

The Football Pools

Goal Rush Facebook Advertising

Understanding

The Football Pools require a creative and strategic proposal for the ongoing management of the Goal Rush Facebook advertising campaign with the objective of signing up First Time Depositors.

Goal Rush Facebook adverts are currently converting 400 FTDs per week at an average acquisition cost of £30.00. 3 creative approaches have been executed to date, targeting a lookalike audience generated by the Facebook pixel which is predominantly males aged 45 to 54.

The objective of the campaigns, moving forward, is to acquire 600 FTDs per week with a longer-term goal of acquiring 1000 FTDs per week.

Average FTD value is £12.00 and Goal Rush is the second most played game per week after Classic Pools.

Approach

We believe we can successfully fulfil these targets through our extensive knowledge and expertise in social media campaign management, creative capabilities and through best practice processes and methods.

Adverts would be created mobile-first, feature attention-grabbing headlines, eye catching creative, engaging text and strong calls to action, with the objective of reaching and converting people to play Goal Rush, achieving the stated targets.

Recommended Ad Types

We recommend using short-form video content, lasting no longer than 15 to 30 seconds, this format resulted in the highest engagement on Facebook in 2018.

We would also run Instant Experience ads, mobile landing pages which load x15 quicker than mobile websites and open instantly when a user interacts with the advert. Instant Experiences would be highly effective for converting new players and could act as a sudo landing page.

Targeting

We would aim to target a wider and more specific range of audience, drilling down into niche behaviours which can include income, education, gamers and significant life events, such as birthdays.

Testing

We would recommend A/B testing of ads to establish which creative works best. We also recommend testing different landing pages linking one ad to the Goal Rush page on The Football Pools website and the other ad to a bespoke landing page built on the Unbounce platform. We understand there are reservations about this method but the landing page plays a crucial role in conversions, its main purpose is to drive sales, therefore the creative, copy and calls to action need to be as inspiring, engaging and persuasive as we can possibly make them.

Landing pages also increase the ROI of your campaign due to increased conversions which are gained by simplifying the user journey with less navigation and visual distractions, keeping the focus and control solely on guiding a user to 'play now'.

Messenger Ads

We would recommend trialing Messenger ads as they are a highly effective way of encouraging your target audience to interact with you directly. Photo, video, carousel and dynamic ads can all appear in Messenger potentially reaching 1.3 billion users who use Messenger every month.

Click-to-Messenger ads can also appear in the Facebook feed. These feature a call-to-action button that opens a Messenger conversation with a Facebook Page, so you can have a one-on-one conversation with a user, creating a more personal and interactive customer experience.

Retargeting Ads

We also recommend advertising Goal Rush to previously identified users through Facebook retargeting. Retargeting has proven to be one of the most effective means of closing customers and yields one of the highest returns on spend.

Remarketing targets your ads on Facebook to people who have already expressed interest in Goal Rush. These users are identified by installing a small piece of code on the Goal Rush webpage which feeds information back to Facebook on specific visitors who have visited the page. We then use this information to target those people with an engaging and conversion-focussed advert.

We can also retarget ads to a list of existing contacts through Facebook's Custom Audience tool, similar to how email marketing works. Using emails, phone numbers or Facebook user IDs, we can pull a list of contacts from your CRM (or wherever your customer's data is stored), upload or copy and paste data into Facebook via the Ad Manager and target people that are relevant to where they are within your sales funnel.

Length of Ads

To avoid ad fatigue and blindness, we recommend running ads for a week at a time. At the end of each week, a full analysis would be carried out and fresh creative scheduled for continuous improvement throughout the campaign's duration.

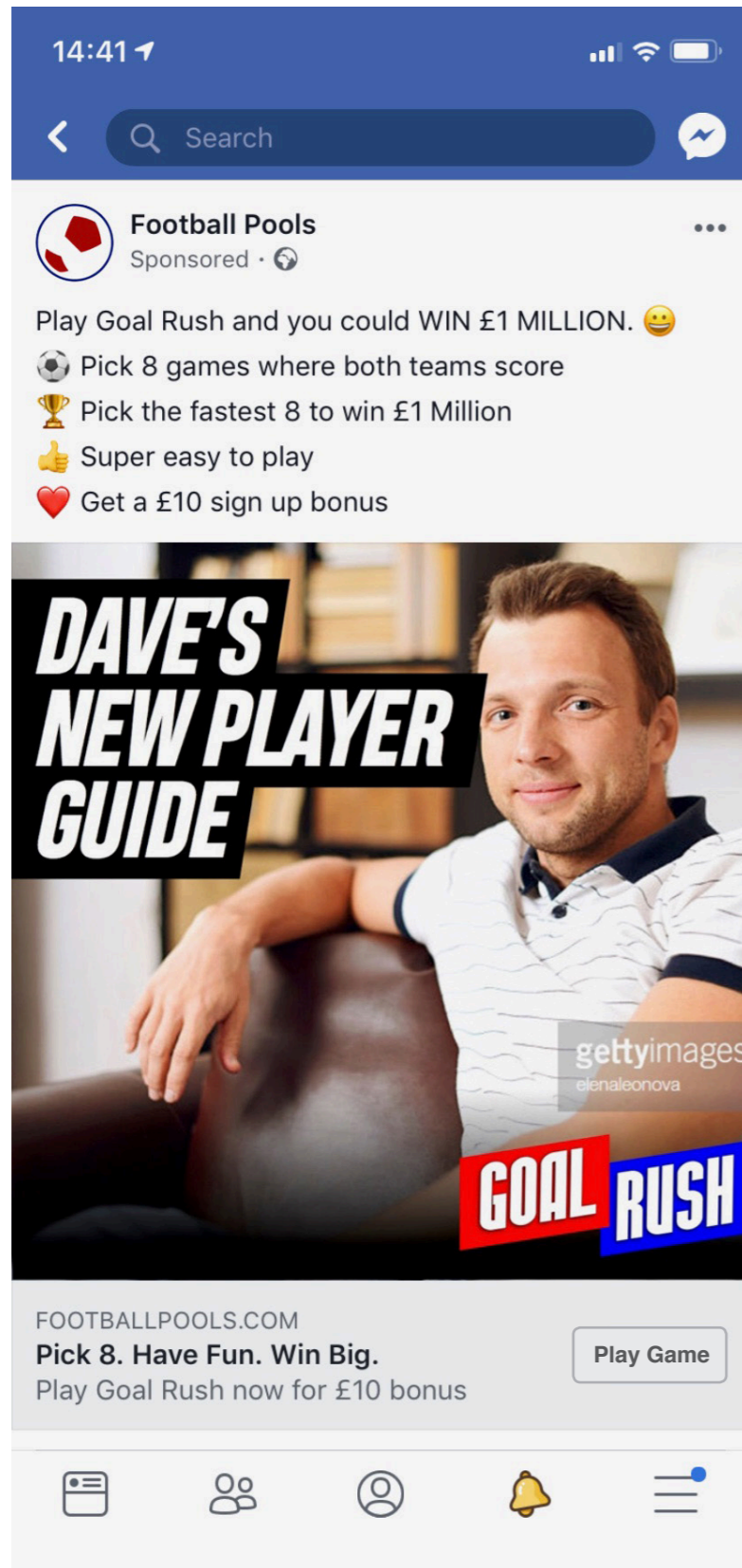
Measurement, Analysis and Reporting

Once your ads are up and running, our dedicated and experienced social media team monitor, measure and analyse campaigns on a daily basis and make any necessary updates to maximise adverts' potential. As an example, if one advert wasn't performing as successfully as another, we would re-allocate budget to the better performing ad.

Strategy, Planning and Campaign Management

To ensure all of our client's social media campaigns are delivered on time, within budget and to the highest standard, we carefully plan and schedule all activity one month ahead.

This ensures we have adequate time and resource available for the smooth and consistent management of your campaign. Planning ahead also builds in time for us to analyse which concepts, advert types and strategies are performing the most successfully. This analysis allows us to strategically plan ahead, ensuring we're implementing and scheduling activity that's proving to deliver the results you want to see.



Mobile feed

Format: Video
Length: 15 secs

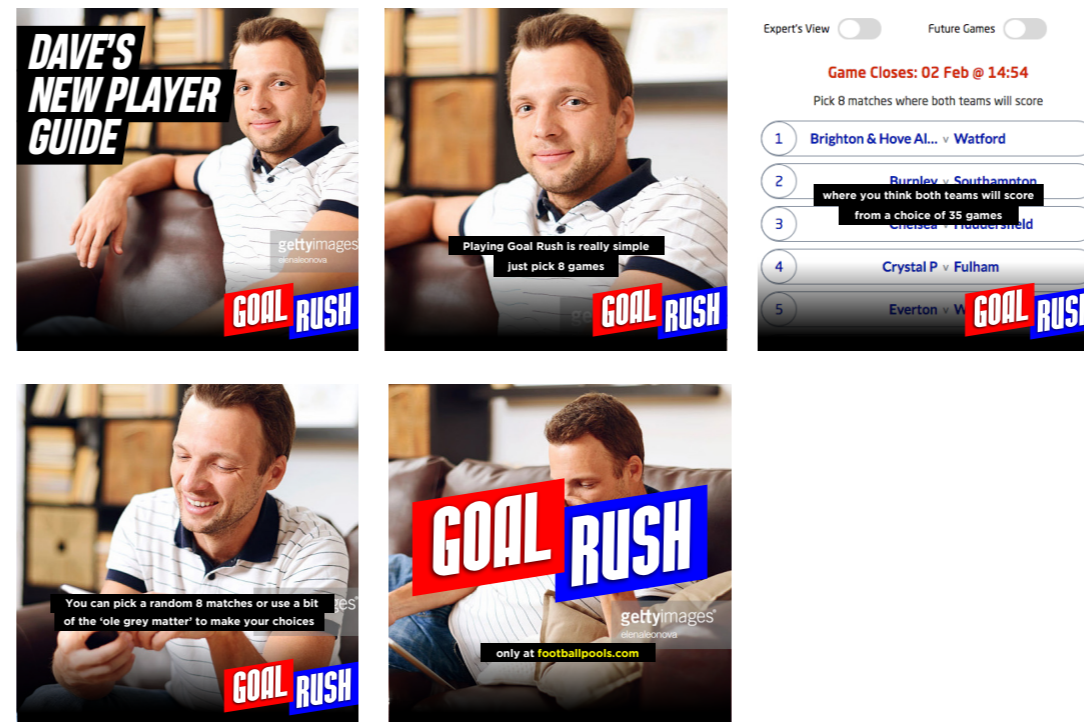
Dave's New Player Guides

We pick a 'Joe Average' bloke to quickly and enthusiastically show players how to play the game. Filmed in a home-made style of the classic Facebook/YouTube 'how to videos'. The video would have sound, but also have subtitles to make sure the message gets over even when the video plays in mute mode.

Use of 1:1 video format to maximise the screen on mobiles and also matches format for Instagram. Use of Emojis to highlight the salient points in the ad text. Simple, short CTA in the footer so we don't lose any text by breaking to two lines.

Note: Creating mobile only video ads would allow us to have an 'Instant Experience' page below the video if someone clicks the video in their mobile timeline. Instant experiences open on average 15x faster than a mobile website.

Storyboard



Script

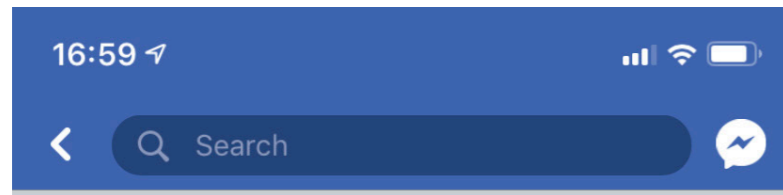
"Playing Goal Rush is really simple...

...just pick 8 games were you think both teams will score from a choice of 35 games...

...pick the right 8 and you're a winner.

You can pick a random 8 matches or use a bit of the 'ole grey matter' to make your choices.

Play now, click that button below.



Can you pick 8 games where both teams score?

Of course you can - so you should play Goal Rush today for a chance to win big.

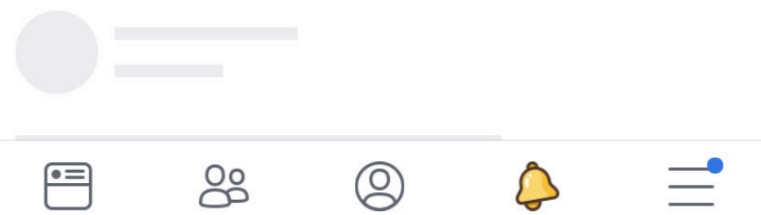
The average win in 2018 was over £800 and it's only £2 to play.



FOOTBALLPOOLS.COM
Get The Rush. Play Goal Rush.
 Top prize £1 Million. More ways to win.

Play Game

Like Comment Share



Mobile feed

Format: Video
 Length: 15-20 secs

Eight Scores

Here we show 8 games in progress very speeded up. Each game has a clock under the score and it stops at the point both teams have scored. The 90 mins would take just 15-20secs to run in the video. For this we have picked 8 Premier League games but they could be any games. It's best to pick teams that would resonate with the audience as they would have a vested interest in the scores being displayed, making them more likely to watch the ad.

We have shown this as 16:9 video, but could be made to 1:1 to maximise screen space on mobile

Note: Creating mobile only video ads would allow us to have an 'Instant Experience' page below the video if someone clicks the video in their mobile timeline. Instant experiences open on average 15x faster than a mobile website.

Storyboard





The Football Pools

Sponsored ·



Love Football - Play Goal Rush

Just predict 8 games where you think both teams will score to WIN BIG for a £2 stake.

Average prize last year was over £800. 📈 😊



FOOTBALLPOOLS.COM

Fastest 8 wins £1 MILLION

£2 to play + Get £10 sign up bonus

[Play Game](#)



Mobile feed

Format: Video - still images and text in video format

Length: 20 secs

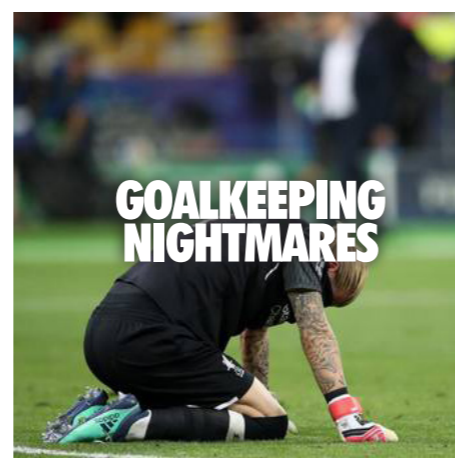
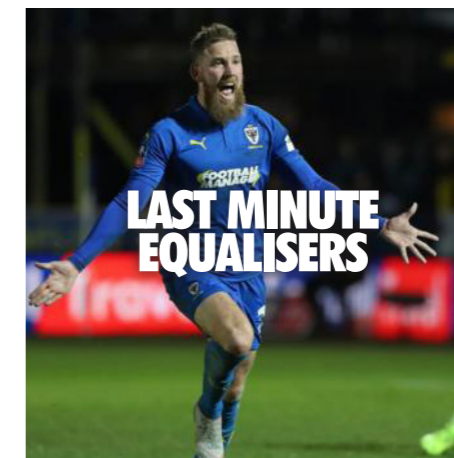
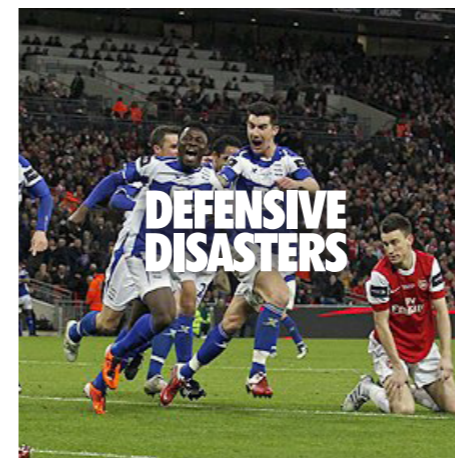
You'll Love

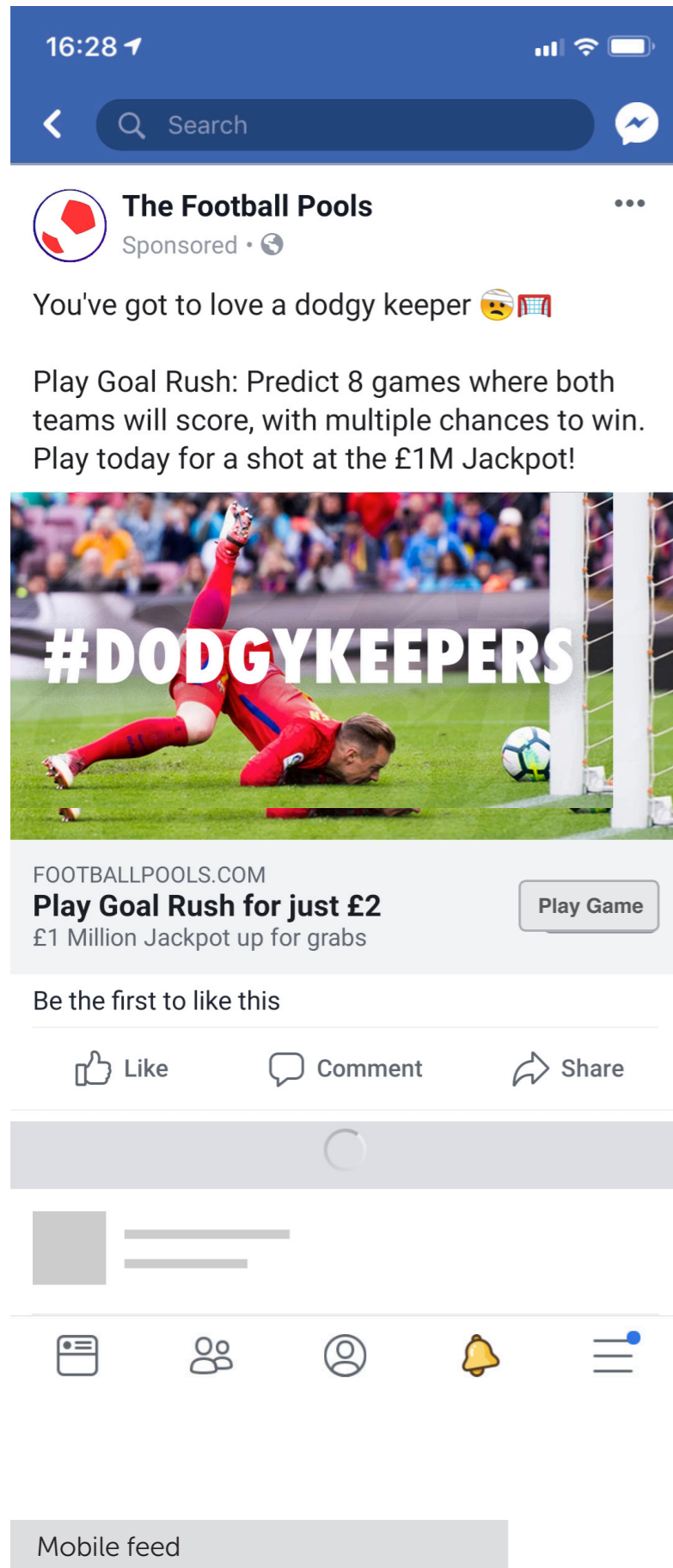
Here we want to tap into the emotions of all football fans, the things that make football great and the reasons you have games where both team score. Yes, everybody wants a great game with great goal, but if a defensive mistake or a goalkeeping error means you get that last goal, that makes you a winner, yes, you'll love them.

Win statement on this is about the more likely win of £800 for a £2, which is still a great return for your bet. The £1 Million CTA is in the footer of the ad.

Note: Creating mobile only video ads would allow us to have an 'Instant Experience' page below the video if someone clicks the video in their mobile timeline. Instant experiences open on average 15x faster than a mobile website.

Storyboard





Format: Video - still images and text in video format
Length: 15 secs

Dodgy Keepers

Football fans love seeing keepers mess things up. There's nothing funnier than a goalkeeper who makes a huge idiot of himself and lets in a goal. With this concept we tap into that and the relevance of it in the context of the game and what it means if you're playing Goal Rush. In the main ad text we are letting the audience 'fill in the dots' by referencing dodgy keepers and then going on to talk about both teams scoring. Most should make this connection, but we have added in text that makes it obvious at the end of the video.

We have also used #dodgykeepers as the main text in the video, as we could run topical ads and use the hash tag when a keeper makes an error that leads to a game where both teams score.

Note on video: It would be great if we could use actual footage of a keeper making errors. There is probably no chance of getting any current league footage, but there may be historical footage or footage from other leagues we could use.

Storyboard





Format: Single Image - Video Option
Video Length: 15 secs

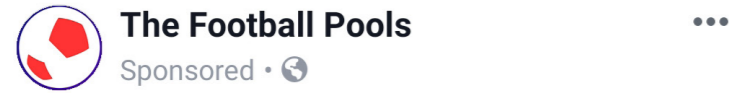
#gettherush

Here we are making the connection between the rush you get as a fan seeing a goal being scored and the rush of winning money playing Goal Rush. The ad on the left is a single image ad, but this concept would work well as a video ad and there is footage of fans celebrating we could use. It's also not that infeasible to go and shoot some actual footage at games. Footage shot on phones is good enough quality, so we could go to a few games and grab footage of the crowd when a goal is scored.

Fan footage: We could also make this an organic social campaign by asking fans to send us their **#gettherush** footage from games they have attended. This way we could get more traction than with just a paid campaign.

Stock footage options





Who will be your next Goal Rush hero? 🏆⚽

Back your favourite players to help you win a £1 Million Jackpot!

Predict 8 games where both teams will score to win a top share of the prize fund (Avg. payout in 2018 was over £800). If your games are also the quickest scoring out of 35, you win the £1M Jackpot!

#goalrushheroes



FOOTBALLPOOLS.COM
Goal Rush: Only £2 to play
Multiple ways to win + £1 Million Jackpot
Play Game
SIGN UP

Be the first to like this



Mobile feed

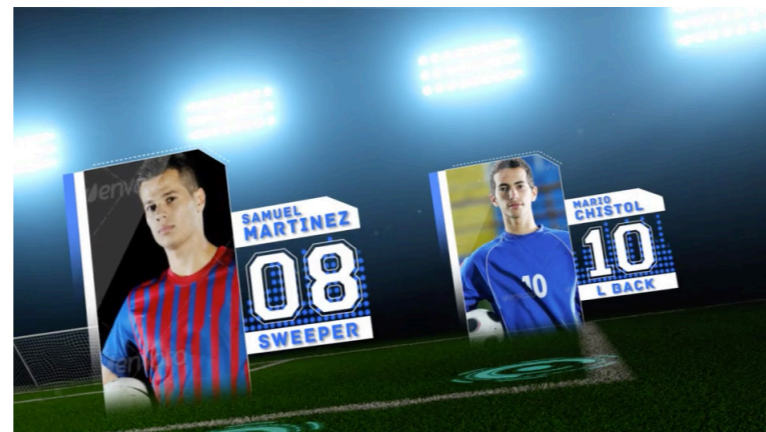
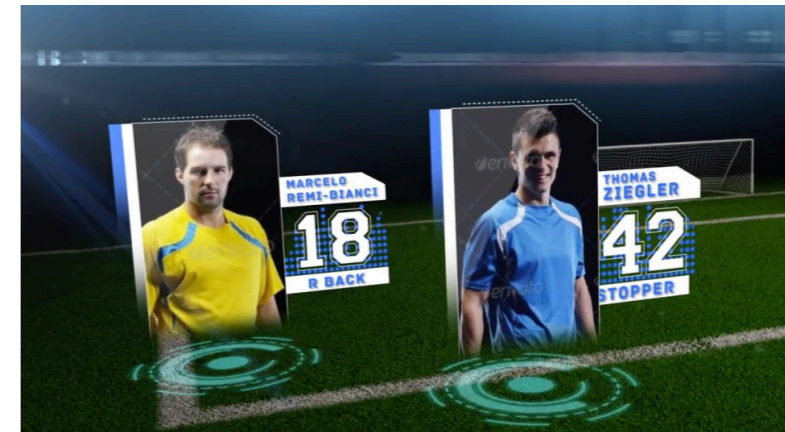
Format: Single Image - Video Option
Video Length: 15 - 20secs

#goalrushheroes

This is to highlight the goal scorers who are going to be your heroes if you play Goal Rush. Here we are highlighting three players, their goal ans assists, but the stats could be anything. For instance we could show, how fast they score, which is also relevant for goal rush players. This could also show team stats not just individual players and it could be up to the minute and topical.

Video: This would be another concept where a video version would work really well. Created in the style of the stats you see prior to game on TV.

Video option





Think you know football? Then try this.

Simply predict 8 games where you think both teams will score from a choice of 35. Get it right and you could win an Acca bet with odds of, on average, 400/1 last year.



FOOTBALLPOOLS.COM
Average win of over £800 for a £2 stake.
That's 400/1 odds.

Play Game

Like Comment Share



Mobile feed

Format: Video - stills and text
Video Length: 20secs

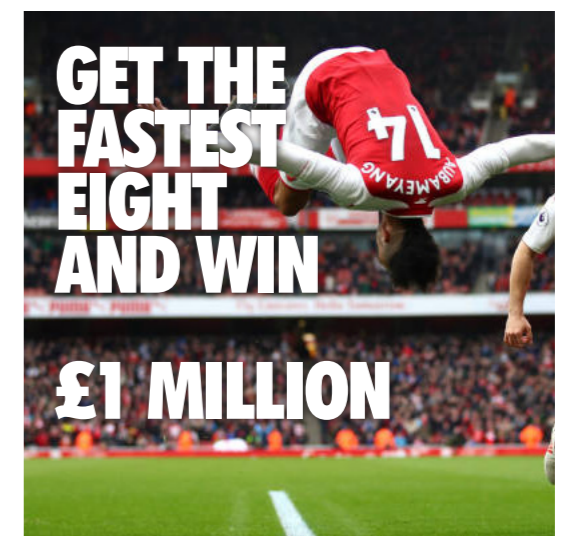
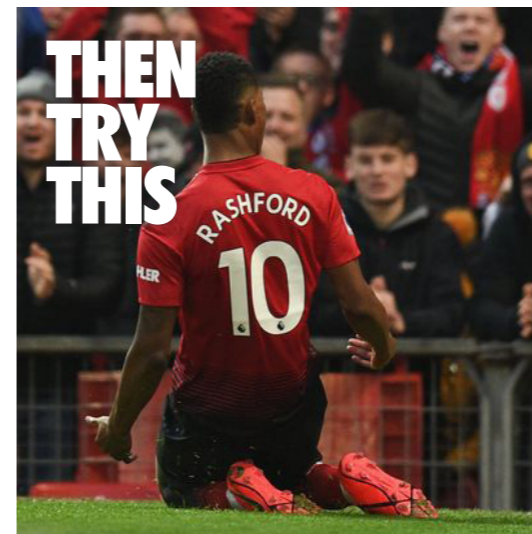
Offer

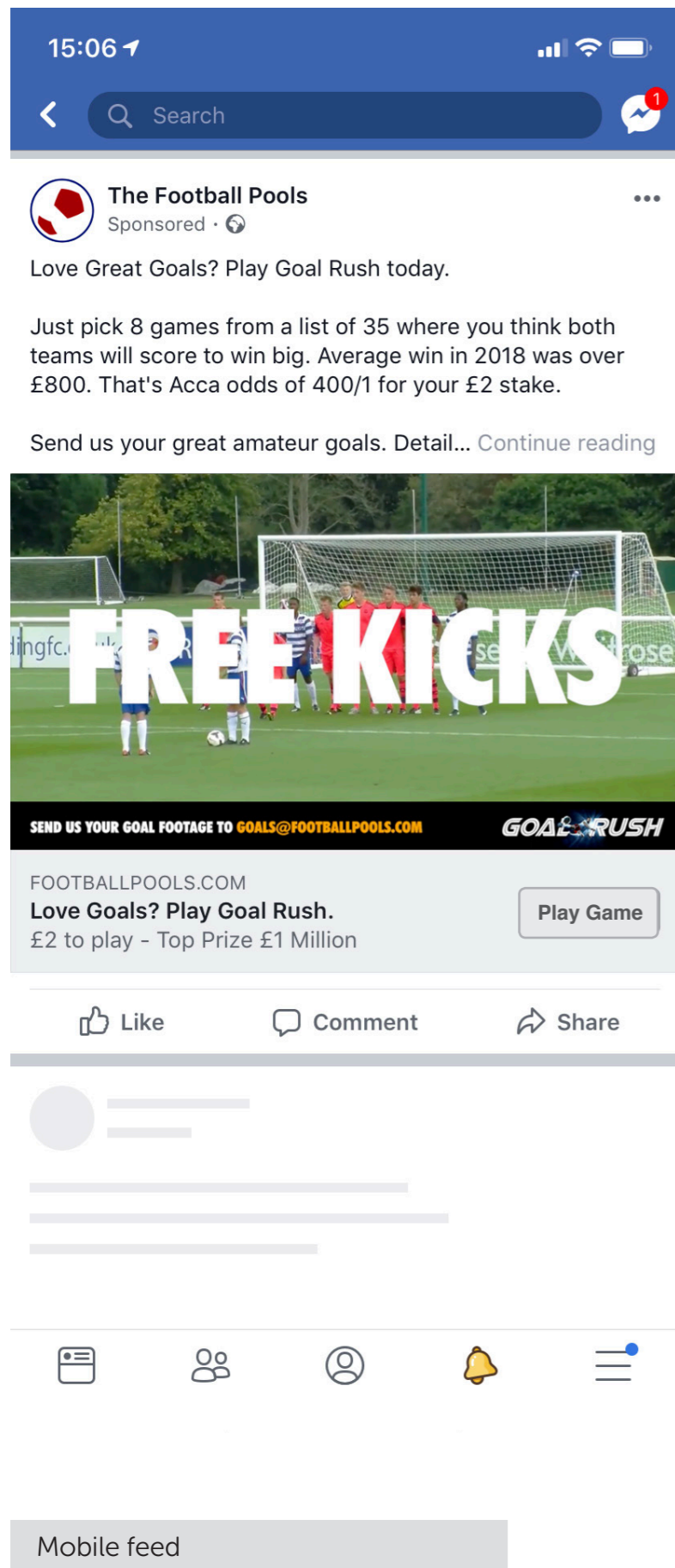
This is a straight up offer ad. We spell out the game mechanic and the possible prizes as text that appears on the screen, one word at a time, at the pace of a voice over. We would have a voice over on the video and the words would be timed to that, but as most videos play mute on Facebook, the words are key. The images are of goal scorers.

The main text is a challenge to the audience which taps into their psyche. Most football fans think they know more about the game than their mates or even the professional pundits.

Note: This style of ad could be used to convey different messages. The bold text on the image background creates a compelling and engaging look.

Storyboard





Format: Video
Video Length: 15 - 30secs

Love Goals

Here we are using social media in a way that the fans use it, to post their own videos. We would kick off the campaign on organic social or with some paid to get people to submit their great amateur goals - Sunday league etc. Then we would combine them in a campaign under the theme of "Love Goals. Play Goal Rush."

This version the footage is landscape 16:9 but we would ask people to send us either landscape or portrait phone footage. In fact portrait footage is better for a Facebook campaign and can be used organically on Instagram IGTV.

The video doesn't need sound, but it might be fund to get someone to comentate over the top of the amature footage.

Storyboard




18:14

Search

Football Pools
Sponsored · 🌐

😊 He's Got The RUSH. Have You? 😊
Play GOAL RUSH for a chance to win £1 Million.
Just pick 8 games where both teams score.
35 games to pick from, every time you play.
Multiple chances to win.



FOOTBALLPOOLS.COM
Get Your Head In The Game
Play GOAL RUSH for just £2

Play Game

Like Comment Share

Mobile feed

Format: Video
Length: 6 secs

Head In The Game - Dog

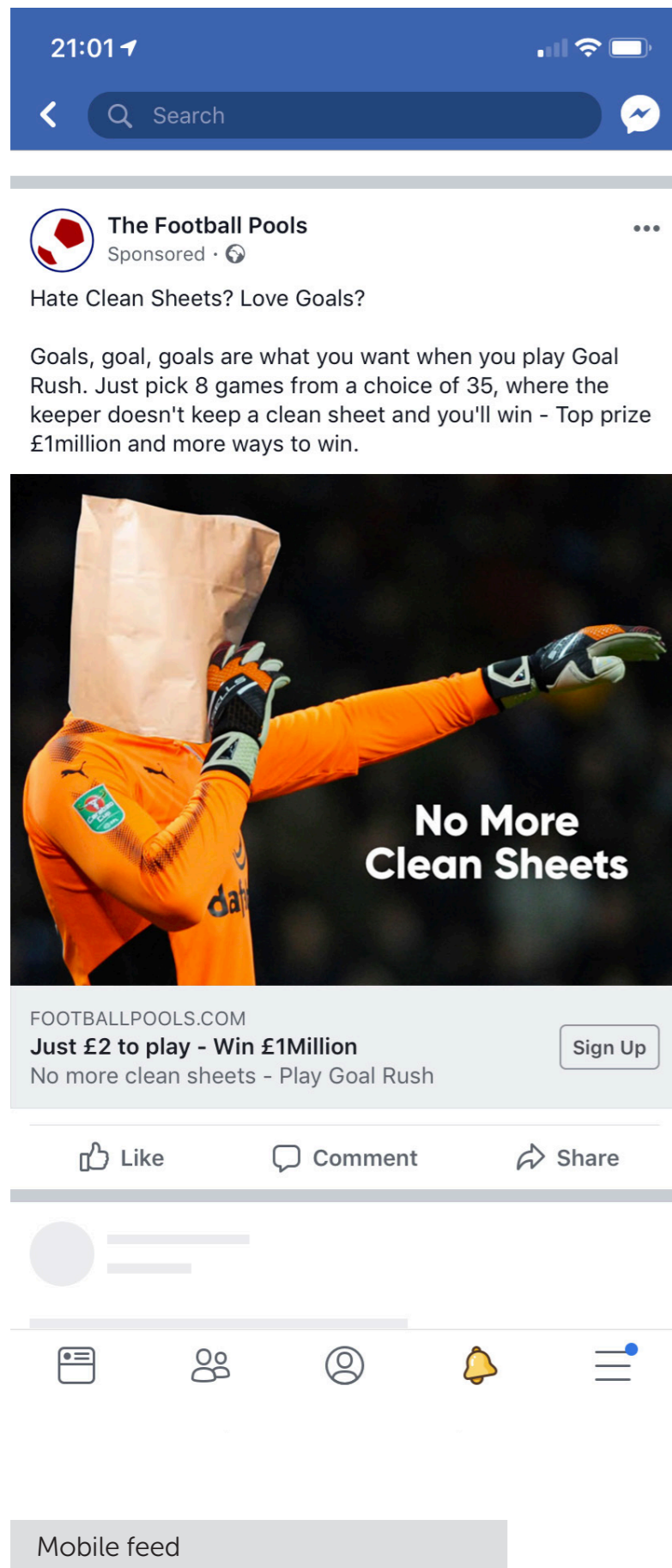
This is using social media the way most people use it personally - posting funny animal videos. The footage here is not only funny and watchable, it's also only 6 seconds long, so grabs the attention immediately. The fact that the dog has a ball that is essentially The Football Pools logo, is the icing on the cake.

Use of 1:1 video format to maximise the screen on mobiles and also matches format for Instagram. Use of Emojis to highlight the first part of the ad text. Simple, short CTA in the footer so we don't lose any text by breaking to two lines.

Note: Creating mobile only video ads would allow us to have an 'Instant Experience' page below the video if someone clicks the video in their mobile timeline. Instant experiences open on average 15x faster than a mobile website.

Storyboard





Hate clean sheets. Play Goal Rush.

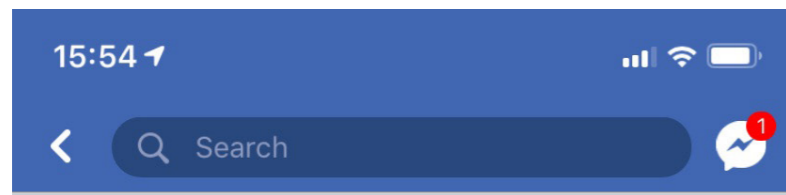
Like the nil, nil route this could be used to highlight the fact that Goal Rush is all about scoring goals. We could even have fun with the keepers, making them villains or talk about finding ways to make sure they don't keep a clean sheet.


For example:

1. The goal being twice as big as normal
2. Keepers with their shoe laces tied together
3. Keeper with one hand tied behind his back
4. Wearing a blind fold or bag on head

Nobody likes a 0 - 0

There is a route in the fact that no football fan likes a nil, nil game. We can tap into this feeling as it resonates with the game we are promoting. Visuals could be similar to the hate clean sheets route.



 **The Football Pools** Sponsored · 🌐

Just £2 to play. Average win over £800 in 2018. Playing GOAL RUSH is easy. Just pick 8 games where you think both teams will score.

     Pick the fastest 8 and win £1 Million.

Quick, easy and fun. ⚽ Play today



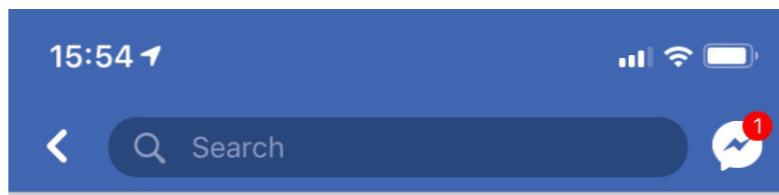
FOOTBALLPOOLS.COM
Average Acca win over £800
Win big with just £2 stake


[Play Game](#)



 Like  Comment  Share



Mobile feed



 **The Football Pools** Sponsored · 🌐

 Magic number eights 

Pick 8 games where both teams will score ⚽

Win a share of the prize fund - in 2018, the average payout was over £800!

If your games are the quickest scoring out of 35, you'll walk away with the £1M Jackpot!



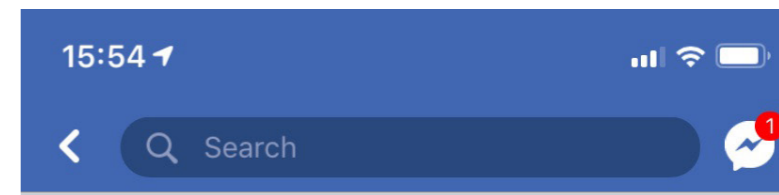
FOOTBALLPOOLS.COM
Goal Rush: £1 Million Jackpot
Pick 8 games where both teams score


[Play Game](#)

Be the first to like this

 Like  Comment  Share

Mobile feed



 **The Football Pools** Sponsored · 🌐

Who are your Goal Rush heroes? 🏆

Play today and win big - just pick 8 games where both teams will score and you're guaranteed to win a share of the prize fund.

If you've picked the fastest-scoring games, you'll win the Jackpot of £1 Million!



FOOTBALLPOOLS.COM
Goal Rush: Get involved today
£2 to play, £807 avg. payout in 2018

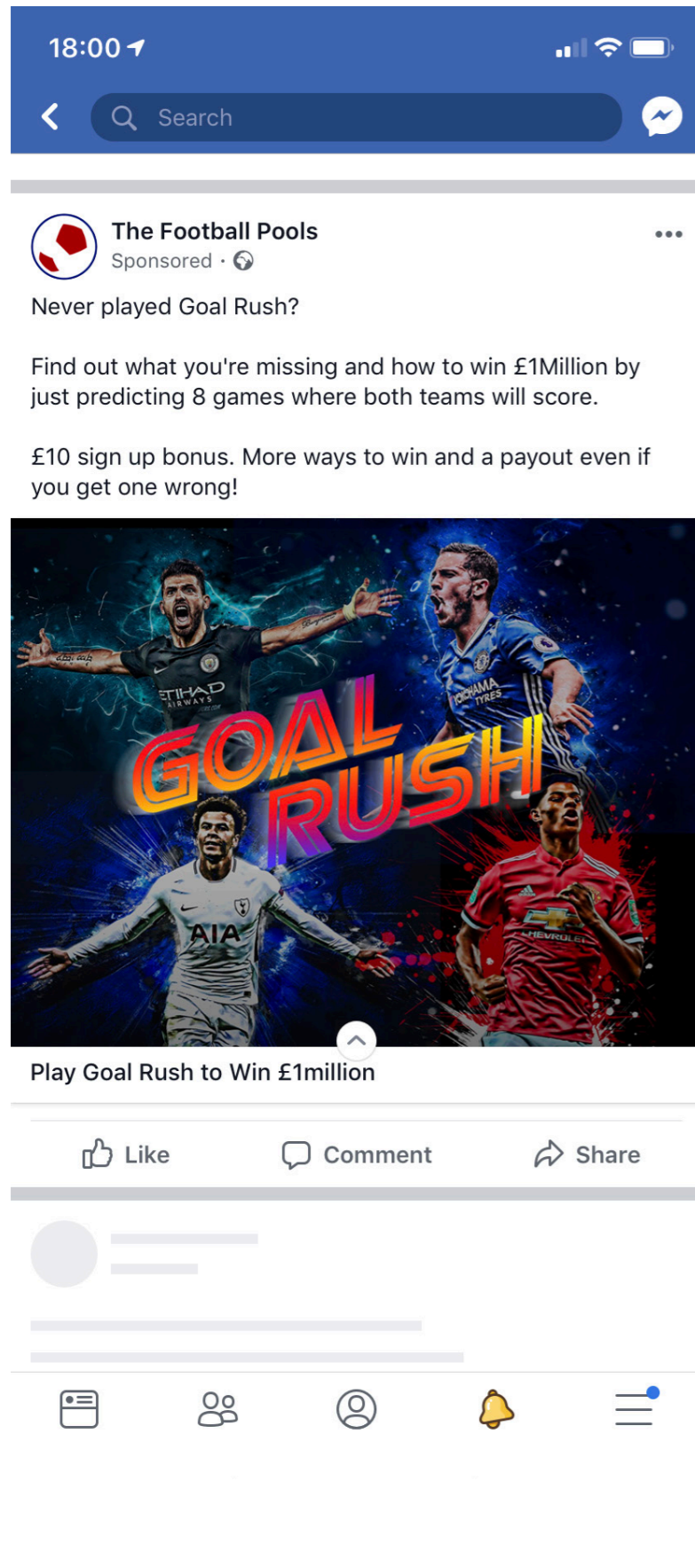
[Play Game](#)

Be the first to like this

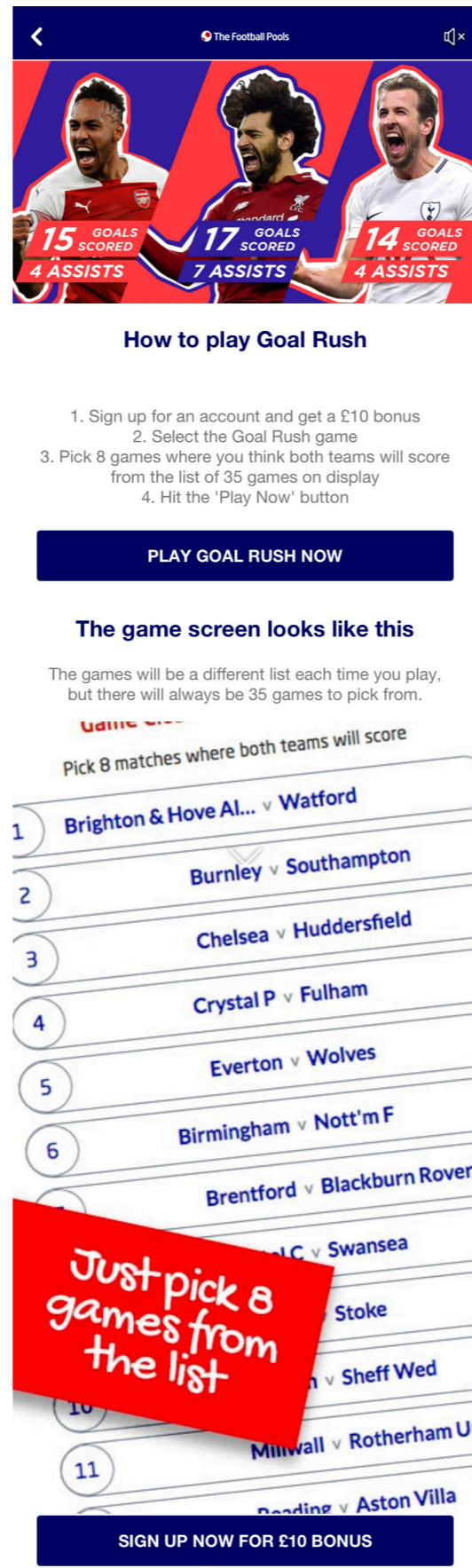
 Like  Comment  Share



Mobile feed



Mobile feed



Instant experience

Instant experience

The ad on the right has a Facebook Instant experience rather than a button.

The circle with the up arrow just under the picture signifying that it is an instant experience ad. If the user clicks anywhere on the ad, the screen slides to the right and the user gets an instant mobile landing page that can be built to house video, a carousel of images, text and buttons.

Typically, these load instantly as they are inside the Facebook system and can act as a landing page between the ads and the Goal Rush page on the Football Pools site.

Movie trailer

We would make a video that is a spoof movie trailer. It would be created with stock footage and could be about the win experience or about game play. The style of the trailer would reflect what we want to get across. The look below is to convey luxury and is of course a win experience. But we could make it look like an action movie or a drama. Whichever way we take it, it would be made to be fun, but most importantly very watchable.

