

# Offline Marketing for Online Gain

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**REVOLUTION**



**“Despite the undeniable allure of cyberspace, the fact remains that  
most people spend most of their time off-line.**

**So no matter how much you're promoting your business online, your online  
marketing attack won't be complete without some support from your  
off-line marketing weapons.”**

**A. Wiseman**



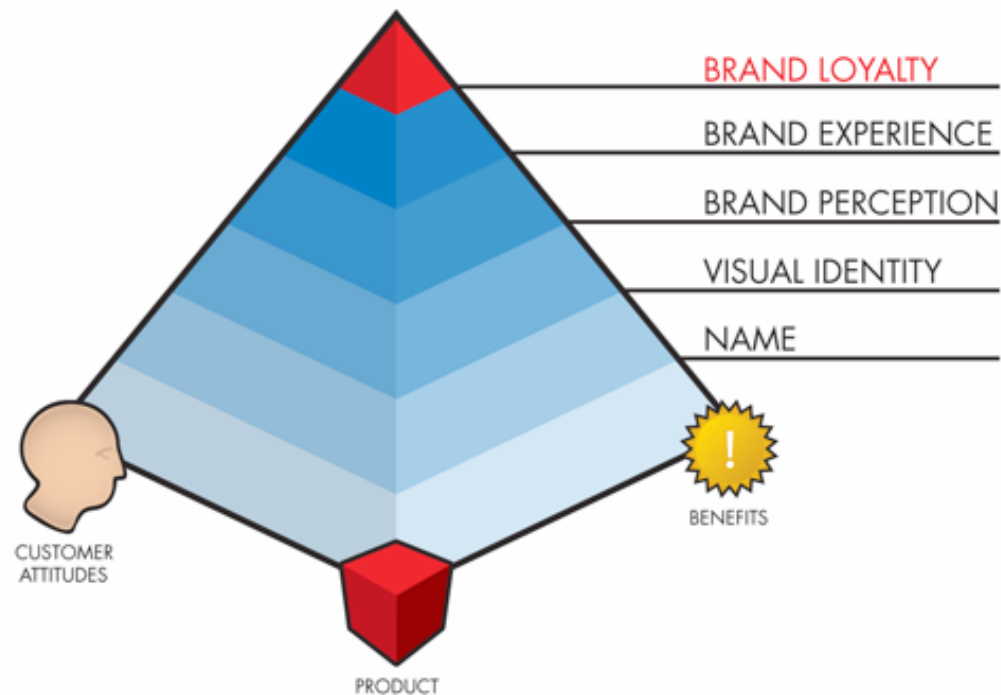
# UK Bingo Landscape



- Broadband growth
  - Developing profile of internet users
  - 2005 UK Gambling Act
  - UK smoking ban
  - 'Hard core' gamblers – now extending to leisure customers
  - Forecast consumer spending on online gambling £1.6bn in 2010
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|--|---|
| <ul style="list-style-type: none"><li>■ <b>ONLINE BINGO</b><ul style="list-style-type: none"><li>– around 250,000 players</li><li>– around 85% women</li><li>– Mostly women aged 20-45</li></ul></li></ul> | <ul style="list-style-type: none"><li>■ <b>OFFLINE BINGO</b><ul style="list-style-type: none"><li>– 3 million players</li><li>– 70% of players are female</li><li>– average age of 47</li></ul></li></ul> |
|--|---|

# Offline Strategy - Building the Brand

- Online or offline marketing strategy **has** to start with building the brand: **AWARENESS/IMAGE** & **NAME TO TRUST**



# 'brandbingo' – new or niche?



# Celebrity Marketing – Yes/No?

## 'WiAGS'?

- Can add instant name recognition and credibility – PR activation
- A celebrity's image and values can transfer directly to the product
- People can assume "they must be a good company to deal with"
- BUT – celebrity scandal, customer rejection



# Offline Marketing – options?



- Outdoor (billboards, taxis, tube, buses, trains etc.)
- **TV**
- Radio
- **Email marketing**
- Mobile
- **Viral**
- Cinema
- **Direct Mail**
- Press
- **Video**
- Events/experiential
- **Sponsorship**
- Partnerships

# Offline Marketing Landscape



## Advertising Expenditure by Medium

	2005	2006	Annual % change, current prices
	£ million	£ million	
Total Press	8,581	8,346	-2.7
Television	4,820	4,594	-4.7
Direct Mail	2,371	2,322	-2.1
Outdoor	1,043	1,084	4.0
Radio	579	534	-7.7
Cinema	188	188	0.0
Internet	1,367	2,016	47.5
<b>TOTAL ALL MEDIA</b>	<b>18,948</b>	<b>19,083</b>	<b>0.7</b>

Source: AA's Advertising Statistics Yearbook 2007, WARC.

# Sample Press - Magazines



## Women's:

### ***Woman's Own***

- Circulation: 344,765
- Frequency: Weekly
- Readership: 1,213,356  
(Women 1,123,567)
- Rates/colour page: £23,635

## Men's:

### **FHM**

- Circulation: 311,590
- Frequency: Monthly
- Readership: 2,397,200  
(Men 2,059,203)
- Rates/colour page: £21,000

# Case Studies – Offline Marketing



<b>Butlins Bingo</b>	<b>Betfred Bingo</b>	<b>William Hill Bingo</b>
<i>'Eyes Down, Check Your Balls'</i>	<i>'Knockout Bingo'</i>	<i>'Ditch the Dabber'</i>
Within its resorts	Within its shops	Within its shops
National press	TV adverts	Outdoor
Direct mail	Magazine adverts	National press
Events/experiential – charity link	Events/experiential	Sponsorship – horseracing
Sponsorship – Ladies Day horseracing	Celebrity – Stuart Hall	

# Offline Sponsorship

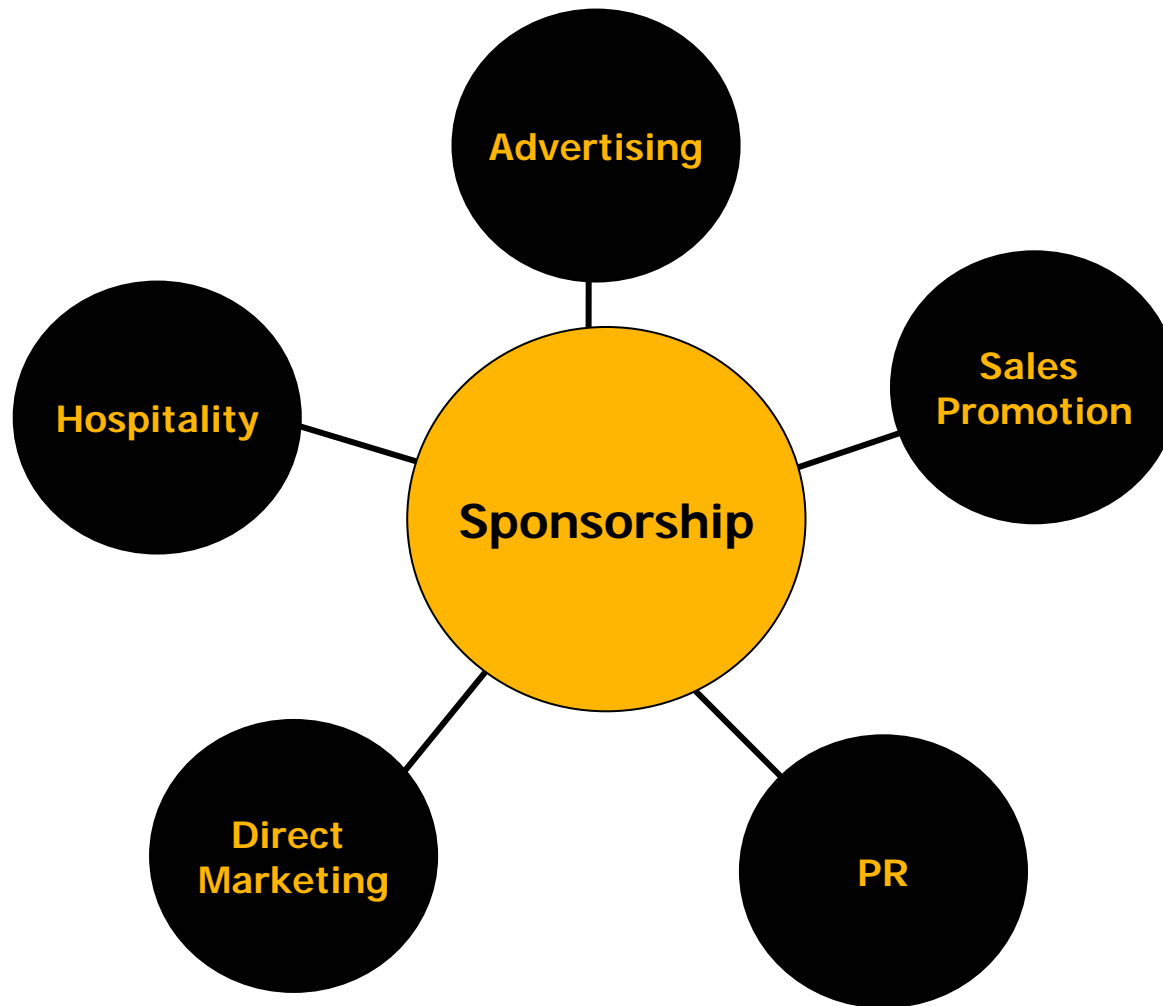


- **What is sponsorship?**

“A business agreement between a rights holder and a commercial company or brand.

The objective of the partnership is for the sponsor to receive a number of varied benefits in return for an agreed fee.”

# Cross Marketing Activity



# The Offline Sponsorship Landscape



Sponsorship Categories						
Arts	Community	Events	Media	Sport	Venue	Other
Architecture	Awards	Conferences	TV	Events	Attractions	Associations
Concerts	Charities	Displays	Radio	Individuals	Airports	Transport
Comedy	Campaigns	Exhibitions	Press	Teams	Cinema	Personalities
Dance	Education	Seminars	<i>Online</i>	Disciplines	Galleries	
Films	Schemes	Shows	Mobile	Information	Infrastructure	
Heritage	Schools		Technology	Data	Museums	
Plays	University Chairs		Outdoor		Stadia	
Photography			Books			
Musicals						
Opera						
Touring Exhibitions						

# Sponsorship v Advertising



- **Advertising** – the traditional number one marketing media
- **Sponsorship** – beginning to threaten advertising's dominance

## European Market Growth

- Sponsorship currently accounts for 8% of total marketing spend
- This figure is expected to reach 15% by 2012

# Offline Sponsorship's Strengths



- **Ability to cross boundaries**
  - Cultural and linguistic
- **Ability of sport and major events to attract huge audiences**
  - Mass reach, mass awareness
- **Flexible to link all other marketing activities**
  - Advertising, PR, direct mail

# Sponsorship can't be Edited out



- **It's in the heart of the action e.g. in sport:**
  - Perimeter boards
  - On player's kit
  - On referee's kit
  - On sponsorship furniture – pads, posts, stumps
  - On interview backdrops
  - On prizes
- **Sponsorship is still part of the editorial content of the programme**
  - Combats new viewing habits: Sky Plus / TIVO / PVR




# Media Sponsorship: Broadcast, Sport



	Options	Details	Example Sponsor	Cost / annum (£)	TV
<b>TV</b>	ITV	Sponsorship of 2007 Rugby World Cup	EDF Energy & Peugeot (joint sponsors)	1,500,000	ITV
	SKY	Sponsor of SKY News special report segment e.g. snow reports	Available	350,000	SKY
<b>Radio</b>	TALKSport	Sponsorship of the Breakfast Show	Ford	400,000	Broadcast
	Virgin	Sponsorship of Drive Time Show	Renault Vans	500,000	Broadcast
<b>Press</b>	The Times supplement	Sponsorship of The Times rugby supplement	Guinness	100,000	Print only
<b>Online</b>	<i>cricinfo</i>	<i>Sponsorship of online desktop scoreboard</i>	<i>Vauxhall</i>	<i>100,000</i>	<i>Web presence only</i>
<b>Mobile</b>	PA TV	Cheltenham Festival news & footage delivered to mobile phone	William Hill	7,500	Mobile coverage

# Case Studies – Casinos Offline, Sport



		
<p><b>Football:</b> France, Italy, Germany, Spain, Croatia, Czech Republic</p>	<p><b>Football:</b> Aston Villa</p>	<p><b>Football:</b> Middlesborough, Toulouse, Sevilla</p>
<p><b>Motor Sport:</b> Moto GP and WTCC</p>	<p><b>Horseracing:</b> Goodwood, Cheltenham, Sandown, Newmarket</p>	<p><b>Snooker:</b> World Snooker Championships</p> <hr/> <p><b>Pool &amp; Darts</b></p> <hr/> <p><b>British Superbikes</b></p>

# Offline Marketing – Defining Objectives



- **Existing Customers**

*(Familiar with online gaming)*

- Maintain customer loyalty
- Encourage customers to spend more time online
- Poach customers from competitors

- **Potential Customers**

*(New to online gaming)*

- Image & brand recognition
- Business development
- Mid to long term value

# Offline Campaign Evaluation



- **Evaluation Metrics**

- Tangible media return via brand awareness, brand fit and credibility – tone of coverage
- Customer surveys
- Analysis of spikes in volumes around campaigns
- Cost per new customer
- Quality of customers recruited

# Summary



- Brand awareness and a trustworthy brand image is critical
- **Celebrity endorsement requires extensive research & consideration, plus planned activation**
- Budgets and objectives must be set to select the right offline marketing mix
- **It will continue to become harder for advertisers to reach big audiences so use innovative & niche offline marketing**
- Consider **all** offline marketing opportunities, including sponsorship - drill down into the individual channels
- **Broadcast sponsorship and sponsorship of teams and events will guarantee exposure for brands to big audiences despite consumer habits and technology**