page that tie into the dilemma between your team winning and you winning. As the pools is all about draws, this is fun way to show that. Note: Similar headlines could be used for Goal Rush, where you are rooting for the opponents to score against you and do it fast, so the game qualifies.



Come on boys, please don't win

Discover how important winning is to you /Page 23



Oh no, the ref's given us a penalty in the last minute

Discover how important winning is to you /Page 23



Discover how important winning is to you

Cheer them on to a draw

Your chance to win £3 million

Peque porro quisquam est qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit. There is no one who loves pain itself, who seeks after it and wants to have it, simply because it is pain. Lorem ipsum dolor sit amet, consectetur adipiscing

How to enter

80234
echo@footballpools.com
0800 123456

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The Football Pools

Ref Classic Pools

Two day promotion where readers have to collect the code off the red and yellow cards to enter. Entry is by Facebook, email or calls, but also include text. How they enter for 10p has to be determined, is it online etc. The irreverent nature of the headline will appeal to all football fans and our target market, even if not die-hard fans.



You'd have to be a ref to miss an offer as good as this

Win £3 million for just 10p / **Page 23**

Your chance to win £3 million

Play the pools for just 10p

Collect both red and yellow cards to enter. Yellow card in tomorrows Echo.



How to enter

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 The Football Pools

**Pick em'
Classic Pools
or Goal Rush**

This is a basic concept for driving interest in the pools and specifically for non football fans or people who are more likely to just pick a series of numbers and stick to them. Ads are placed at random throughout the paper leading to a final ad that is the entry mechanism.

Campaign Tagline

It doesn't matter how you pick em' as long as you do

**House
Number**

35

9 more to pick...

**Sarahs
Birthday**

23

8 more to pick...

**Ryan's
Age**

14

7 more to pick...

**Number
Of Kids**

3

6 more to pick...

**Last two
numbers
of PIN**

41

5 more to pick...

Billys Age

9

5 more to pick...

Mates Goal Rush

This concept is based around the fact that you have to pick 10 numbers and for goal rush it's all about speed. So we want people to tag their friends on Facebook and get the friends to like the page in the fastest time. The fastest each day gets to win a prize. It makes the promotion multiply by 9 every time someone enters. The tongue in cheek headline will appeal to our target market.

Prizes could be cash based as here, but also anything where you could do it with a bunch of your mates, such as a corporate table at Liverpool or Everton.

**Win £500 for you and
9 of your friends**

**Billy no
mates
shouldn't
bother**

**How fast can you tag 9 of your
mates and get them to respond?**

GoalRush

Enter/Page 23

**Win £500 for you and
9 of your friends**

**If you're
a referee
don't
bother**

**How fast can you tag 9 of your
mates and get them to respond?**

GoalRush

Enter/Page 23

Draws

Classic Pools

This concept is based around celebrating the greatest draws in football history. Entry can be by various mechanisms as can the prizes. This is just an interesting concept that focuses on the core of classic pools, the score draw.

May 6th 2010

Motherwell 6 - 6 Hibernian

Motherwell's equaliser for 6-6 was an absolutely stunning angled volley by Lukas Jutkiewicz, three minutes into four minutes of added time

 **The Football Pools**

May 19th 2013

West Brom 5 - 5 Man Utd

West Brom score three goals in the last 9 mins to save the game and get a draw, with two goals in a minute on 81 mins

 **The Football Pools**

May 12th 2015

Sheffield Utd 5 - 5 Swindon

The 7-6 aggregate win for Swindon is also the highest in the history of the play-offs beating the 12 goals scored in three different ties since 1987

 **The Football Pools**

Feb 5th 2011

Newcastle Utd 4 - 4 Arsenal

4-0 down at half time, the magpies came back to get a draw in the second half, scoring the last two goals in the final 7 minutes

 **The Football Pools**

Keepers Goal Rush

This concept is based around the fact that you have to pick 10 numbers and for goal rush it's all about speed. So we want people to tag their friends on Facebook and get the friends to like the page in the fastest time. The fastest each day gets to win a prize. It makes the promotion multiply by 9 every time someone enters. The tongue in cheek headline will appeal to our target market.

This campaign would work well in conjunction with video on platforms such as Facebook and YouTube. It would also make a great TV Campaign using the Sky AdSmart Platform.

Campaign Tagline

Dodgy goalkeepers... ...you've got to love em'



**When you need a game
where both teams score**

**Dodgy goalkeepers...
...you've got to love em'**

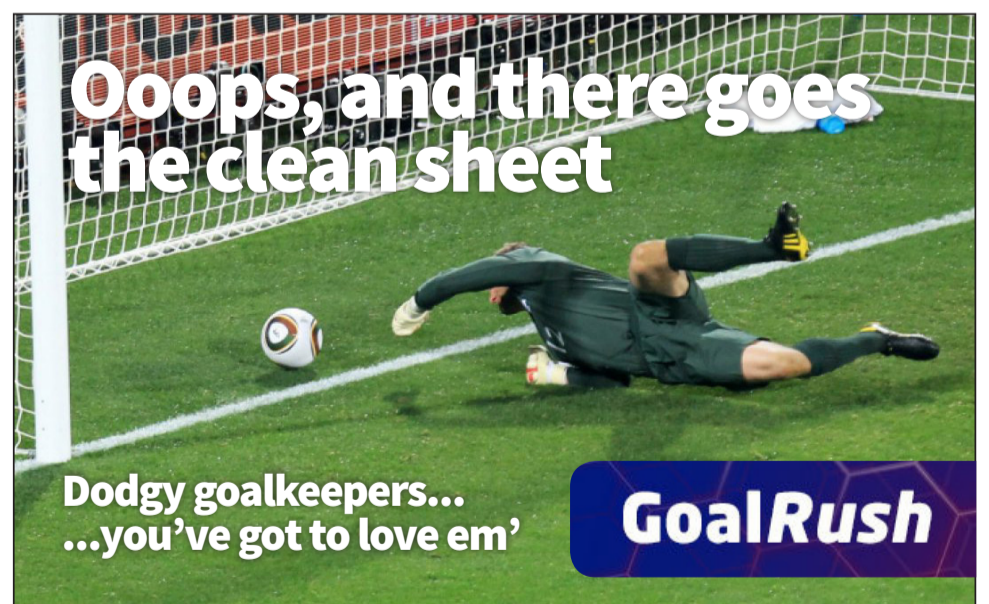
GoalRush



**And that should be easy
for the keeper...**

**Dodgy goalkeepers...
...you've got to love em'**

GoalRush



**Ooops, and there goes
the clean sheet**

**Dodgy goalkeepers...
...you've got to love em'**

GoalRush

Advent Spot the ball

The promotion has two mechanisms. Firstly there is the free give away of the advent calendar. To get this the readers have to play Spot the Ball online every day for a week. Once they have played 5/7 times (at least once each day) they are sent the calendar. Plus there is an exclusive Echo Spot the Ball game online with a daily prize. This can be whatever the business feels is right.

The entry mechanism could be exclusively through the Echo Facebook page, so giving a great tie into the paper. The fact that they have to play each day, keeps the promotion throughout the week. New game each day.

As it's exclusive to Facebook users, it can also drive new followers to the Echo Facebook page.

Free Spot The Ball Advent Calendar



Plus a chance to
win £500 every day
this week /Page 23

The Football Pools + SPOT THE BALL

Exclusive for Echo Readers on Facebook

Free Advent Calendar for every reader

Play Spot The Ball every
day this week and get a free
calendar, plus a chance to
win £500 each day

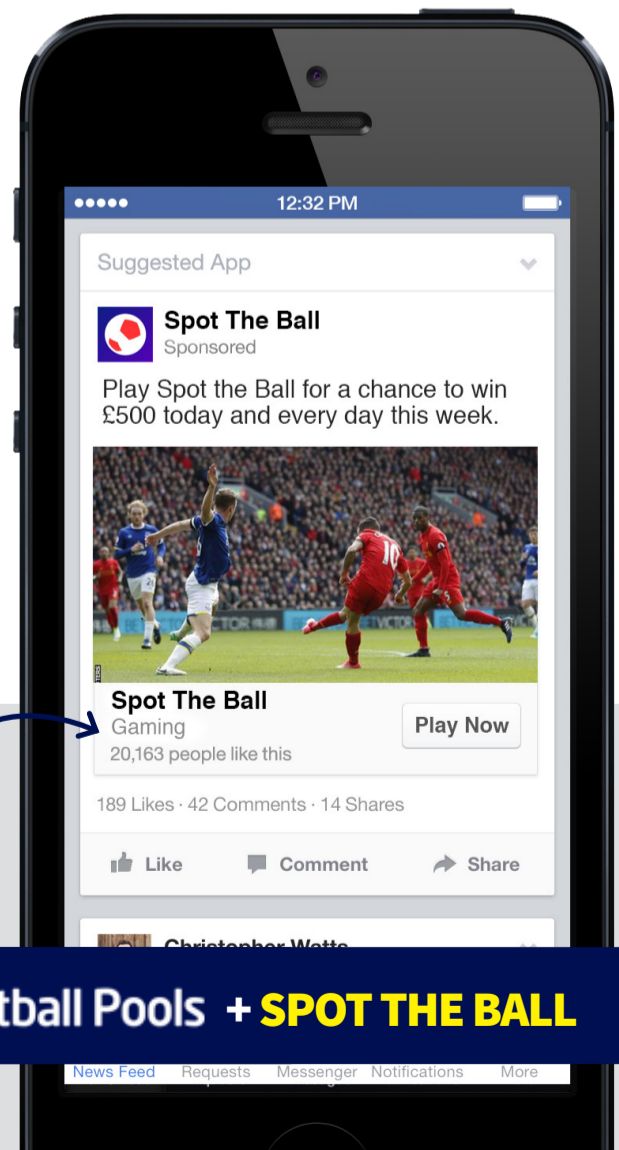


How to enter  /theliverpoolecho

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Play today
online and win



The Football Pools + SPOT THE BALL

Spot the actual Spot the ball

For this promotion we place a graphic or a ball somewhere in the city and the readers have to find the ball for a chance to win. Each day for three days we give them clues to the location of the ball. These are letters that then form an anagram which when solved gives the location of the ball. The ball is only put in place on the last day, so even if people solve the clues before the last day they still can't enter.

Entry is by taking a selfie with the ball in the background and then sending it to you by posting it on Facebook, emailing it or texting it. Entry could also be via other social platforms. The winner is picked as a prize draw.

This is a basic give away promo that hasn't got any sign up mechanism to play Spot The Ball, but that could be worked into the idea.

The ball graphic can be a physical asset placed out of reach, so can't be removed by the public, or it could be projected on a wall. The projection would be really good fun as it could be huge and allow lots of people to enter at once as it can be seen from a wide area around the location.

Spot the actual ball



**Win £10,000 by
spotting the ball.
First clue in today's
Echo /Page 23**

 The Football Pools + **SPOT THE BALL**

Exclusive clue today, Thursday and Friday

Spot the Ball and win £10,000 with the Echo

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Today's clue is: PTOSNR

How to enter

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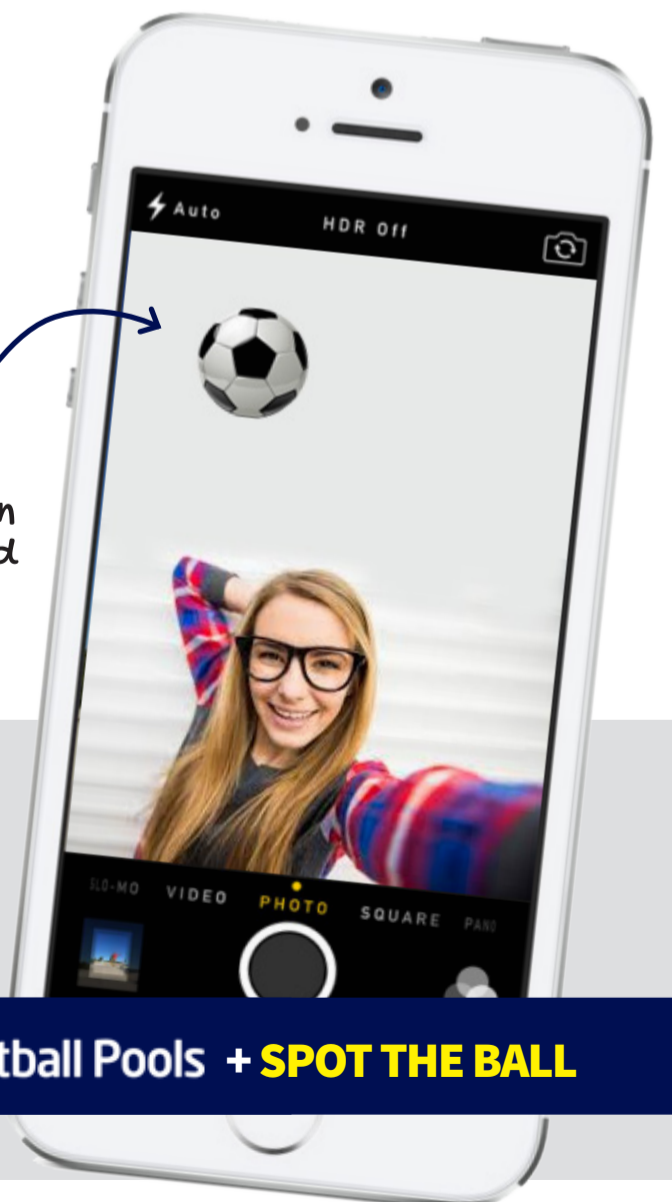
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Take a selfie
with the ball in
the background
to enter



 The Football Pools + **SPOT THE BALL**

Spot the Ball Live

Spot the ball

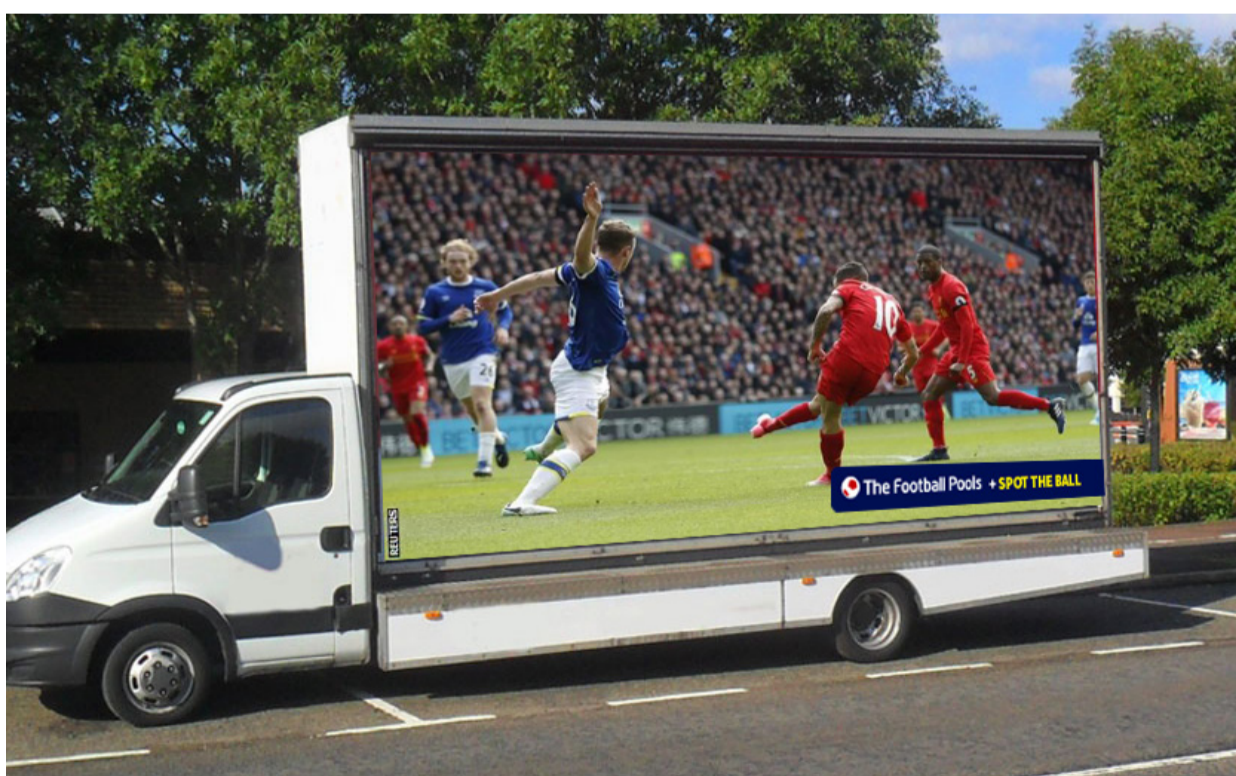


Take Spot the Ball into the city for a live event. There are several ways this could be achieved, with the most impressive being a huge building projection. The players make their selection on a small screen managed by a promo team at ground level. This promo team is responsible for drumming up players and taking the money. But they should also be 'selling' players of the live game on the benefits of playing the game on a regular basis online. The mechanism should be small entry fee to play, perhaps 50p with prizes awarded for hitting the ball in any area with small prizes for achieving this - perhaps £10 (instant win). What this does, it create loads of winners during the event and gives the promo team the opportunity to sell the fact that most spot the ball winners win smaller amounts by hitting part of the ball rather than the absolute centre. When there is a winner there is a huge 'WINNER' or something similar projected on the screen. Then a new image replaces the last image, so the next player can have a go.

The idea of the event is to create a buzz around the game and of course awareness, but if the promo team do their job properly, you could expect sign ups too. Perhaps 3 free goes of the live system when someone signs up for regular play online.



A smaller scale version could be run on a mobile Digital AdVan. This would allow you to be in various location at once or move throughout the city during one event



The other way this could work is more like the traditional old school paper version of the game. Here we would use a standard AdVan with a spot the ball image on the side. Players place a special clear sticker with a 'x' on the sticker on the large image. The sticker also has their mobile number written on it so you can contact the winner/winners.

This is an awareness mechanism and I would suggest a smallish prize but all goes are free.

Tag a mate

Spot the ball

This is just a bit of fun to raise awareness of Spot The Ball to lapsed and new audiences. Perhaps push this out through someone like Ladbible or SocialChain for maximum exposure.

This type of 'mate bating' is very popular on Facebook and is always taken in good humour. We could run a series of 'obvious' spot the balls like this with the same theme.

**Spot The Ball**
Sponsored Like Page


Tag a mate who couldn't Spot This Ball




Play now and win £1,000
Games daily and cash prizes

CAN YOU SPOT THE BALL Sign Up

Like Comment Share 20 562 Comments 311 Shares

**Spot The Ball**
Sponsored Like Page

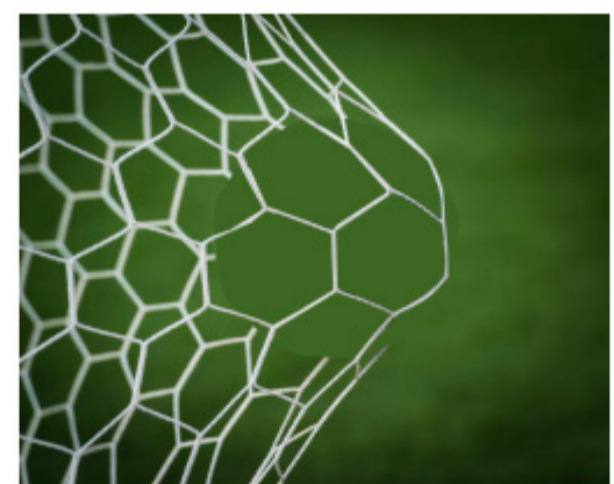
Tag a mate who couldn't Spot This Ball



Play now and win £1,000
Games daily and cash prizes Sign Up

Can you spot the ball

Like Comment Share 20 562 Comments 311 Shares



Play now and win £1,000
Can you spot the ball
Tag a mate who couldn't Spot This Ball

Sign Up