

New season

1. Milestones

Milestones is a great tactic to keep engagement. Incentivisation allows us to create brand loyalty, long term gain and tactical usage at danger points within the customer's cycle.

Players are incentivised to keep engaging with the brand (playing and paying the DD) by the promise of a 'freebie' when they reach a milestone. If you are old enough, you will remember the Nat West pigs; special piggy banks you got each time your savings account reached a certain milestone amount.

You can also look at more recent and successful 'freebie' campaigns from Compare the Market and Sofology. People like free stuff and if you can link the free stuff to continued engagement rather than at point of purchase, then you have more reason to stay engaged. Clearly the free stuff has to be low cost to you but high perceived value to the player.

Enacted in the right way, this tactic will create long term brand loyalty and short term, will get players past second payment. It can also be used tactically at any danger points in the customer lifecycle. Items could be limited edition t-shirts, free games, etc (this can be whatever the audience desires).

Next steps:

1. Create the milestone programme and decide on the items to use as incentive, when they are triggered.
2. Next, we would need to create the acquisition campaign based on point 1.
3. Create a user journey that conveys the message and keeps engagement up to sign up.
4. Create the EPL collateral that keeps player engaged up to 2nd payment (first Milestone).
5. Create further collateral to keep players engaged up to the future Milestones.

Platform: TBC

Note: An advantage of this Milestone route, is that the campaign theme can be determined by the freebies, and as such can have any subject matter, and doesn't have to be football related.

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2. Beat your mates - Tribal - Incentive

This is about friends/community and creating a tribe.

Mate go to football matches together, they watch football in the pub together, they discuss football together, in person and on social media. We can tap into this.

We incentivise players to get their mates to play, who in turn are incentivised to get their mates to play too. To keep the system manageable, players wouldn't need to get too many mates involved to get the bonus. We would need to agree the amount of players needed, but you could link it to team sizes. You, plus 4 of your mates (5 a side) for incentive level 1. You, plus 10 of your mates (11 a side) for level 2, and even up to you, plus 22 of your mates (international squad).

You could offer a bonus for every new player (mate) that signs up with a milestone bonus at 4, 10 and 22. With the milestone bonuses getting better and higher value as you progress. The overall goal of the campaign is to get more sign ups and by adding the incentive for mates who sign up, should keep the players engaged during EPL.

Next steps:

1. Decide on the items to use as incentive, when they are triggered.
2. Create acquisition campaign
3. Create a method for tracking the mates who sign up for the business and of course the players.
4. Create a user journey that conveys the message and keeps engagement up to sign up.
5. Create the EPL collateral that keeps players engaged and encourages them to promote the game to their mates.
6. Create further collateral to keep players engaged beyond second payment.

Platform: TBC

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3. Goal Rush (We know this isn't Classic Pools but bare with us)

For new players and those for whom the heritage has no relevance, then the Goal Rush product seems much better suited as a promotional vehicle. The game itself makes it feel more skill based than classic pools, so is more likely to attract players who want to use their skill and judgement to make selections - it is also a DD product.

Goal Rush also has key points during the season where knowledge of the game is even more important and give us opportunities to engage with players. Early season, some teams might be cagey and are happy to defend, so less likely to be a goalfest. Mid, season, teams have established themselves and are more progressive, so perhaps more goals, late season, teams are fighting for survival or trophies, so it's a mix of all out attack for some and parking the bus for others.

Key player purchases can also be triggers to interaction with players. Teams buying a forward, could mean more goals, teams buying a new keeper or centreback could mean less.

Yes, this isn't Classic Pools, but for new players this could be a better and more engaging entry point to the brand and as it's available as a direct debit product, is there any harm in looking to attract players here?

Goal Rush benefits:

1. Better (easier) game than classic pools, especially for new players
2. No heritage sell required. It's just a great way to use your football knowledge to win
3. Key points in the season allow for regular interaction with players
4. Emotional. Fans like to see games where both teams score and are trying to win, especially as a neutral, we tap into this
5. Feels more skill and knowledge based than classic pools, which has a bigger luck factor

Next steps:

Determine if this is a route to progress

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4. Football pools - Nostalgia

The nostalgic route has worked in the past, so has to be a consideration. Yes, we can of course freshen the creative, but it would be good to bring in a new element. We think a way to do this is to involve well know football pundits and possibly punters to lend their knowledge and of course the halo effect of association with them.

There are countless ex-players who could become the faces of the nostalgic route, especially anyone who was playing or managing in the pre-lottery days (1994). Look to use nostalgia for the game in the 60's, 70's, 80's and early 90's, rather than nostalgia for the Football Pools. Yet still, use these pundits to promote the modern game and the modern version of the Football Pools.

This route plays well into social media, especially organic social where many ex-players have large social followings and their opinions are respected. Some of the biggest stars (Lineker, Shearer etc), may well be outside our reach, but there will be pundits we can engage with.

As well as pundits, we could look to famous punters. Some of the betting experts have large followings on social media and although not famous to the public at large are well known in sports betting. We feel to use these punters, we would have to be talking to people who already gamble, but the pundits could bring new player (football fans) into the world of The Football Pools and sports betting.

Next steps:

1. Identify if this is a viable route and then identify who we want to use
2. Make sure this route is affordable by talking to the people we want to use
3. Determine how we want to work with these people

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5. Lucky numbers

As with this approach for the summer, there is some work to do on the user journey. That not withstanding, this is a valid route, if for no other reason than it works at the call centre.

If we try this during the summer it will give us a sense of its validity as a route for the new season, but even if we only try this for the 2018/19 season, then it is a route that can get traction.

It's a simple sell; "Pick ten number and you could win £3million". It kind of flies in the face of the heritage of the Football Pools and for this reason, we have to be careful how we use it. It's non-football, non-heritage stance isn't really an issue on the phone, but could be when there is collateral on digital platforms proclaiming it's all about picking numbers and almost nothing to do with football. If you threw all your eggs in this basket, then not so much of an issue, but if this runs parallel to any other campaigns then could cause confusion.

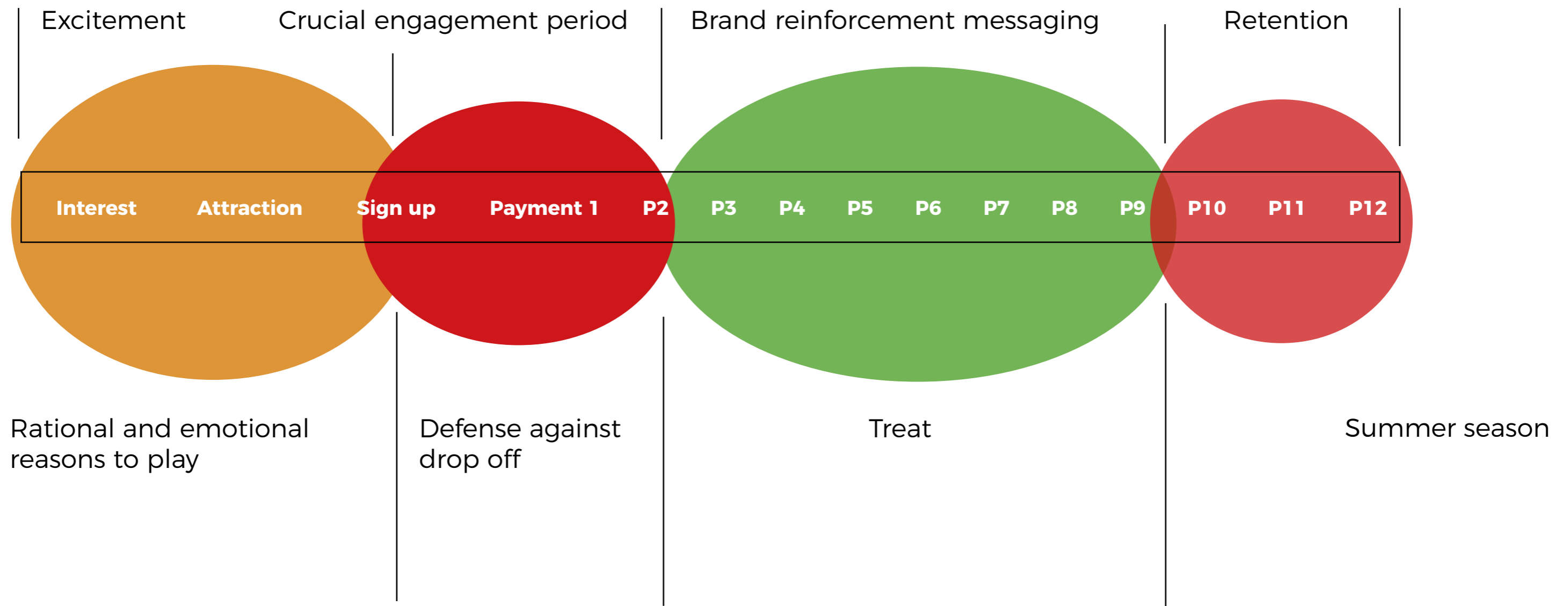
One way around this, is to link it to football, using sentiments like this:
"Don't know anything about football, but want to win £3million with The Football Pools?"

The strategy, creative execution, and user journey will be key to making this work with past campaigns and any campaigns running in parallel.

Next steps:

1. Investigate the ability to create a working and relevant user journey
2. Look at the creative strategy

New season: Alignment of digital strategy



The creation of 'marketing micro climates' approach to the four stages below

