

December 10th 2018

The Football Pools

Web Interface and communication concepts

Fonts

Montserrat, Bold and Regular (Extra Bold option)

This is a popular webfont that is simple, clean and easy to read. It has a high x height making text in lowercase look larger than many fonts at the same pixel size. It looks very strong in Bold Caps. Because it is clean and unfussy, it can be paired with more elaborate display fonts for the creative executions, or used in its own right as a display font.

**CLASSIC POOLS
SPORTSBOOK**

Classic Pools
Sportsbook

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
0123456789 (!@#\$%&.,?::)

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
0123456789 (!@#\$%&.,?::)

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
0123456789 (!@#\$%&.,?::)

Penultimate

The spirit is willing but the flesh is weak

SCHADENFREUDE

3964 Elm Street and 1370 Rt. 21

The left hand does not know what the right hand is doing.

Penultimate

The spirit is willing but the flesh is weak

SCHADENFREUDE

3964 Elm Street and 1370 Rt. 21

The left hand does not know what the right hand is doing.

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The spirit is willing but the flesh is weak

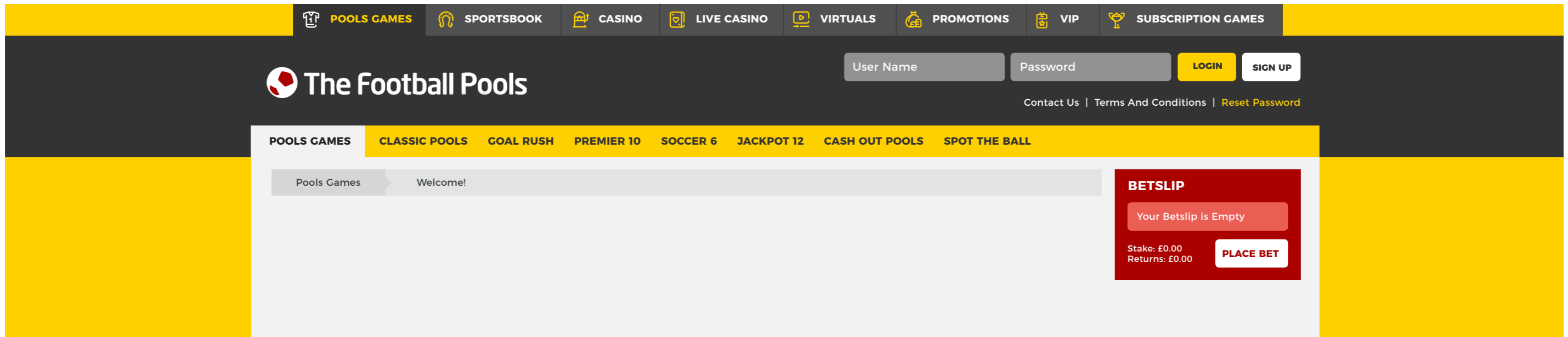
SCHADENFREUDE

3964 Elm Street and 1370 Rt. 21

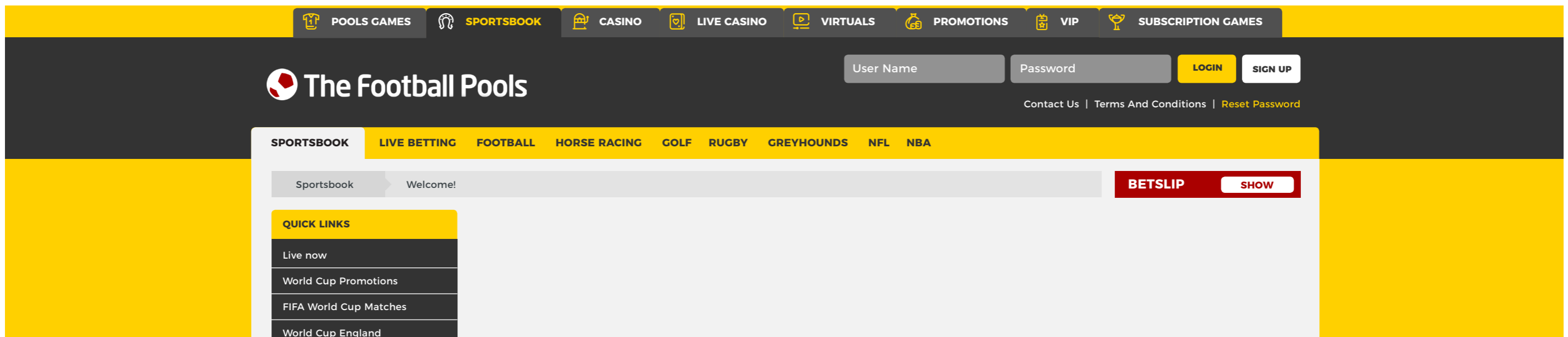
The left hand does not know what the right hand is doing.

Design and Colours

Web Interface - Desktop



With Hard Corner Elements



With Rounded Elements

Colours



#ffd000



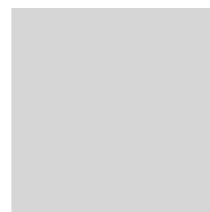
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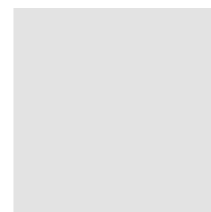
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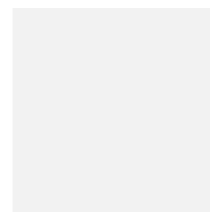
#aa0000



#d6d6d6



#e3e3e3



#f2f2f2

QUICK LINKS

- Live now
- World Cup Promotions
- FIFA World Cup Matches
- World Cup England
- Special Prices
- Upcoming Horse Races
- US Open

FOOTBALL HIGHLIGHTS

- FIFA World Cup
- First Team To Score
- Both Teams To Score
- Over And Under 25 Goal List
- Golden Boot
- International Series
- World Cup Semis

ALL SPORTS

- American Football
- Baseball
- Boxing
- Cricket
- Darts
- Football
- Formula 1
- Golf
- Tennis

The Football Pools

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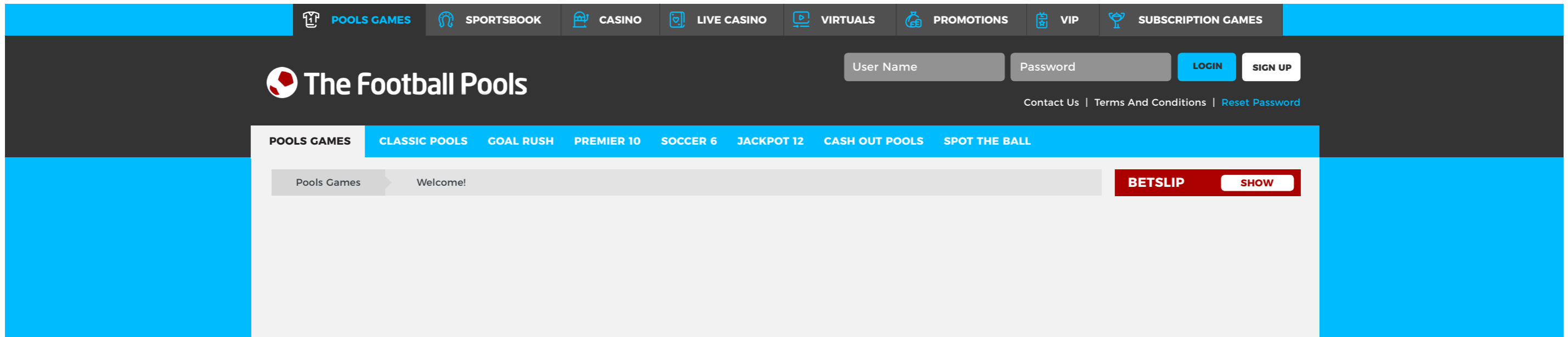
Sportsbook Welcome! BETSLIP SHOW

QUICK LINKS

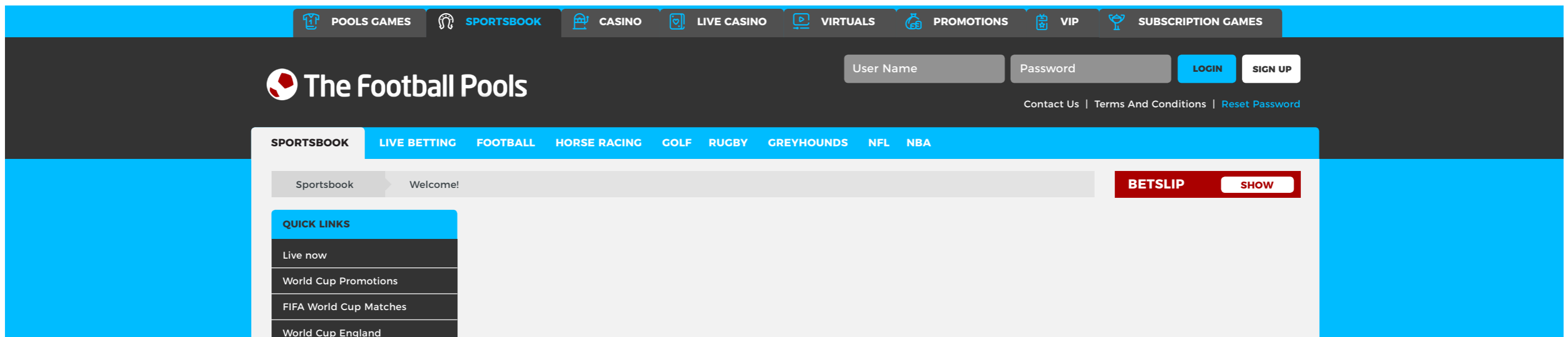
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With Hard Corner Elements



With Rounded Elements

Colours



#00bcff



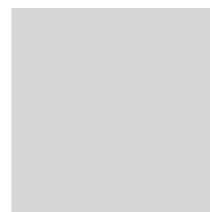
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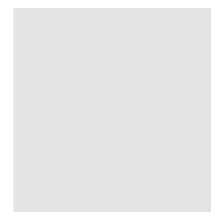
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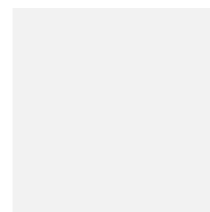
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The Football Pools

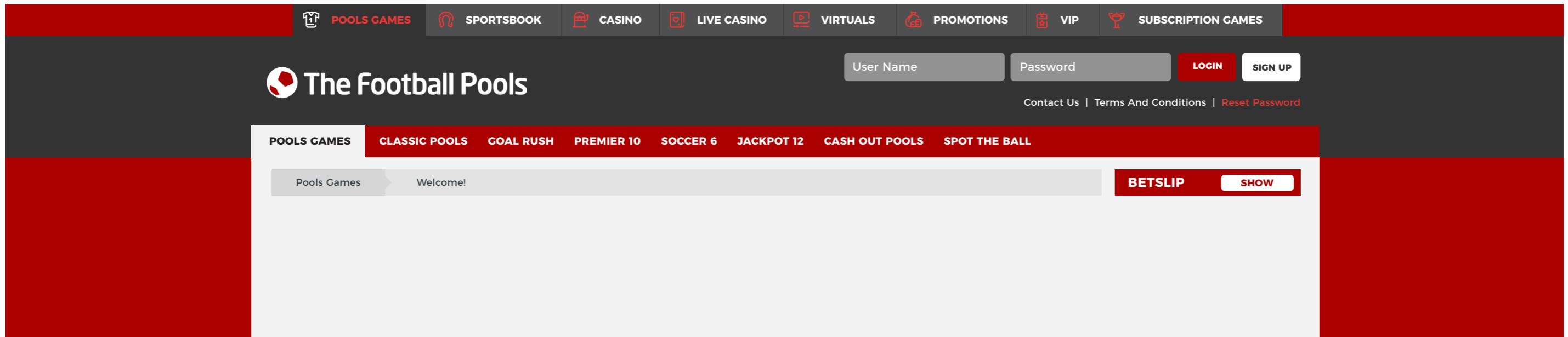
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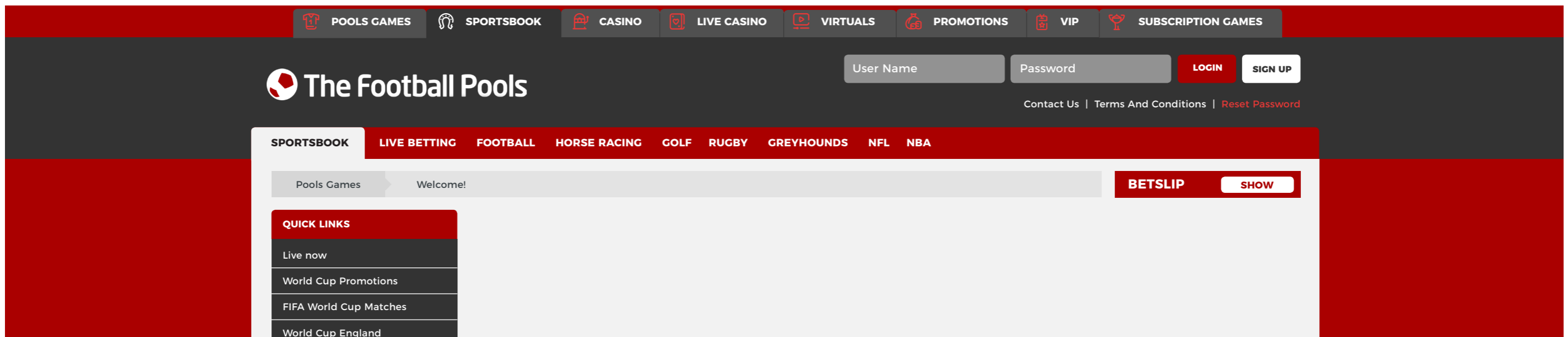
Sportsbook Welcome! BETSLIP SHOW

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With Hard Corner Elements



With Rounded Elements

Colours



#aa0000



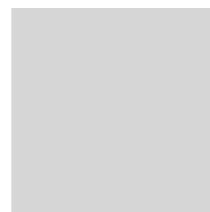
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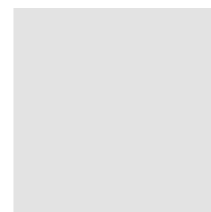
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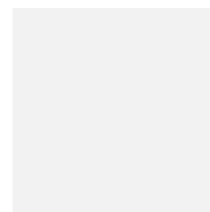
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#e3e3e3



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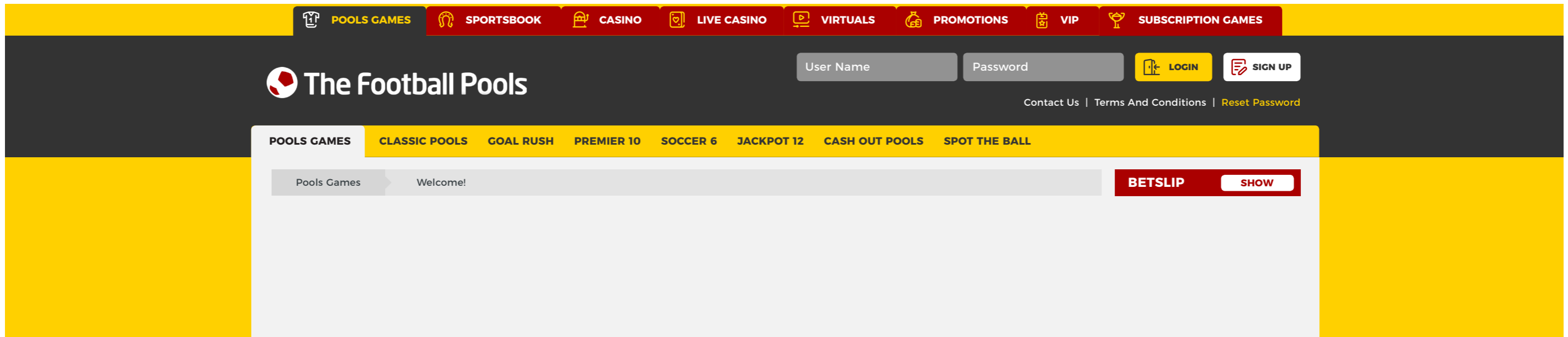
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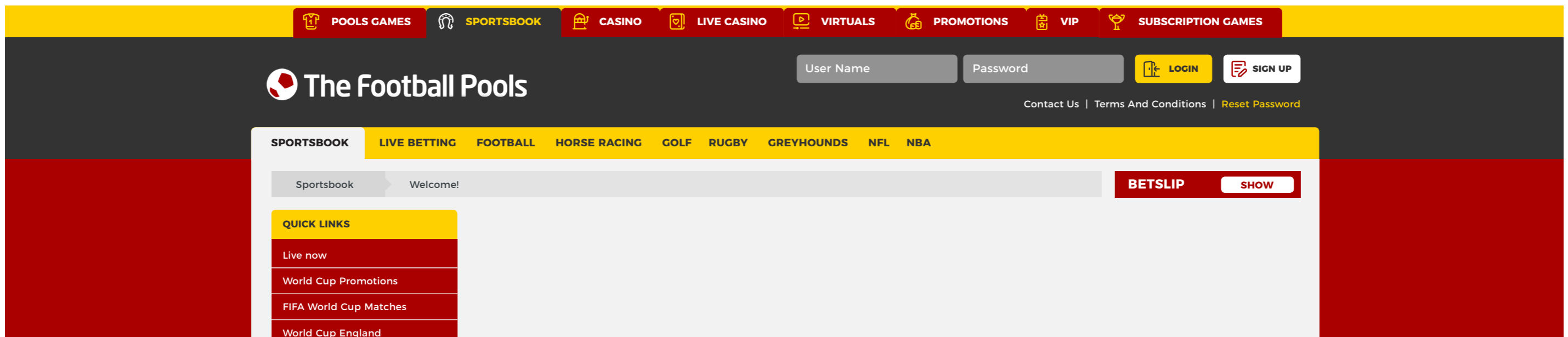
Pool Games Welcome!

- QUICK LINKS**
- Live now
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- World Cup England
- Special Prices
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- US Open

- FOOTBALL HIGHLIGHTS**
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- World Cup Semis



With Hard Corner Elements



With Rounded Elements - alt background colour

Colours



#aa0000



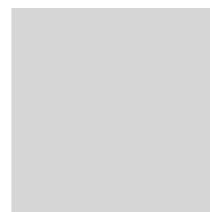
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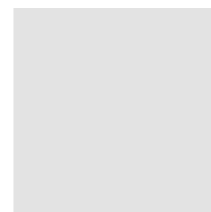
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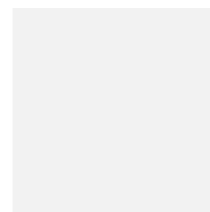
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#d6d6d6



#e3e3e3



#f2f2f2

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The Football Pools

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Casino Welcome!

[BETSLIP](#) [SHOW](#)

Design, Icons and Live Chat

Web Interface - Mobile

Mobile Header



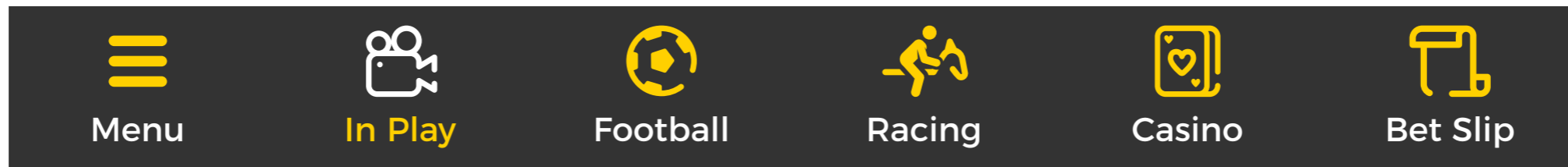
Mobile Footer - Home Icons



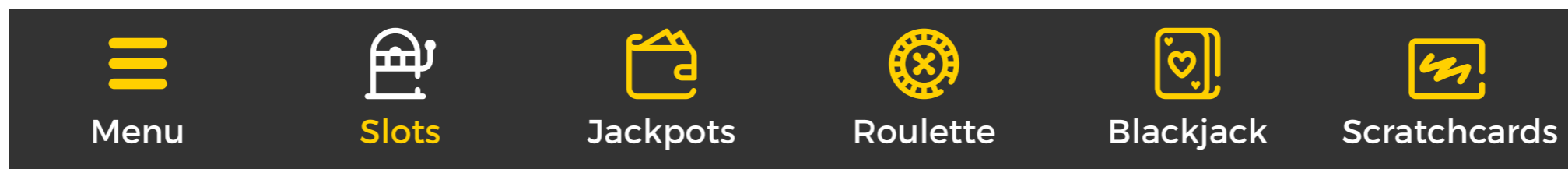
Mobile Footer - Home Icons



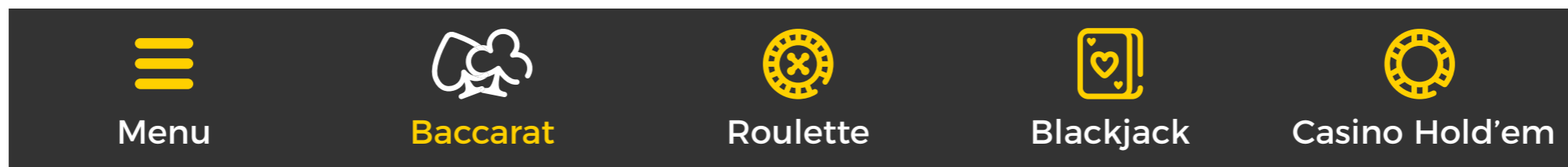
Mobile Footer - Sportsbook Icons



Mobile Footer - Casino Icons



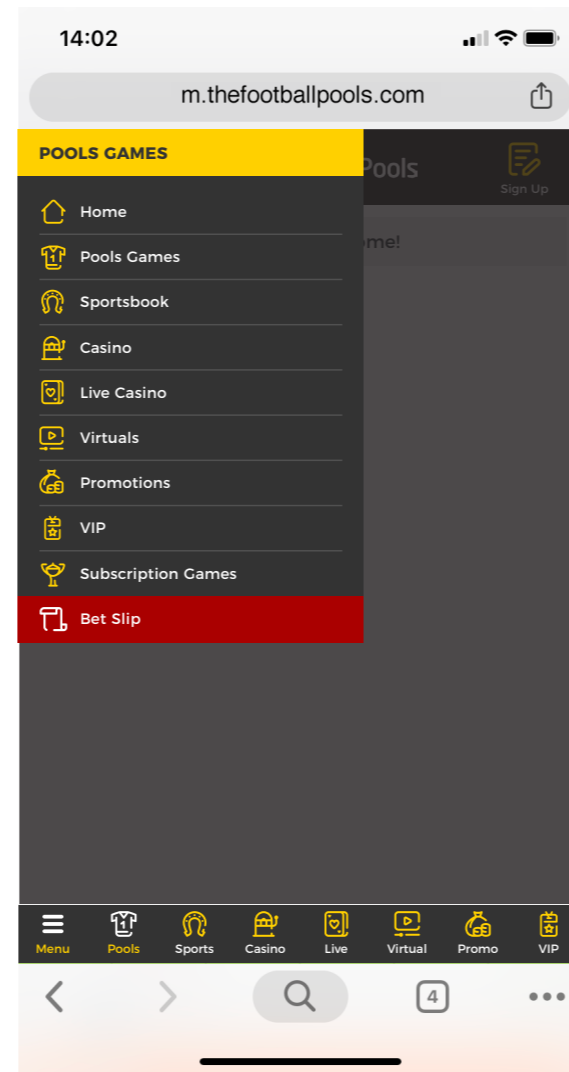
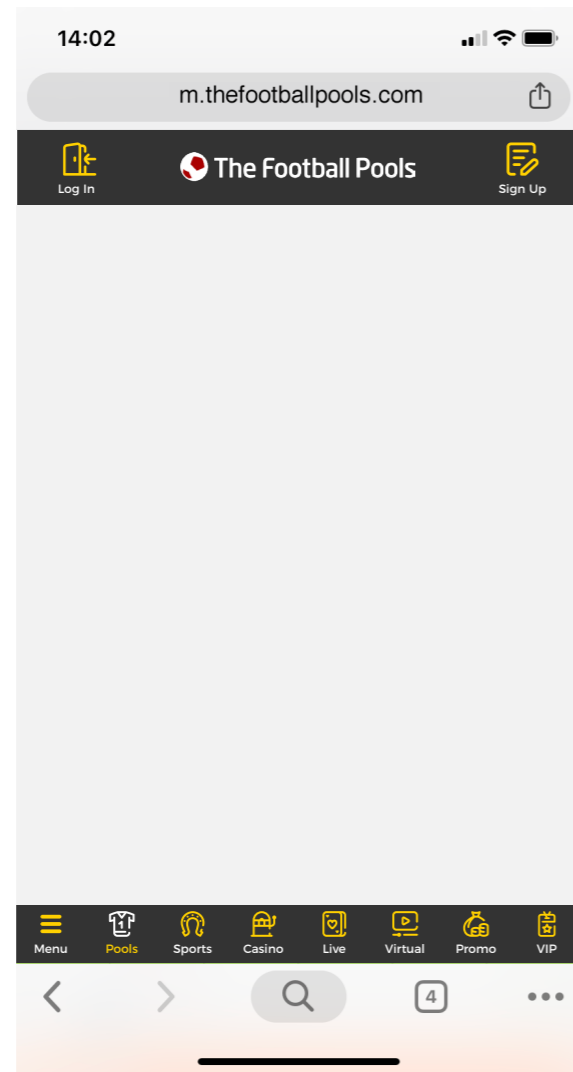
Mobile Footer - Live Casino Icons



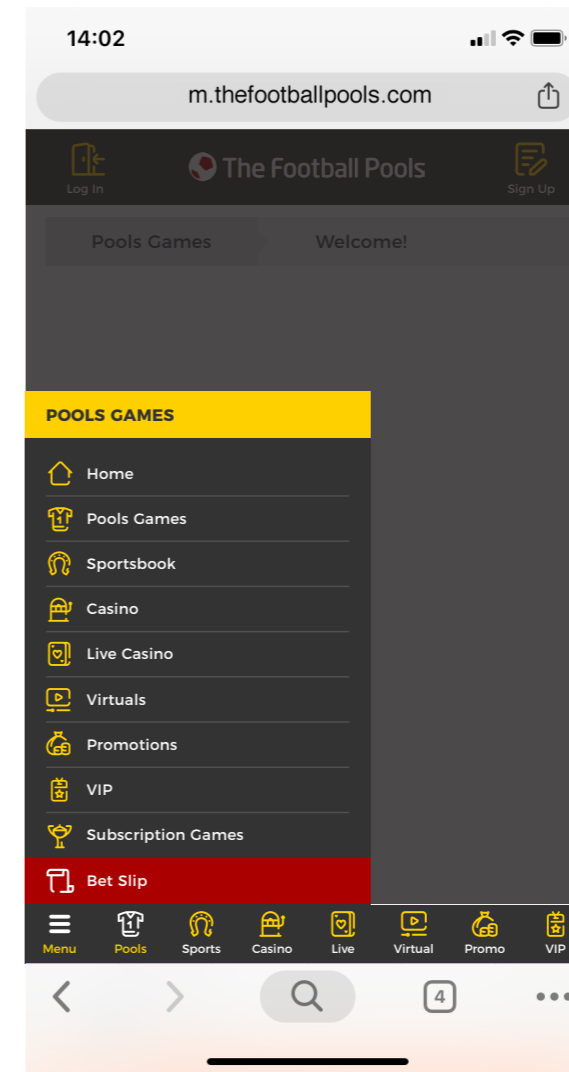
Mobile Footer - Virtuals Icons



Chrome on iOS - iPhone 6

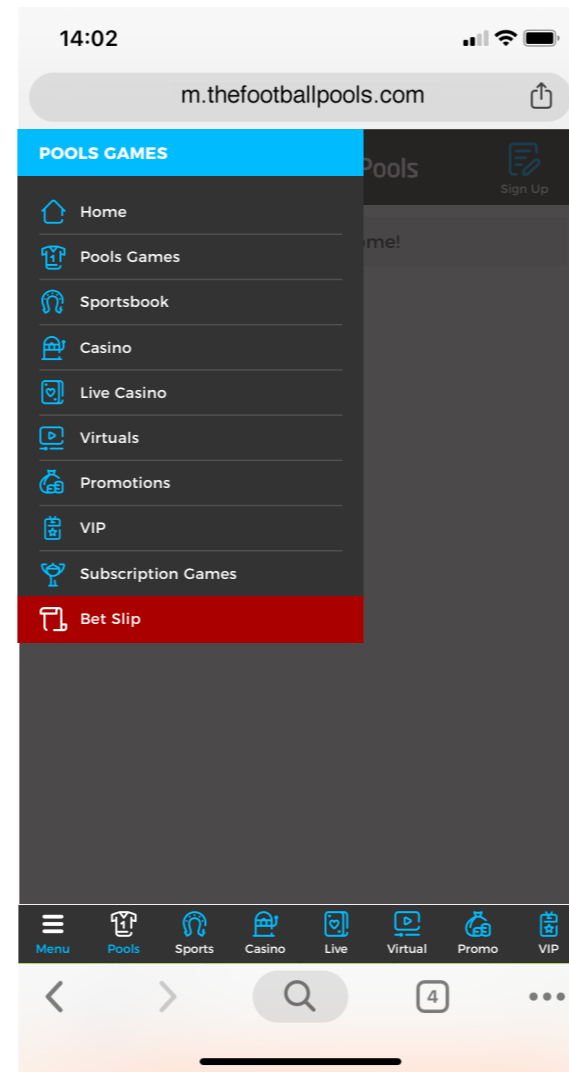
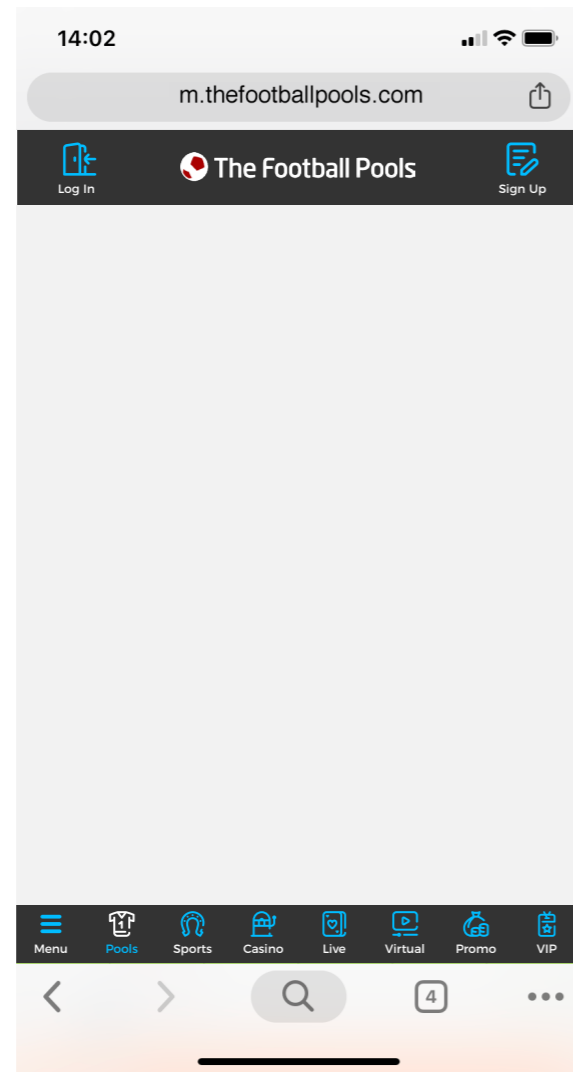


Short Top Nav

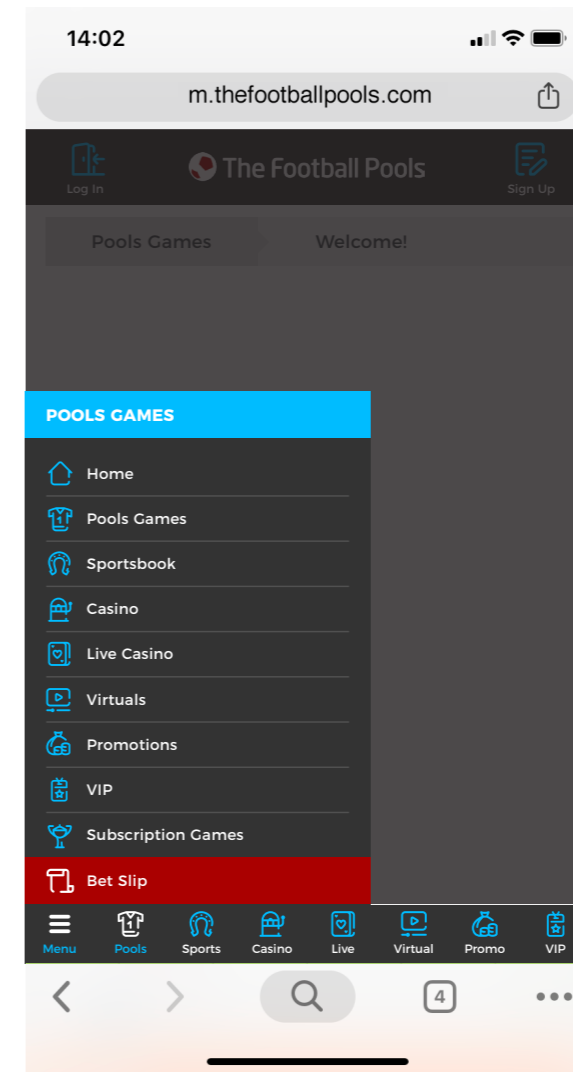


Short Bottom Nav

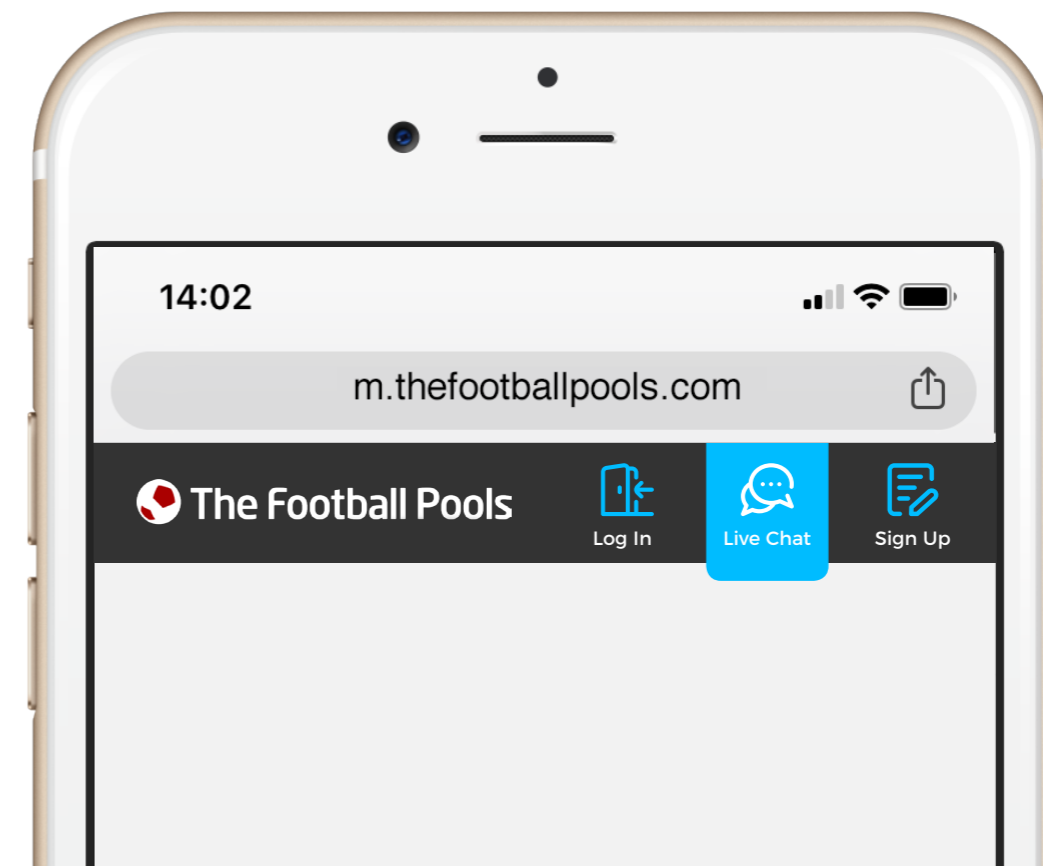
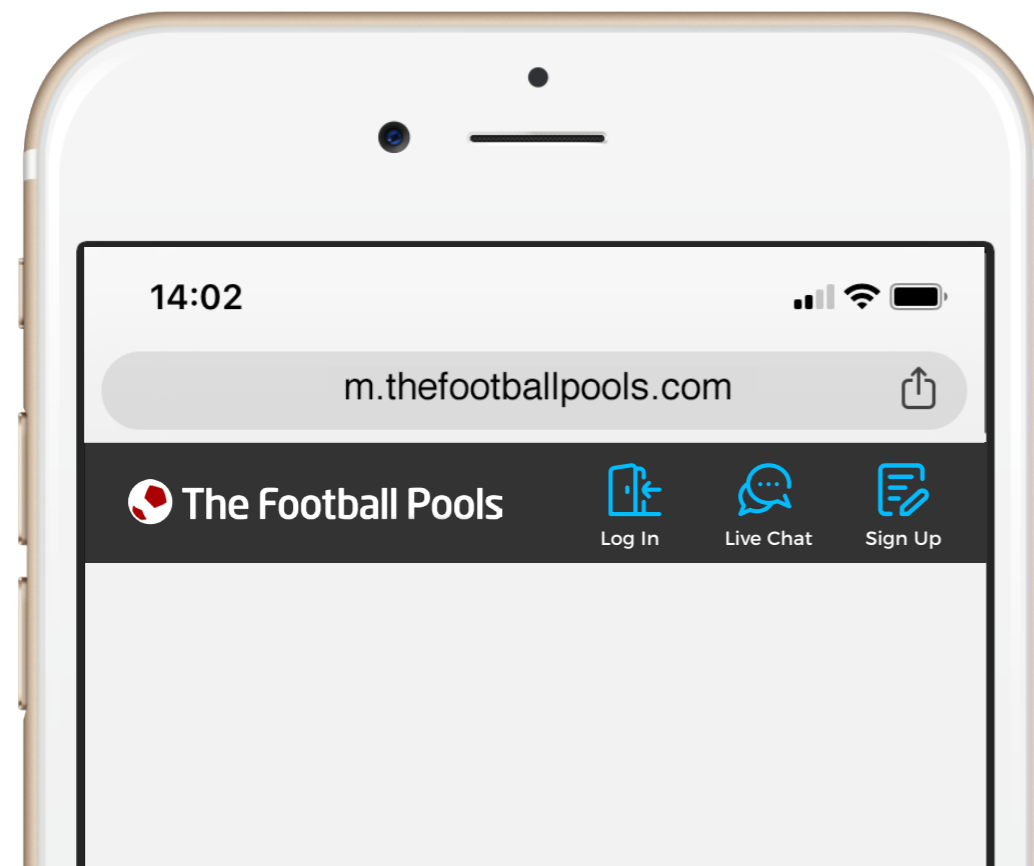
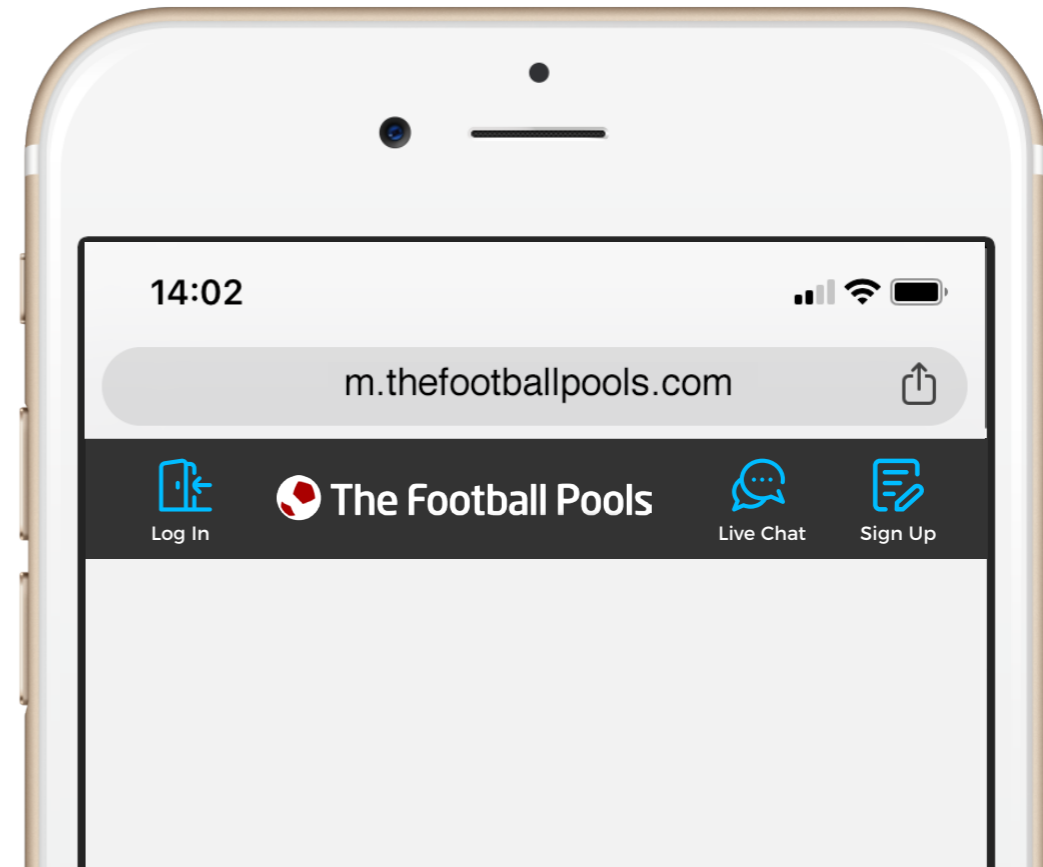
Chrome on iOS - iPhone 6



Short Top Nav



Short Bottom Nav



Concept 1

Rational, homepage and categories page examples on desktop and mobile

Meet The Players

Encouraging users to 'Meet the Players' creates a strong sense of belonging; 'They're all playing, having fun... and winning! You can too'.

These would be real people, your real players and we would recruit them via social media going forward with competitions etc. Initial players would be contacted directly to launch the campaign.

Imagery is representative of your key 35+ year old male and female demographic. Main headlines promote the 'small stakes, big wins' message and the calls to actions encourage users to 'join in' - a more subtle message to appeal to softer gamblers. Using the concept of 'real people' helps to create a sense of security, representing the website as a safe place to play

 **The Football Pools**

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MEET THE PLAYERS

PETE
From Doncaster

JASON
From Coventry

MIKE
From Bristol

Real players just like you, having fun and winning with The Football Pools

JOIN THEM NOW

£10 POOLS BONUS

£10 POOLS BONUS



The Football Pools

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MEET THE PLAYERS

Real players just like you, having fun and winning with The Football Pools

- 1 Sign up
- 2 Get £10 Pools Bonus
- 3 Play and have fun

JOIN THEM NOW £10 POOLS BONUS



THE CASINO HUB

GAME OF THE WEEK

SURGE WEEK

JOIN MARK NOW

YOU COULD WIN A SHOPPING TRIP WORTH

£1,000

CASINO

Top Prize £1MILLION

*Loremipsumdolorsitamet,consectetur adipiscing elit. Fusce id diam at nisl.

MEET DAVE FROM SHEFFIELD
He plays Classic Pools and bets £1 to WIN millions!

DAVE
 Supports the Blades and plays Classic Pools and Goal Rush.

Want to be one of our Players?
 Well you can be. Simply click the link to find out more. **Be a Player**

WHY NOT JOIN DAVE AND PLAY TODAY?

PLAY CLASSIC POOLS

£10 POOLS BONUS

WIN £65k
instantly if you get 5 right!

PLAY NOW

*Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce id.

YOU COULD WIN A SHOPPING TRIP WORTH
£1,000

DIAMOND STRIKE

PLAY NOW

NEW game alert

 **The Football Pools**

User Name Password **LOGIN** **SIGN UP**

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CLUB FOOTBALL POOLS

£5 BONUS EVERY WEEK

PLAY NOW



TOM
Yes, his laptop does match is tie, for real

MEET TOM
He can't believe his eyes, with so many amazing promotions

VIEW PROMOTIONS

PLAY

VIRTUAL FOOTBALL

*Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce id diam at nisi condimentum aliquet id in orci.

Play the **MOST POPULAR** games



FLAME



CASH OUT POOLS

PLAY NOW

HI THERE, I'M JOAN
Come and play Asgard, you could WIN £1000's

GO FOR IT!
PLAY NOW



JOAN
From Blackpool just loves Casino

OR COME AND PLAY ROUTE 777 WITH CARL
PLAY NOW

*Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce id.

Want to be one of our Players?
Well you can be. Simply click the link **Be a Player** link to find out more.

BE A PLAYER

BROWSE OUR INSTANT WINS



DISCOVER

*Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce id.

WIN £65k instantly if you get 5 right!



*Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce id.

The Football Pools

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SPORTSBOOK LIVE BETTING FOOTBALL HORSE RACING GOLF RUGBY GREYHOUNDS

Sportsbook Welcome!

- QUICK LINKS**
- Live now
 - World Cup Promotions
 - FIFA World Cup Matches
 - World Cup England
 - Special Prices
 - Upcoming Horse Races
 - US Open

- FOOTBALL HIGHLIGHTS**
- FIFA World Cup
 - First Team To Score
 - Both Teams To Score
 - Over And Under 25 Goal List
 - Golden Boot
 - International Series
 - World Cup Semis

Meet Jackie and Tim
THEY BET £5, AND WON
 What's are the odds?
 FIND OUT NOW

BETSLIP SHOW

PLAY **VIRTUAL FOOTBALL**

*Lorem ipsum dolor sit amet, consectetur adipiscing elit.

The Football Pools

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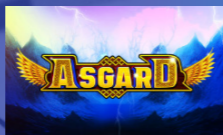
CASINO SLOTS JACKPOTS SCRATCHCARDS ROULETTE BLACKJACK

Casino Welcome!

BETSLIP SHOW


HI THERE, I'M **JOAN**
Come and play Asgard,
you could WIN £1000's

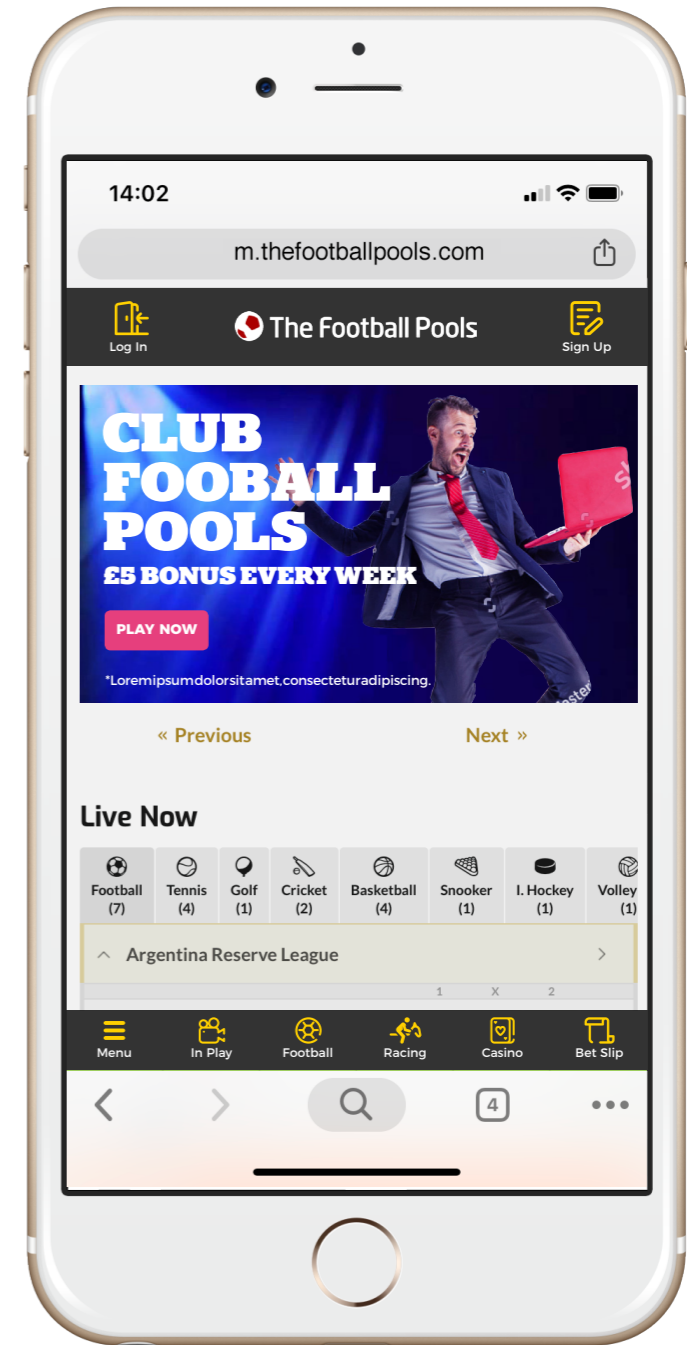
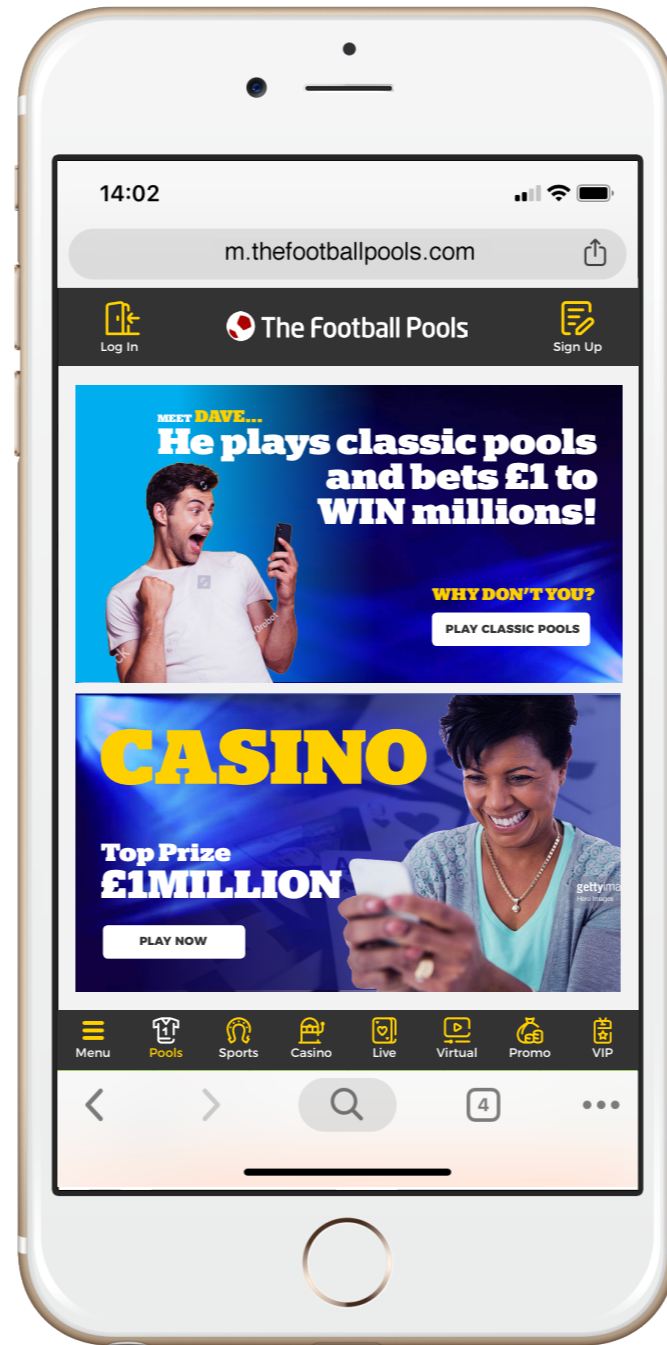
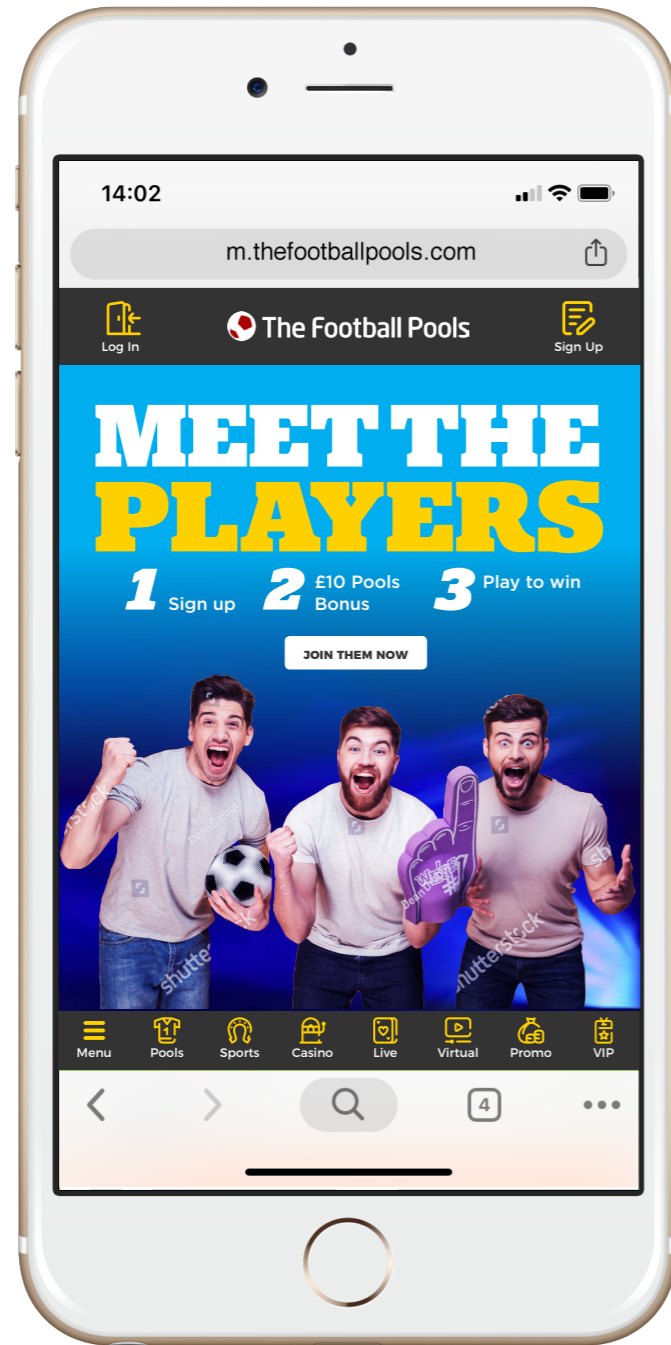
GO FOR IT!
PLAY NOW



OR COME AND PLAY
ROUTE 777
WITH CAR!

PLAY NOW





Concept 2

Rational, homepage and categories page examples on desktop and mobile

Funner

Mixing luxury with fun encourages the player to imagine the lifestyle they could live, if they were to win big with The Football Pools. The use of strong, colourful imagery with bold and metallic fonts creates a sense of excitement and fun, yet still represents a professional and responsible way to play.

This concept is all about the 'win experience'.

The introduction of the #FUNNER hashtag provides an interactive vehicle for subsequent online marketing campaigns.



PLAYING'S FUN, WINNING'S

#FUNNER

WITH A TOP PRIZE OF £3 MILLION THE CLASSIC POOLS IS STILL JUST £1 TO PLAY!

[PLAY NOW](#)

Miliiu iam eoris et; nosum omnic viriberemus consus nos, veris, norio habemur benductorte huii enatemu ssilibemur, nos et; nostrae cum prista reo te hocchum ut poporte, nox seri inculibunum.



PLAYING'S FUN, WINNING'S

#FUNNER

PLAY GOAL RUSH FOR A SHOT AT THE £1 MILLION TOP PRIZE

PLAY NOW

Miliu iam eoris et; nosus omnic viriberemus consus nos, veris, norio habemur benductorte huiu enatemu ssilibemur, nos et; nostrae cum prista reo te hocchum ut poporte, nox seri incullibunum.

WIN £3 MILLION

PLAY THE CLASSIC POOLS FOR JUST £1


PLAY NOW



CREATING WINNERS SINCE 1923

READ ABOUT SOME OF OUR RECENT BIG WINNERS

READ MORE



PLAY MEGA JACKPOT

PLAY NOW

£1,074,260.00

M·E·G·A JACKPOTS



The Football Pools

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SPORTSBOOK LIVE BETTING FOOTBALL HORSE RACING GOLF RUGBY GREYHOUNDS NFL NBA

Sportsbook Welcome!

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SATURDAY 4TH APRIL

LIVE AT AINTREE REALTIME ODDS

Race 2: 14.15

Red Star 5/1	Creator 7/1	O'Rocket 15/2	TigerTiger 10/1	Outwork 25/1
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BETSLIP SHOW

WIN £3 MILLION

PLAY THE CLASSIC POOLS FOR JUST £1



PLAY NOW

FRIDAY 3RD APRIL

FREE SPINS WEEKEND

STAKE BETWEEN £100 AND £500 ON 'WHO WANTS TO BE A MILLIONAIRE' AND WE WILL CREDIT YOUR ACCOUNT WITH EITHER 10, 25 OR 50 FREE SPINS DEPENDING ON YOUR STAKE.

[PLAY NOW](#)

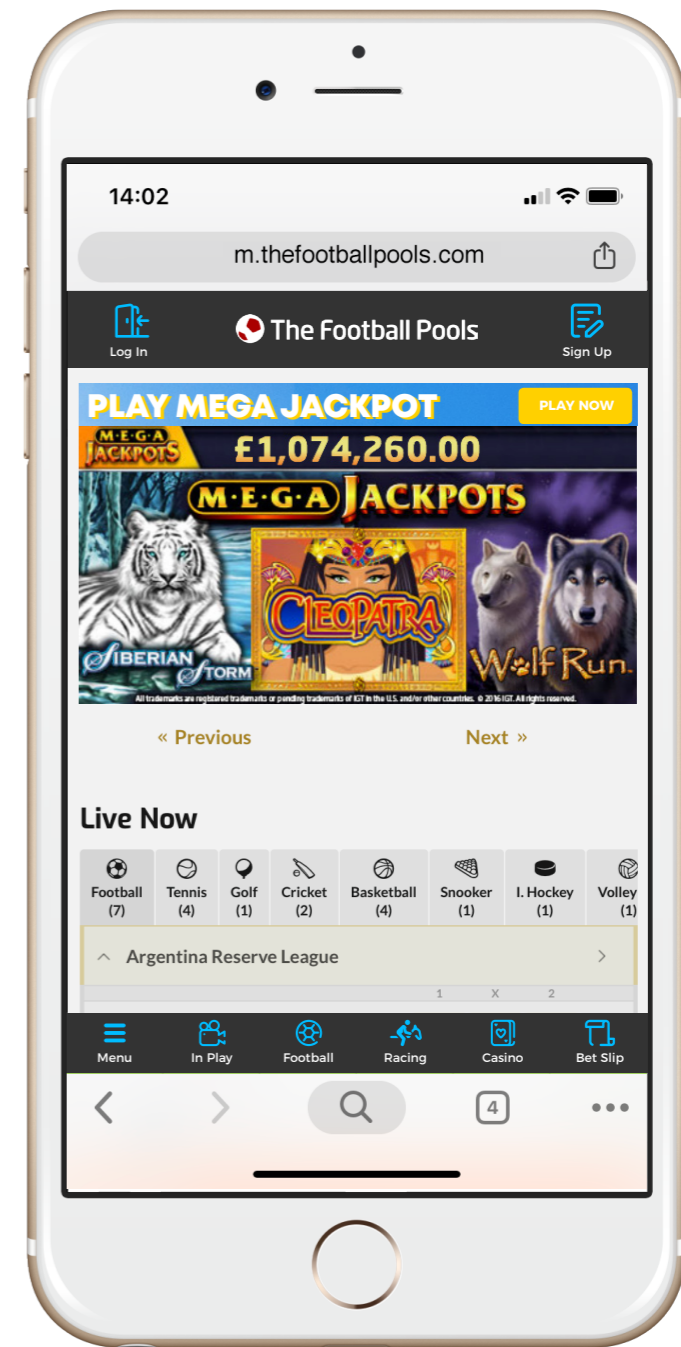
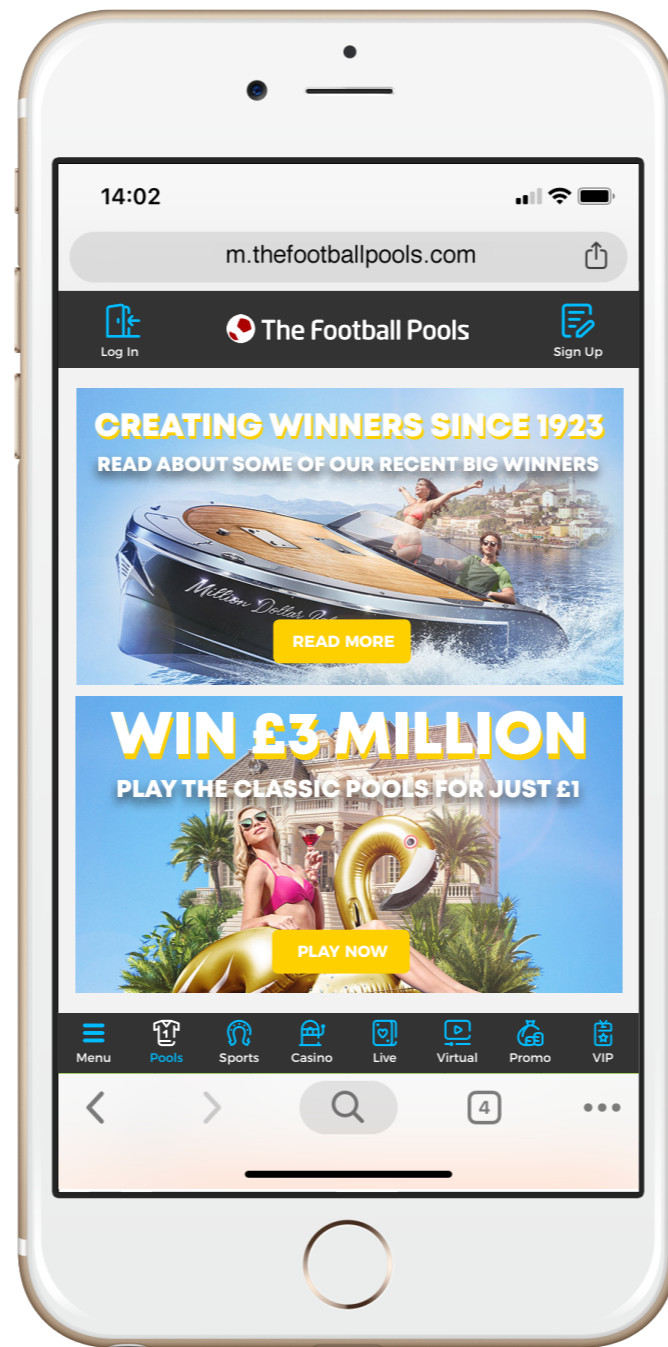



WIN £3 MILLION

PLAY THE CLASSIC POOLS FOR JUST £1



[PLAY NOW](#)



Concept 3

Rational, homepage and categories page examples on desktop and mobile

The Squad

'The Squad' represents The Football Pools' employees. This concept creates a sense of trust, security and a high level of customer service. This also provides potential for developing the website into a more personal and interactive hub, where players can speak directly to 'Duncan, Becky or Chloe'.

Each squad member specialises in different games and areas of the site; The Pools, Sportsbook, Casino, Live Casino, Virtuals, Promotions, VIP and Subscription Games. This offers expert and niche advice whilst providing a fun and helpful user experience.

The squad could be actual employees, or we just use models/actors.

Meet the Squad

Helping you have fun and win

More ways to play, more ways to win

PLAY POOLS SPORTSBOOK CASINO

Chloe
Chloe is your Casino Queen and she loves to play
Say Hi

Becky
Becky is a really big deal, so find her online
Say Hi

Sam
Sam's not virtual but all of her games always are
Say Hi

Duncan
Duncan loves going old school, loves classic games
Say Hi

James
James has all the stats and odds at his fingertips
Say Hi

Jane
Looking for a deal, then look for Jane online
Say Hi

The Football Pools

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Duncan says, lets play

Goal Rush

"Just predict 8 games where both teams score"

Top Prize £1 Million - Play for just £1

PLAY NOW

Chloe say's

Or get 5 FREE spins in my Casino now

Play Now

Do you fancy a

100% Bonus?

On Casino Games

Ask Jane

Squad

James says

"Bet £10 and get £5 Free"

If your first bet loses

BET NOW

Squad

Live Casino

Becky Bonus

£10

Squad

The Football Pools

User Name Password LOGIN SIGN UP

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SATURDAY 8TH DECEMBER

"I like the look of City, but it's going to be tight"

What are the odds James?

Chelsea v Man City

Chelsea 14/5 Man City 11/4 Draw 11/4

Cia nls volore cusaperehli enihite modi volupta dolest et quas endicia cust qui ipit qui conseqe consernumque re non pa adictusiet et odioruntur aut volore sed modis nulpia nuzam eum acedid explam re rerum renecab orioit, odds mosaicis latio cupiat faccab id mi!

BETSLIP **SHOW**

Do you fancy a
100% Bonus?
On Casino Games

Squad

Ask Jane

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Jane's got her glam top on
So get her Glam Bonus
100% Bonus and up to
£20 FREE

Realistic ROULETTE

Play Now

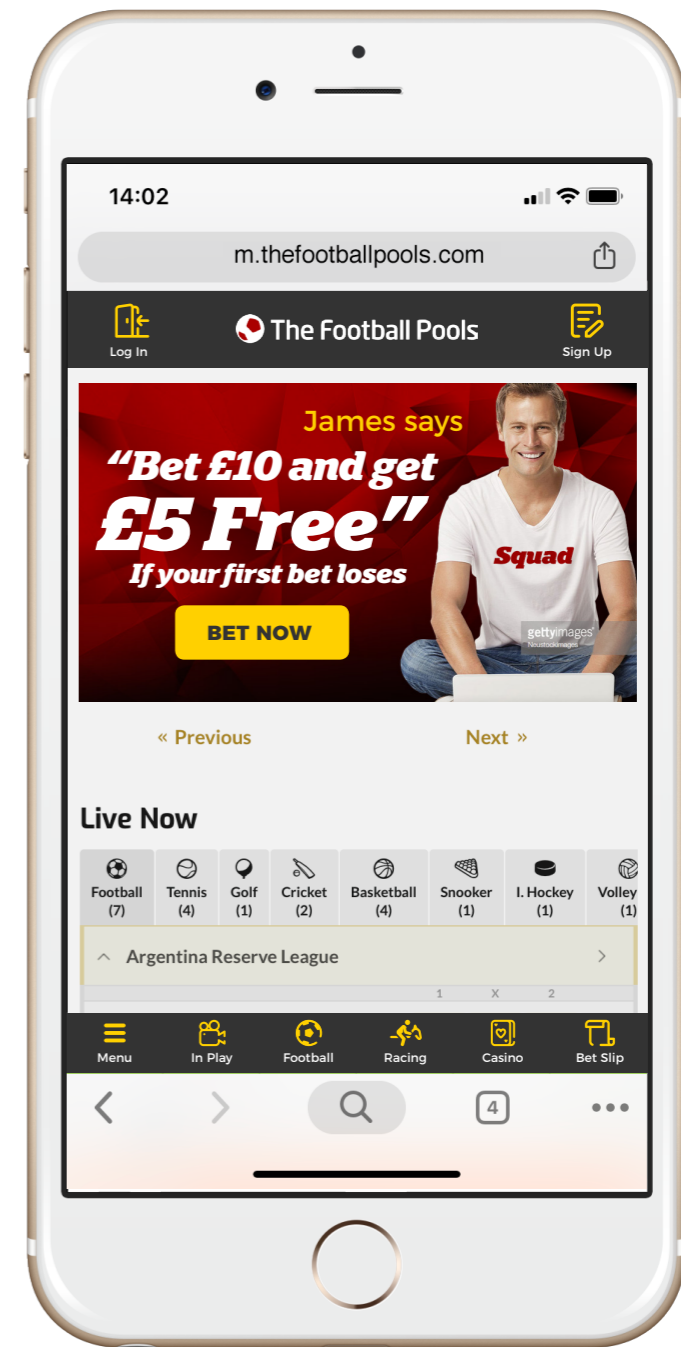
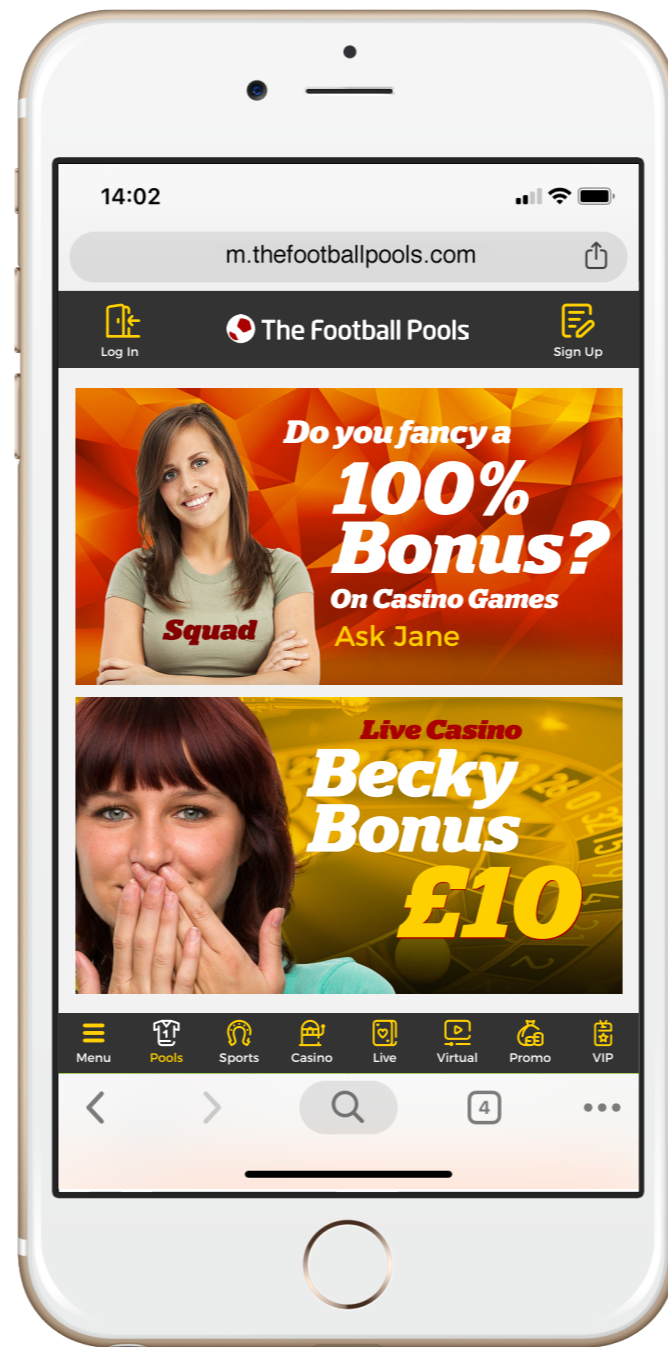
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Classic Pools
Still £1
to play

Top prize **Squad**
£3 million

Play Now

Gia nis volore cuasperchil enihite modi volupta dolest et quas endicia cust qui ipit qui conseqe conserumque re non pa adictuaciet et odiorunur aut volore sed



Concept 4

Rational, homepage and categories page examples on desktop and mobile

Just £1

Leading with the Small Stake, Big Win message, the '£1' concept leads the player to ask themselves 'what have they got to lose?' by encouraging them to imagine what they could spend their winnings on as a result of spending just £1 to play.

GO ON YOUR DREAM HOLIDAY FOR £1

Start playing the Football Pools for **ONLY £1** and you could win **£3 MILLION**

PLAY NOW

Milii iam eoris et; nosus omnic viriberemus consus nos, veris, norio habemur benductorte huii enatemu ssilibemur.
nos et; nostrae cum pilsta reo te hocchum ut poporte, nox seri incullibunum.

BUY YOUR DREAM CAR FOR £1

Play the Football Pools for **JUST £1** to be in with the chance of winning **£3 MILLION**

[PLAY NOW](#)

Milium iam eoris et; nosus omnic viriberemus consus nos, veris, norio habemur benductorte huiu enatemu ssilibemur, nos et; nostrae cum prista reo te hocchum ut poporte, nox seri inculibunum.

Club Football Pools

GET A **£5 POOLS BONUS EVERY WEEK** WHEN YOU SPEND **£30!**

[LEARN MORE](#)

Sports Books

BET ON LIVE SPORTS

[PLAY NOW](#)

Cash Out Pools

CASH OUT WITH THE PREMIER LEAGUE

[PLAY NOW](#)

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- US Open

- FOOTBALL HIGHLIGHTS
- FIFA World Cup
- First Team To Score
- Both Teams To Score
- Over And Under 25 Goal List
- Golden Boot
- International Series
- World Cup Semis

FREE PLAY ALL DAY 8/12/18

Cash Out Pools

CASH OUT WITH THE PREMIER LEAGUE

PLAY NOW

BETSLIP SHOW

Club Football Pools

£5 POOLS BONUS EVERY WEEK WHEN YOU SPEND £30!

LEARN MORE

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Casino Welcome!

FRIDAY 3RD APRIL

FREE SPINS WEEKEND

STAKE BETWEEN £100 AND £500 ON 'WHO WANTS TO BE A MILLIONAIRE' AND WE WILL CREDIT YOUR ACCOUNT WITH EITHER 10, 25 OR 50 FREE SPINS DEPENDING ON YOUR STAKE.

PLAY NOW



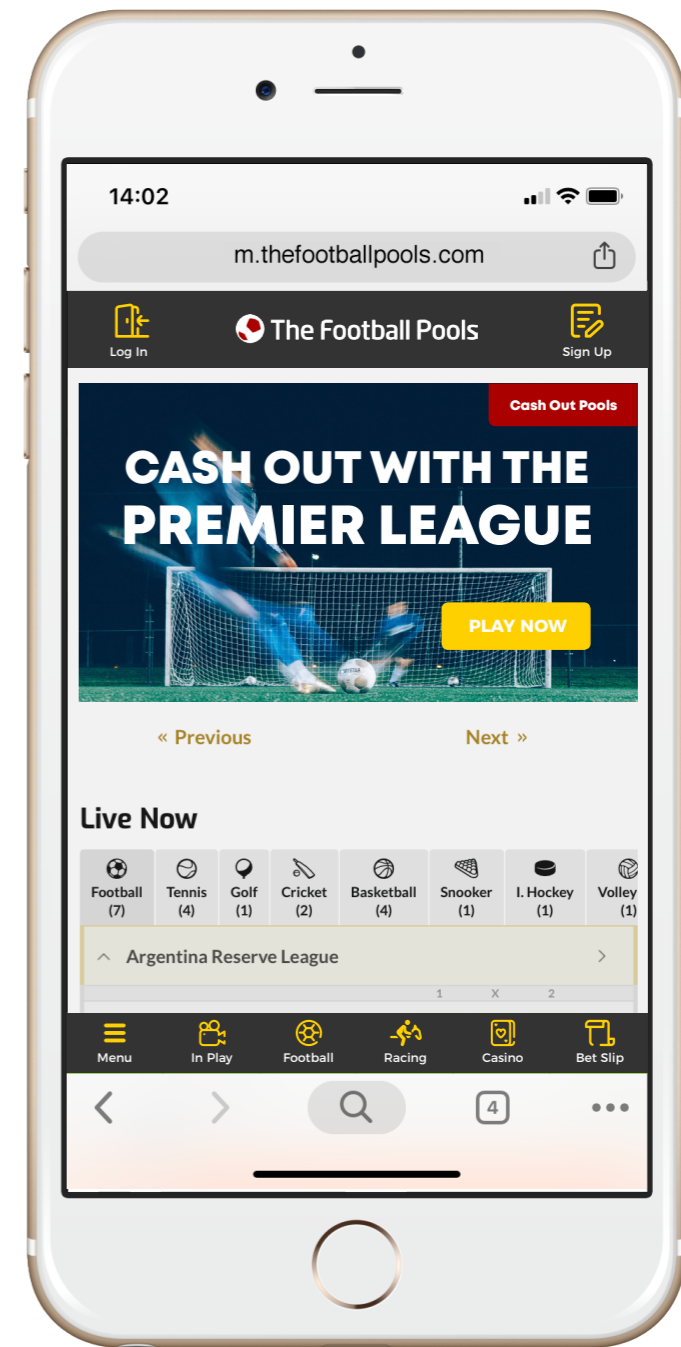
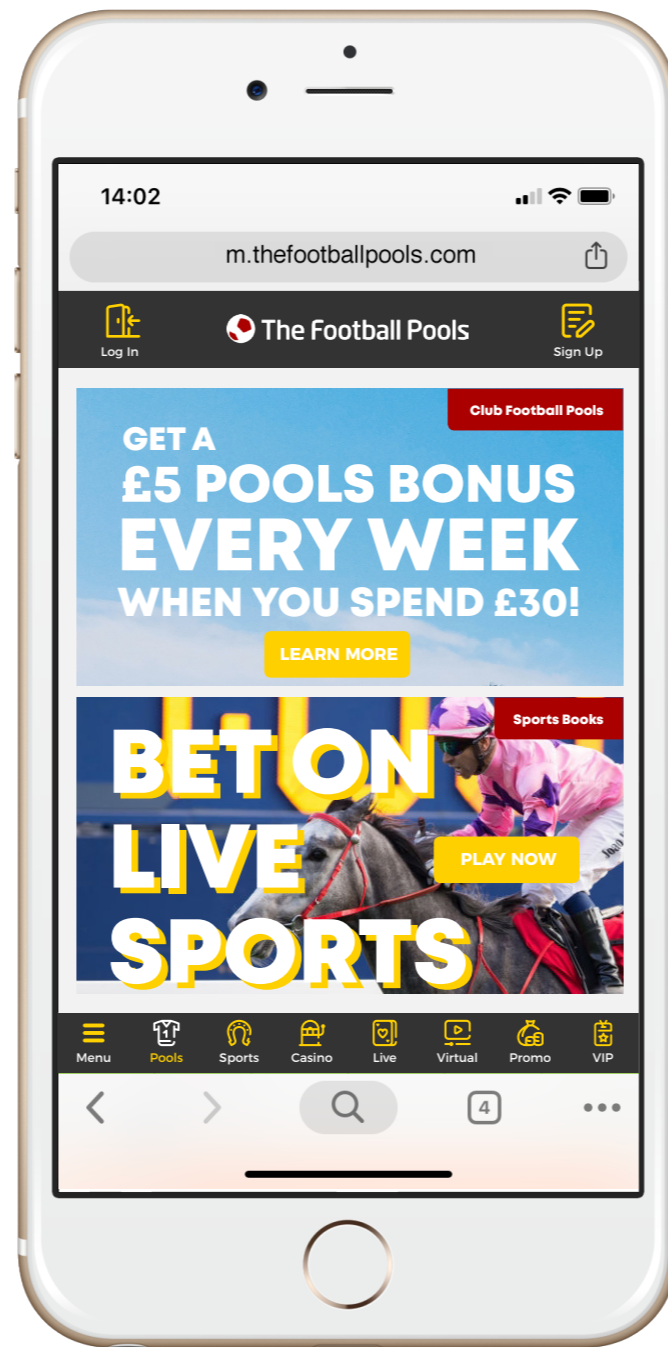
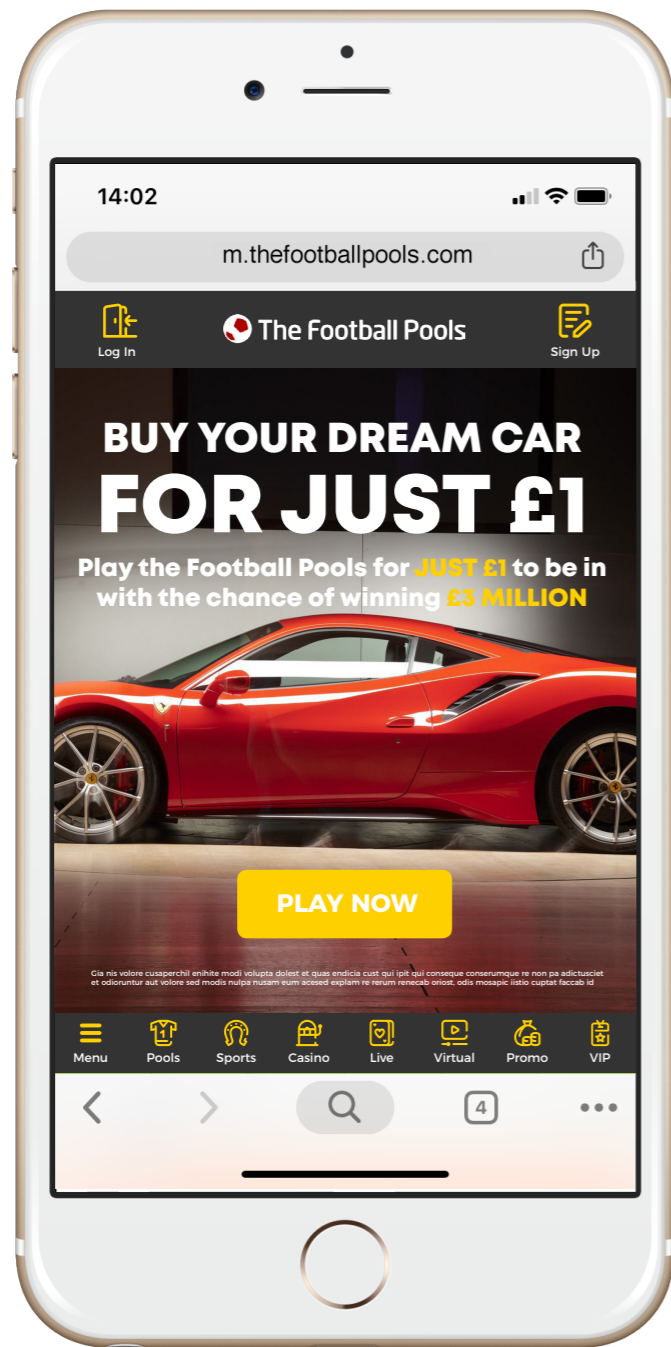
BETSLIP SHOW

Club Football Pools

£5 POOLS BONUS EVERY WEEK

WHEN YOU SPEND £30!

LEARN MORE



Concept 5

Rational, homepage and categories page examples on desktop

The Nation's Game

'The Nation's Game' focusses strongly on the British heritage aspect of the brand. The use of a retro look and player imagery from the past and present, feels nostalgic yet still feels relevant to a modern audience and will appeal to all age ranges. The choice of players can make it appeal to all fans and by using only footballing icons, no fan should be disappointed.

The double meaning of The Nation's Game - Football and The Football Pools - is the key to it's appeal. This is a very football first concept and as such makes it slightly more difficult when moving it across to areas such as casino.

 **The Football Pools**

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THE NATION'S GAME

SINCE 1923

Now even more ways to play and more ways to win

- [CLASSIC POOLS](#)
- [GOAL RUSH](#)
- [SOCCER 6](#)



 **The Football Pools**

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THE NATION'S GAME
SINCE 1923

GOAL PLAY RUSH

"Just predict 8 games where both teams score"


PLAY GOAL RUSH NOW

Siggs 114 Goals
Dalglish 230 Goals



CLASSIC POOLS
STILL £1 TO PLAY
£3 MILLION PRIZE

PLAY NOW



BET £10 AND GET
£5 FREE
IF YOUR FIRST BET LOSES

BET NOW



PLAY NOW
SOCCER 6
BET SMALL WIN BIG

PLAY NOW

The Football Pools

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SPORTSBOOK LIVE BETTING FOOTBALL HORSE RACING GOLF RUGBY GREYHOUNDS NFL NBA

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- ### FOOTBALL HIGHLIGHTS
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 - First Team To Score
 - Both Teams To Score
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 - International Series
 - World Cup Semis

THE NATION'S GAME
SINCE 1928

SUNDAY JAN 6TH
EVERTON SPURS

Everton 14/5 Spurs 11/4 Draw 11/4

BETSLIP SHOW

DO YOU FANCY A 100% BONUS? ON CASINO GAMES

Play Now

The Football Pools

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CASINO SLOTS JACKPOTS SCRATCHCARDS ROULETTE BLACKJACK

Casino Welcome!

BETSLIP SHOW

PLAY REALISTIC ROULETTE
100% BONUS AND UP TO
£20 FREE

Play Now

Realistic ROULETTE

THE NATION'S GAME
CLASSIC POOLS
STILL
£1 TO
PLAY
£3 MILLION PRIZE

PLAY NOW



Concept 6

Rational, homepage and categories page examples on desktop and mobile

Sports Personality

Rio Ferdinand is one of the most recognised, popular and well-known football players. Being a former England player and a TV personality, again, helps to distract from association with a specific team.

Featuring a player as famous as Ferdinand helps to boost brand credibility and can reach and appeal to a much wider audience. Also Rio has a massive following on social media.

Other options might be:

Players

Michael Owen
Stuart Pearce
John Barnes
Gary Neville
Terry Butcher

Chris Waddle
David Seaman
Robbie Savage
Jimmie Bullard

Commentator

Jonathan Pearce

 **The Football Pools**

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DEPOSIT **£10 AND RIO WILL GIVE YOU A**

£10 POOLS BONUS

When you **SIGN UP** to play the **NEW** Football Pools

PLAY NOW

Minimum £10 initial sit required.
1x wagering requirements apply. Available once to each customer.
Available only to new customers. Full terms apply.



**RIO'S GIVING EVERY NEW PLAYER
20 FREE SPINS!**

When you **DEPOSIT £10** to play the **THE MASK** in Casino

PLAY NOW

20x free spins at 20p per spin available only on The Mask. Spins expire 7 days after they are credited. Available only once per customer. Available only to new customers. Full terms apply.

<p>CLASSIC POOLS</p> <p>STILL JUST £1 TO PLAY</p> <p>WITH A TOP PRIZE OF</p> <p>£3 MILLION</p>	<p>GOAL RUSH</p> <p>BOTH TEAMS TO SCORE</p> <p>WITH A TOP PRIZE OF</p> <p>£1 MILLION</p>	<p>CLUB FOOTBALL POOLS</p> <p>£5 BONUS EVERY WEEK</p> <p>BONUSES PAID SO FAR</p> <p>£31,000</p>
--	--	---

The Football Pools

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 - Golden Boot
 - International Series
 - World Cup Semis

SATURDAY 16TH MARCH

RIO'S ODDS FOR THE MANCHESTER DERBY

Man City 14/5 Man Utd 11/4 Draw 11/4

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BETSLIP SHOW

CLUB FOOTBALL POOLS



£5 BONUS EVERY WEEK


READ MORE

RIO'S GIVING EVERY NEW PLAYER
20 FREE SPINS!
 When you **DEPOSIT £10** to play the **THE MASK** in Casino

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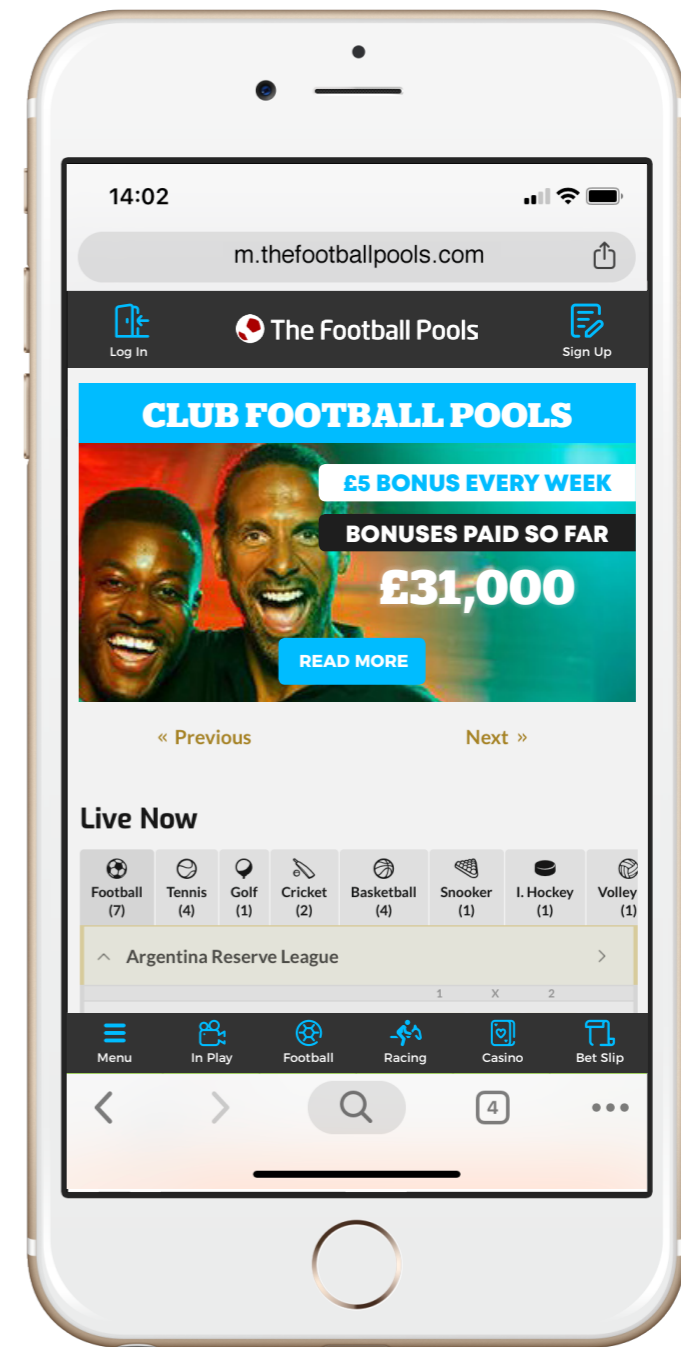
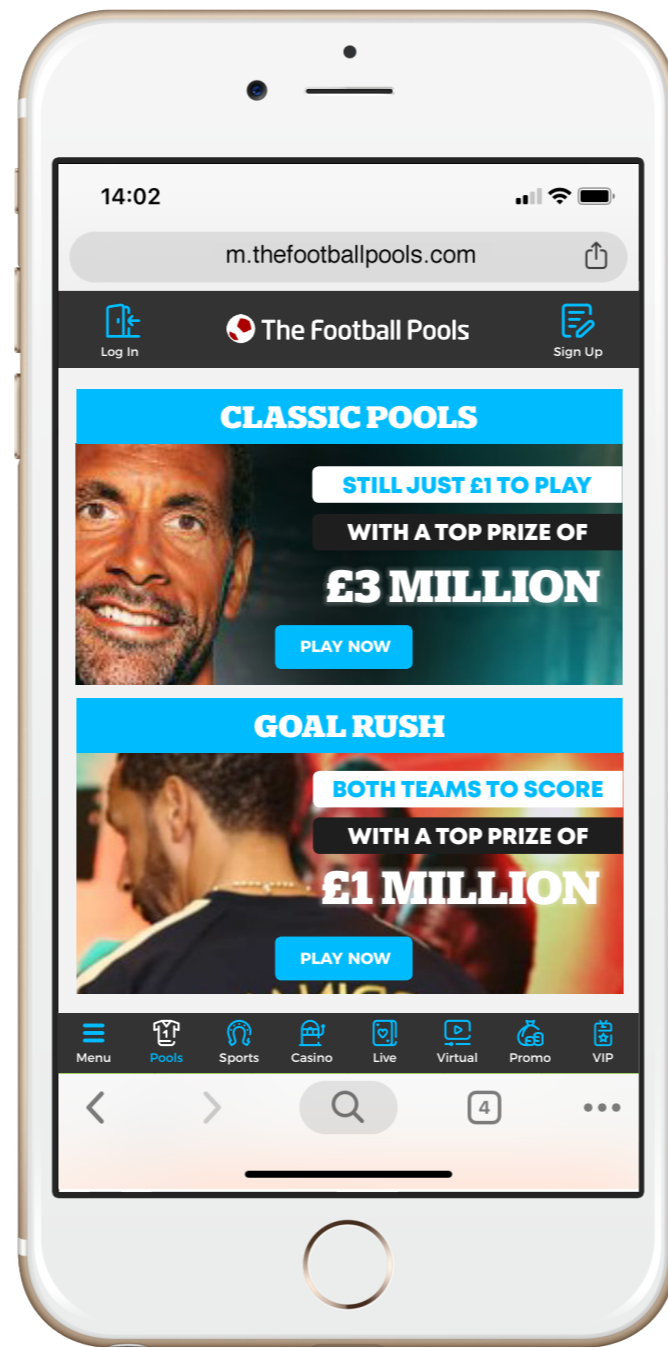
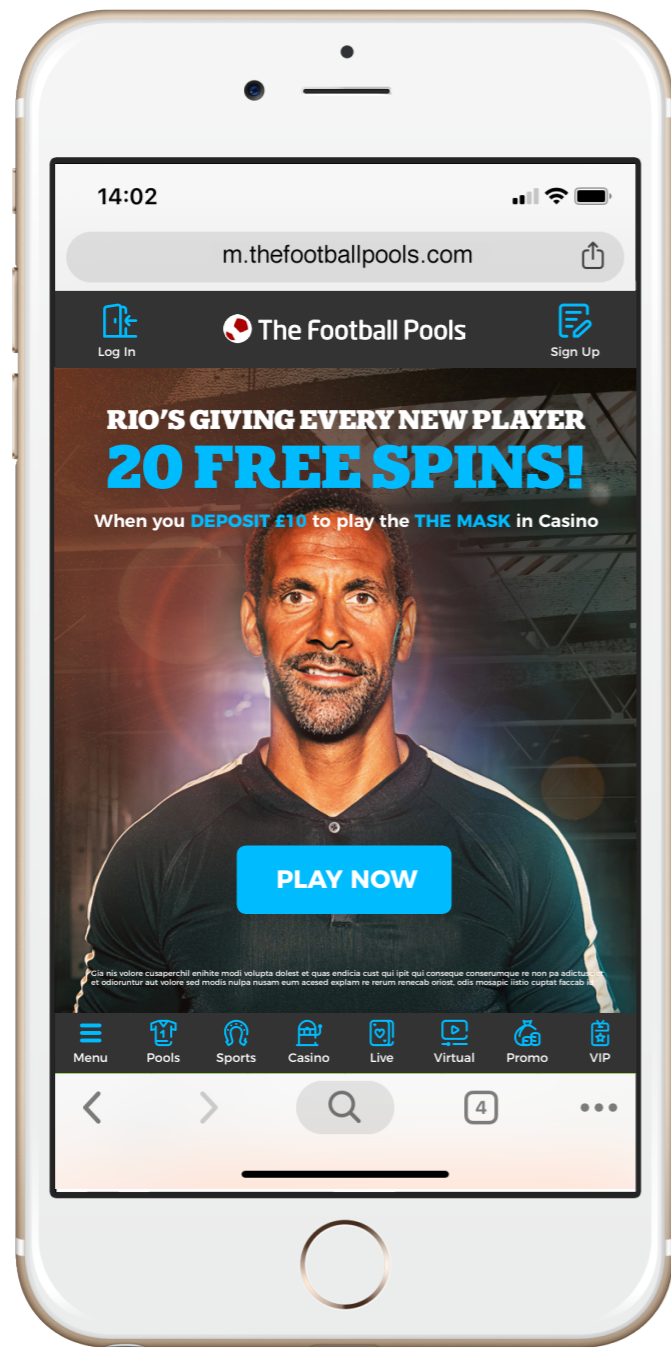
20x free spins at 20p per spin available only on The Mask. Spins expire 7 days after they are credited. Available only once per customer. Available only to new customers. Full terms apply.

CLUB FOOTBALL POOLS



£5 BONUS EVERY WEEK

[READ MORE](#)



Concept 7

Rational, homepage page examples on desktop

Personality

Rob Beckett. Using a household name to endorse your brand supports the message that The Football Pools is a trusted, fun and family-friendly place to play. Using a famous face also helps to differentiate yourself from your competitors, providing a strong and memorable brand identity.

A popular comedian or TV presenter is a great choice, whilst many including Rob Beckett do support specific teams, in his case Arsenal, the liability will mean that this won't alienate any players.

Rob Beckett is a big football fan and is involved in a weekly football podcast "The Magic Sponge"

WELCOME TO THE PARTY
ROB IS GIVING YOU
20 FREE SPINS

When you deposit £10 to play one of our most
POPULAR GAMES The Mask


PLAY NOW

20x free spins at 20p per spin available only on The Mask. Spins expire 7 days after they are credited. Available only once per customer. Available only to new customers. Full terms apply.



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TO START THE FUN ROB'S GIVING YOU A
£10 POOLS BONUS!
When you deposit £10 to play the **NEW** Football Pools

PLAY NOW

Minimum £10 initial sit required.
1x wagering requirements apply. Available once to each customer.
Available only to new customers. Full terms apply.

CLASSIC POOLS **PLAY NOW**

Still just **£1 to PLAY**

With a **TOP PRIZE** of

£3 MILLION



MEGA JACKPOT **PLAY NOW**

£1,074,260.00

M.E.G.A JACKPOTS



GOAL RUSH **PLAY NOW**

BOTH teams to SCORE

With a **TOP PRIZE** of

£1 MILLION



Image style options

A series of image style that we could incorporate as a way to display player images

Polygon

Images from a photo library,
players not recognisable



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SATURDAY 8TH DECEMBER

CHELSEA MAN CITY

[Chelsea 14/5](#) [Man City 11/4](#) [Draw 11/4](#)

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NFL WILDCARD

DALLAS DENVER

[Cowboys 14/5](#) [Broncos 11/4](#)

**BET £10 AND GET
£5 FREE**

IF YOUR FIRST BET LOSES

[BET NOW](#)

CHELTENHAM

THE LATEST ODDS

[BET NOW](#)

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SATURDAY 8TH DECEMBER
CHELSEA MAN CITY

Chelsea 14/5 Man City 11/4 Draw 11/4

BETSLIP SHOW

CHELTENHAM
THE LATEST ODDS

BET NOW

Action

Images from a photo library,
players not recognisable



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SATURDAY 8TH DECEMBER

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[Chelsea 14/5](#) [Man City 11/4](#) [Draw 11/4](#)

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NFL WILDCARD

DALLAS DENVER

[Cowboys 14/5](#) [Broncos 11/4](#)

**BET £10 AND GET
£5 FREE**

IF YOUR FIRST BET LOSES

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MLB PLAYOFFS

THE LATEST ODDS

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SATURDAY 8TH DECEMBER

CHELSEA MAN CITY

Chelsea 14/5 Man City 11/4 Draw 11/4

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BETSLIP SHOW

MLB PLAYOFFS

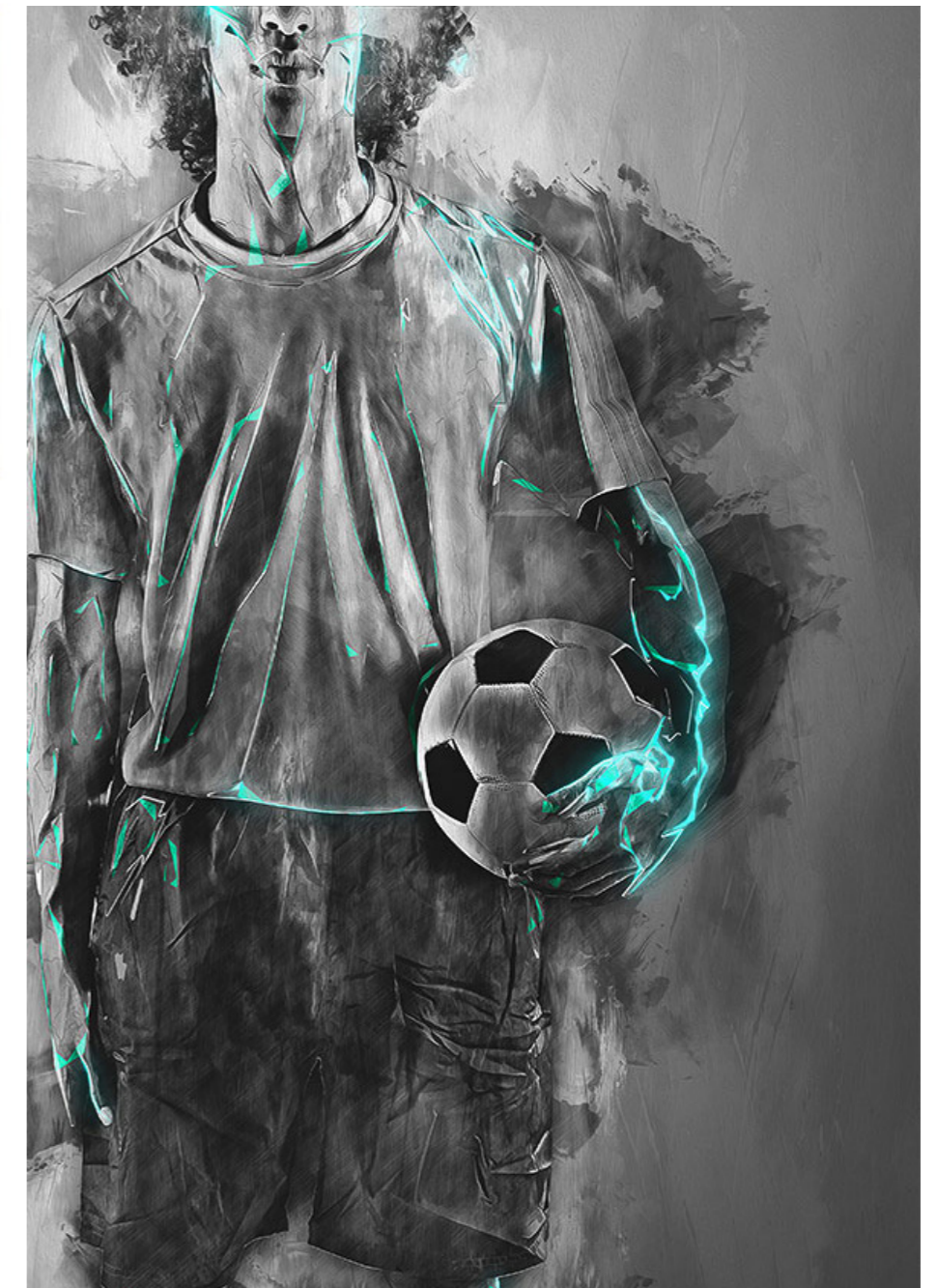
THE LATEST ODDS

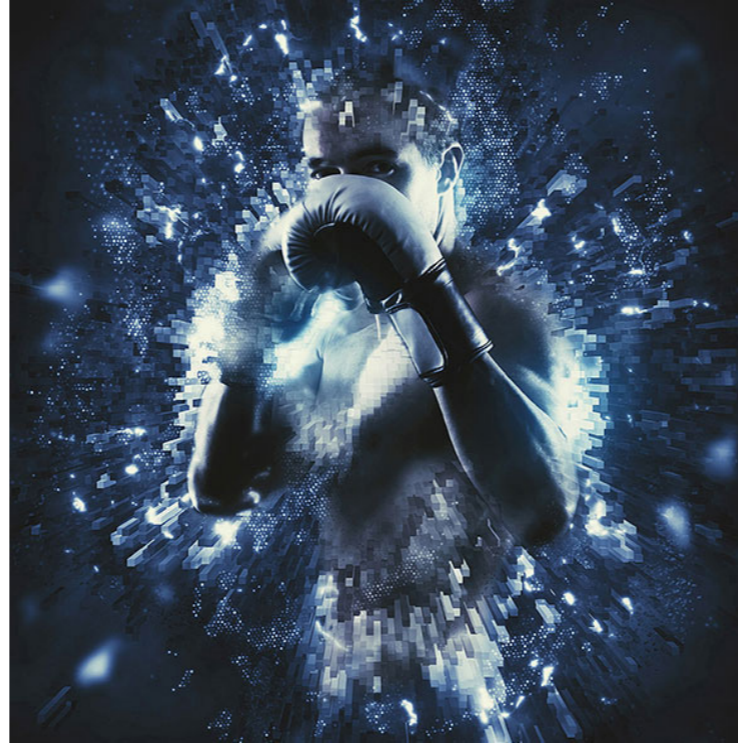
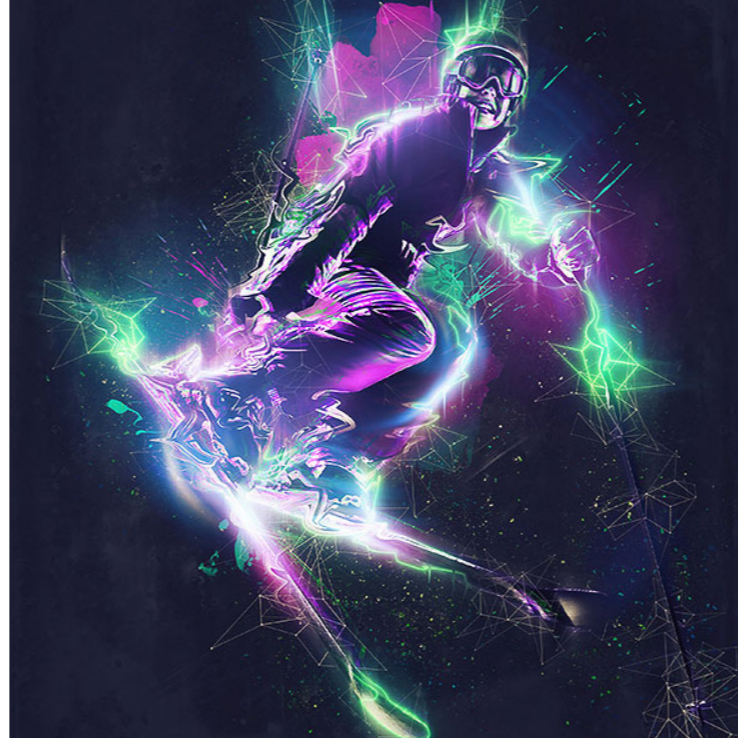
BET NOW

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Photoshop Manipulation

We can use a series of Photoshop actions to create dramatic image styles of actual players and other people images. There are lots of different styles we could use and because it's done in Photoshop there is no need to use an illustrator to get what are essentially illustrations and real stand out.



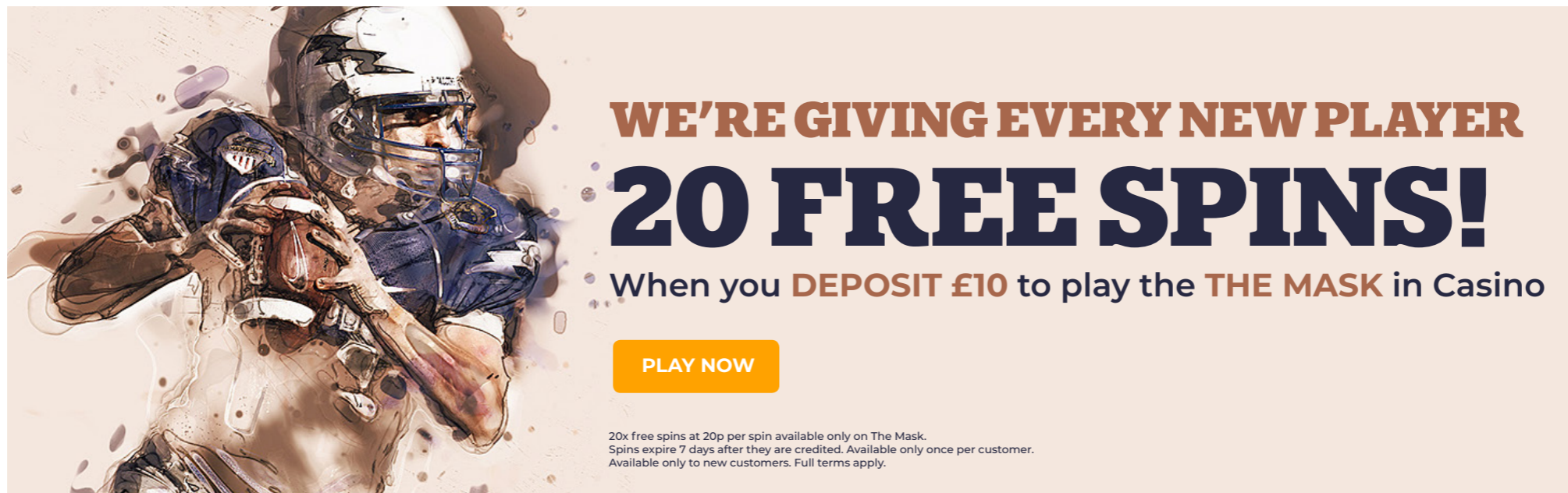




WE'RE GIVING EVERY NEW PLAYER
20 FREE SPINS!
When you **DEPOSIT £10** to play the **THE MASK** in Casino

[PLAY NOW](#)

20x free spins at 20p per spin available only on The Mask.
Spins expire 7 days after they are credited. Available only once per customer.
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One last idea

Interesting option for both image style and messaging

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BET FUN WIN WITH A CHANCE TO YOU'LL HAVE

Who knows? It could be your Lucky day...

Sign up today for a £10 Pools Bonus and 20 FREE spins!

SIGN UP NOW

*Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce id diam at nisi condimentum aliquet id in orci.






BET

BET £25 AND GET
£5 BONUS!

[PLAY NOW](#) *Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce id.



YOU COULD

WIN

£3 MILLION

[PLAY NOW](#) *Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce id.



FUN

VIEW OUR MOST
POPULAR GAMES

[VIEW MORE](#)

They think it's all over...

Thanks for looking at our ideas. There is further we could take all of the work and we are looking forward to developing this work with your team and helping you achieve your goals for the new Football Pools website and campaigns.