

CORAL 
RAISING THE GAME



IMC Dissertation.

Module: 4MMC715.2 Integrated Marketing Communications Project

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Betting has defined by the Gambling Act 200 as a; betting is the process of making or accepting of a bet on the results of a race, competition. The most common betting system is the fixed odds betting, it's the bet type of customers bets a stake to win a fixed odds. For example £20 bet at odds 2/1 would return £40 if it's been successful, if it is not bet has been unsuccessful and the customers lose the bet (Gambling Commission, 2013).

Betting license holders are able to offer bets,

- From betting stores
- On the event venue
- Online or with telephone.

Pool betting is the another type of betting and can provide by online, in - store, on the track towards to choose of the betting companies. Pool betting reference to the gathered of stakes paid into the pool. The return to successful bettors is calculated by dividing the total pool by the number of winners (Gambling Commission, 2013).

Lastly there are Betting exchange services acting like intermediaries, this services provides to the customers exchange their bets, odds through the sport events, mostly remote betting intermediaries (Betfair) provides this type of exchange betting (Mintel, 2015 Gambling Commission 2013).

Some important Abbreviations use in the industry:

B2 Machines : High-stake gaming machines

B3 machines : Low-stake gambling machines

GGY: Gross Gaming Yield

SSBT: In store betting machine enables to bet on sports events.

MGD: Machine game duty tax on gaming machines.

Political:

Online gambling operators have to pay 15% tax of their gross profit with the new regulations. (Mintel, 2014)

Gambling Tax Reform has come into force in December 2014, this reform includes heavy taxation for the remote operators and it makes the harder to future invests for betting companies, besides marketing budgets have decreased through the high taxation costs and regulations on gambling industry, overall the profits of the companies could be hit by this heavy regulations. (Mintel, 2014)

Advertising Standard Authority will review the regulation of gambling industry (ASA, 2014)

The government gave the power to the local authorities to refuse to open new betting shops on the local areas. The betting shops need to provide permission from local authorities for the opening new stores in the local areas. (Mintel, 2014)

Threats.

Less money for marketing.

Decrease the betting advertising, this could affect to the live odds advertising negatively.

Opportunities.

Companies should focus on cheaper way with the communication with their target audience. Digital advertising could be an opportunity to close this threats.

Economical

Betting shops have gained £3.2 billion to UK GDP and pay more than £1 billion taxes in a year (Gov.uk 2013).

Bookmakers have already invested more than £2 billion to the local economies for opening new shops (Gov.uk 2013).

Estimated consumer expenditure (GGY- to sports betting will be increased to £3 million in 2014/2015. (Mintel, 2014)

Football betting market continues to the growth while horse and dog racing has declined , and also B2 gaming machines profits are at the risk because of the high MGD tax rates. (Mintel 2015).

Financial legislation had a significant impact on reducing shop numbers and it will threat the many companies that become unprofitable (Mintel 2015).

Social:

Betting shops support 100k shops and employ 14k young adults (18-24), an age group of 20% with unemployment currently (Gov.uk 2013).

According to the Mintel 63% of sports bettors believe that betting is a good way for socializing. (Mintel, 2014)

68% of sports bettors consider the static and compare odds before they placing a bet (Mintel, 2014)

Personalization and socialisation are key trends in sports betting(Mintel, 2014).

According to the Mintel there is a high level of interest in betting towards the consumers who watch the games out of home (44% of current football bettors) (Mintel, 2015).

Men Under 35's has more tendency to place bet on digital platforms(Mintel, 2014).

Threats: High proportion of people have negative attitude through the gaming machines trigger to gambling addiction , therefore could be more strict regulations on betting industry, Mintel already predicts the restrictions will be tighter after the new government (Mintel, 2015).

There increased concerns about online betting and sharing credit/debit card personal information online (OFCOM 2015, Mintel 2014)

Technological.

24% of sports bettors use mobile devices for betting(Mintel, 2014).

Location based technologies. Opportunities: Location based technologies allowed to the companies to reach tighter audiences in a specific times and places, this is an opportunity to get messages to the audience via mobile marketing (Mintel, 2014).

Sports betting is rapidly becoming a digital first. (41% of bettors who use only one channel choosing a remote alternatives. (Mintel, 2015)

Social Media: Social Media is the new opportunity for the bookmakers provide the promotions, information with their audiences. In 2013 Champion's League final 5 million tweets shared on the twitter and got 9 million likes on Facebook in 3.5 hours, besides Facebook started to provide real money betting for the companies(Mintel, 2014).

Personalized online betting services gives power to the customers to get information about just what they want and also gives opportunities to the companies to reach customers data, towards this wide data range companies can promote specific offers, products to the specific target groups(Mintel, 2014).

4G technology improves the accessibility of the online sources and it provides faster accessibility to these platforms, it is a great opportunity for the extend or develop the online contents, services products(Mintel, 2014).

Innovative multi channel products allow the punters bet online and collect their winning cash in store.

Environmental:

The international football calendar has a huge impact on betting industry, in 2014 World Cup betting in retail shops has decreased because of the late kick-off, therefore tendency to bet online was much higher than betting in high street stores. Because of that companies should improve their online platform and promote it within integration to retail shops(Mintel, 2015). However 2016 UEFA Euro 2016 will be placed in France and the time differences will not be affected by retailers as much as 2014 World Cup was placed in Brazil.

The postponements, cancellations fixtures could affect negatively to the companies (Mintel, 2015), also the bad weather conditions could affect the desire of going to the store negatively (Mintel, 2015). Companies could offer the valuable offers for the cancelled or postponed games and retain their loyalty through this offers.



William Hill is the market leader in both online and retail in betting industry, it provides over 1 million bets each day. The company differentiate itself from it's competitors with providing fixed-odds offers. It continues to provide innovative in-store and online products. It has nearly 2,400 stores in the UK. Towards to high taxation rates for MGD's, William Hill closed it's 108 betting shops (Mintel 2014).

William Hill tries to improve integration between it's retail and online platforms with using 'omnichannel', it's aims to provide to a each customers consistent offers and products across both platforms, towards this integration online football products added to SSBT's in the shops and the retail tv screening on the companies website(Mintel, 2015).



Ladbrokes operates 2,200 stores in the UK. Company had shut 89 stores cause of the new taxation reforms. Ladbrokes mostly focused on football betting and provide wide range of football betting offers with using SSBT's, 80% of football stakes has processed from this machines. The company plans to expand this machines in it's shops(Mintel, 2015).

It has sponsored to the Rugby Challenge Cup in 2015, and extend it's St' Leger horseracing sponsorship for 2 years(Mintel, 2015).



Paddy Power is international retail and online betting company. The company operates nearly 325 retail shops in UK and 243 in Republic of Ireland(Mintel, 2015).

The company mainly focused on innovative products, virtual and international horse racing range and expand it's betting options and SSCB's in retail. Unlike it's competitors move towards the taxations Paddy Power planning to expand it's retail shops. Paddy Power is weak in retail betting while it has 8% share of online betting market(Mintel, 2015).

Paddy Power is highly successful online marketing it had 500.000 followers on Twitter in April 2015 while Coral had 209.000 and 150.000 for Ladbrokes and 131.000 for William Hill. Paddy Power also leads to the Facebook real money betting app, this apps allows to the customers to bet on Facebook with real money.(Mintel 2014)

Paddy Power has partnership with the Manchester City and provide information to the clubs fans(Mintel, 2014).

Paddy Power aims to differentiate itself with product differentiation and a focus on large, regulated markets, the companies main focus is the expand and improve it's retail activity integration with mobile and other online platforms(Mintel, 2015).



Betfred operates nearly 1400 betting shops across the UK. The company is not a strong player online betting as much as in retail betting. Betfred mostly focused and powerful on in retail horse race betting (Mintel, 2015).

The company has signed sponsorship agreement with the World Snooker Championship and the Crabbie's Grand National Festival for two years (Mintel, 2015).

UK based online-only betting company, it has 12% share of online gaming and betting and it's the leader of the only online betting industry. The company not just offer sports betting it also offers the video streams of live events. The company had 3 million active users in 2013 (Mintel 2014) . The company has strengthen in- play betting, amounts wagered for in-play betting increased 61% in 2013 (Mintel 2014).

Bet365 is the one of the biggest advertising spenders, and it's the biggest the only-online spender. While company has started to cut it's TV and Press advertising spend it has increased and focused more on online advertising, the spend for online advertising was £280.000 in 2012 and £828.000 in 2013, however cocompanytill use TV and Press advertising more (Mintel, 2014).





Betfair is the global online betting and gaming company, and leading the betting exchange system of person-to-person wagering. Company offers a fixed-odds sportsbooks. It has 1 million active users across the world and had 3 million bets a day. Company provides to B2B betting exchange service. Betting exchange service provides to the customers exchange their bets, odds through the sport events(Mintel, 2014).

Company continues to the focus on the value of exchange betting and differentiate itself from the competitors with this way, also continues to innovative products and systems like Cash Out system which offers to player withdraw their earnings while the match is on going(Mintel, 2014).

Coral has 22% market share of the retail market, it makes the company leading private operator in the market and third largest company, however the company is weak online betting market compare with its major competitors; only has 5% market share in online betting market. Coral provides online betting for all mediums; Desktop, Tablet, Mobile (Mintel, 2015).

Coral operates nearly 1900 stores in UK (September 2014) as well as online gaming platform. Coral has closed its 24 shops as well as other major retail betting shops through the MGD taxations (Mintel, 2015).



Coral had led the innovative Connect Card that enables to the customers bet through both online and in store and cashback in store or use the winnings in store, customers doesn't need to have Bank account for having Connect Card, it's gives an opportunity to reach more younger audiences who could evade to give its personal account information to the gambling company. Coral has achieved 160k sign ups in first 6 months, and currently have over 260k sign ups. Connect card users generate 40% of the online revenue and account more valuable and cheaper to communicate (Coral 2015)

It is also is very active player in sports sponsorship, it has sponsorship with UK Snooker Championship, main sponsor of Super League side Wigan Warriors, Coral Eclipse, signed first box sponsorship with BoxNation, also Coral has extended its sponsorship with Scottish Grand National horse racing till 2019 (Mintel, 2015).

Coral has launched marketing campaign through the start of Premier League, the campaign aimed to offer online mobile exclusives and new footballackpot app (Glenday, J. the drum.com 2014). In 2013 it had launched " Corner Man" campaign for encourage the customers to use Coral app to make bet (McCabe, M, campaignlive.co.uk 2013)

Coral aims to faster growth in online business, and keep the integrate and develop online and shopping retail offers and purchase with Coral Connect card (Mintel, 2015)

Marketing Mix:

Price: Each bookmaker determine the odds prices by its traders. This odds prices could be change on live games during the game. Coral offers £20 free bet who sign up online and stake £5. This exchangable nation of the betting industry allows to create it is own prices and therefore one of the biggest weapon of the industry is the changing odds and offering higher odds, special offers.

Promotion: Mobile platforms are benefits from in-store advertising. Coral Connect card could benefit from getting customers to in-store and encourage them to play games or place bets in-store with their earnings from Connect Card. Partnership with some newspapers could be a oppportunity for promote the products and offers. The Sun, The Guardian, The Daily Mirror already launched their own football contents, Mirror launched the Mirror football app, The Guardian launched it's sportsbook website gowager.co.uk and The Sun and BetVictor planning to partnership(Mintel, 2014).

4P

Product: The main product of the industry is the odds. Bookies buy and sell the odds. However through the technology now multi channel betting getting famous. Coral connect card allow to customers to bet wherever they want. Connect card is quick and safe way of betting. Coral should focus on the promote Connect card to more people.

Place: The bettors can place their bets both in retail and online. The cash nature of high street retailers made the first choice for betting of occasional bettors to bet major sports events, however betting shops are more visible but less able to attract new customers and attracts mostly the dog and horse racing punters(Mintel, 2014). There is another need to for promoting to Coral is the place as well. With Connect card the punters can bet both in store and online.

TOWS Analysis

	Weaknesses	Strengths
	<p>Low marketing budget</p> <p>Less ability to make more investment through the high tax rates</p> <p>Still weak at online betting.</p>	<p>Strong integration between retail and online.</p> <p>Strong sponsorship partners</p> <p>Increasing online activity.</p> <p>Leading innovative multichannel product Connect card</p>
Opportunities	Weaknesses-Opportunities	Strengths-Opportunities
<p>Developing the Coral connect.</p> <p>Euro 2016 football tournament.</p> <p>Investment to the online platform.</p> <p>Growing interest to the online betting.</p> <p>Increasing online revenues.</p>	<p>Keep focus on online platforms.</p> <p>Catch the online customers with affordable digital marketing tools.</p>	<p>Improve online activities with using Connect card.</p> <p>Drive traffic from online to store and store to online with Connect.</p>
Threats	Threats-Weaknesses	Strengths-Threats
<p>High tax rates.</p> <p>Strict regulations among the betting and gambling</p> <p>Increased level of concern about gambling addiction</p> <p>Increased concerns through online betting via credit/debit card.</p>	<p>Use Connect card to getting stronger in online industry and acquire the customers concern about online betting and credit/debit card.</p>	<p>Finish the concerns with Connect.</p>

Ansoff Matrix

Market Penetration.

Develop to in store betting offers.

Develop to online betting offers.

Improve the feautres of Coral's Connected Card.

Provide more gaming machines and SSBT's in store.

Refurnishing the some stores through the more friendly environment and serve snack and pints to enjoy customer with their friends during watch the match

Partnership with the local pubs which near to the local stores and also with newspapers and magazines

Continue to open new stores.

Develop retail only promotions.

Provide more quality TV's and broadcast in store.

Make more attractive to in store offers among the younger audience.

Develop online live streaming qualities and feautres.

Market Development.

Offer more in-store games in online platform.

More online and in-store integrated offers.

Develop the digital platforms contents.

Develop the social media messages.

Sponsorship with the international sports events, races.

Develop the faster online platform

Develop exclusive odds for Connect card holders.

Product Development.

Develop the new cash out systems.

Offer regular vouchers for specific bets around football and horse racing.

Offer special events for the customers.

Rewards towards to Coral Connected card holders.

Provide innovative replacing offers for the customers who staked on the postponed, cancelled matches or races.

Increase the Connect card awareness and acquire 300.000 new sign ups in 12 months.

Through the achieving to the acquisition all IMC tools need to work in a harmony in the campaign. Connect card is not a well known product in the campaign therefore it needs to be first get awareness and following that campaign needs to find a way to persuade them to get Connect card. Appropriate IMC tools should be determined and use for supporting to each other through reach the objective. According to the restrictions and the marketing spend cut off last year, IMC will help to achieve our objective in a cheaper and effective way.

In the third quarter of 2015 Coral retail net revenue increased to £155m and coral.co.uk net revenue has increased £88m. Overall 40% of the coral.co.uk has gained from the Connect card users. Even this statics show how Connect card is the important weapon for Coral. In comparison with last year Coral online platforms marketing costs has seen 18% increase to £43.8m (Coral Annual , 2015). There is no significant data about how much of this marketing budget go for the coral.co.uk, however 47% of the online revenue is comes from coral.co.uk so making an assumption about the biggest proportion could go for the coral.co.uk wouldn't be wrong.

However last year Coral has decreased the marketing budget off, even the company didn't develop a tv for the World Cup 2014. The Coral has spend just spend £4million for it is multi-channel marketing campaign last year while the major competitors has nearly spend double amount of this. William Hill had the biggest marketing budget last year and spent £17.3m while, Ladbrokes spent £9.5m and Paddy Power has spent £7.5m , smallest sharer were Betfred with £303m (Mintel, 2015). Mainly most popular channel was press has chosen by Coral, Ladbrokes and William Hill last year, after those channel internet and radio has been chosen for advertising. Especially William Hill has used the internet as advertising channel very active with affording £3.3m (Mintel,2015).

Overall this according to the financial statics, this year Coral has seen increased especially by coral.co.uk. Coral website revenue has seen increased from £52.8 to £88.1 (Coral Annual , 2015). These financial improvements could help to Coral to increase it is marketing cost as well and compete with big spending customers on the marketing scene.

Achieve the 65% brand and Connect card awareness towards target audience.

Achieve the 45% Connect card knowledge toward target audience.

Create preference among the 25% target customer to sign up to the Connect card.

Get 300k of target customer to sign up to the Connect card.

Ensure 90% of new sign ups make first purchase.

Ensure 80% of new sign ups make second purchase.

The Role of IMC in Marketing Management.

The marketing process has changed along the years. Now, there is a more complex buyers and many media to reach these target audiences. So marketing it's not just to mention about the product benefits to the customer and tell them to " buy me ", it's more about the creating a long term relationship through understanding the customer. The monologue terms of marketing has started dissapear, it's the term of the dialogue and communicate with the customers within two way symettrical way. Marketing is more about to look from perception of the consumers (De Pelsmacker, P Geuens, M Van Der Berg, J 2013). How do we want to seen by target audience ?. The integration of the marketing tools could be answer this question.

Reaching the long term relationship with customers is a long term process, so all marketing tools and messages should be work with synergy and complete to each other. IMC gives opportunity to reach this harmony and catch the strong relationship and loyal bond with the customers. While traditional marketing communications just focus on short term, pragmatist relationship with the customers, IMC gives us to opportunity to create stronger and consisten relationship with the target audience (Blythe, Jim 2005) . However, IMC can be succesful if the strong and strategic integration would provided in the organisation departments. In a functional way all departments of the organisations should be work in harmony and integrate well for same purpose of the campaign. This could lead to hesitate of the companies from using the IMC in their marketing process, changing structure be seem effortful, costly by the organisations, also managing all marketing departments, tools, employees in a harmony could be seem the effortful for instance. So through the create succesful IMC first the corparate communications needs to share same values and beliefs after that with good supervise of the seperate departments IMC would be succesful and send the corporate values, messages to the target audience rather than just marketing brand product's benefits (Blythe, Jim 2005)

Nowadays, the customers could easily avoid the messages. Through the technology especially with internet customers has gained the power of the reject the information. The customers cusomized and personalised their contents with the online. According to this changes now it's more complex to choose which tools will be used in the marketing communication process. IMC is getting more important with this improvements, it's not just enough to say what you say with advertising, also the message should be supported by the other tools, direct mails, promotional campaigns, point of purchase communications, publica relations are being more succesful and create consistent bond with customers when they have supported by each other. Each of this tools have specific feature, and serve for marketing objective to being sucessful. As mentioned before just focusing on traditional marketing communications would not be worked well for a long term objectives. For example the traditonal advertising became less capable to get attention of the target audience because of the personalisation of the content with the internet, on the other hand high costs of mass media communications and lack of creating demand of these tools makes more important to use within integration of the all marketing tools. It would be more cost effective and more succesful to reach objectives of the campaign (De Pelsmacker, P Geuens, M Van Der Berg, J 2013)

Through with the internet, social media and online communications the behaviour of the buyers are also changed. The people make research from internet about a product and brand, they receive and send emails, read reviews about a brand, join the communities, create the contents and can purchase a product online. So according to this mass marketing communications would be limited to access all this new target audience, so IMC provides to reach them and understanding the complex decision making processes (De Pelsmacker, P Geuens, M Van Der Berg, J 2013) All these improvements makes to reach each people harder, multiple audiences exposed the information from different media (De Pelsmacker, P Geuens, M Van Der Berg, J 2013). People use more mediums rather than just TV, newspapers or magazines. So IMC creates an opportunity to reach target audience as much as can with using various medias in a synergy. However while technology gives the power to a customer also it helps to reach the specific target audiences and create relationship with them. The database technology gives an opportunity to communicate with target audience more specifically, social media and apps changed the way of communication with the stakeholders. Also the measurement techniques are changed now the now the more elements of the campaign rather than just advertising can be measure with using tracking and monitoring technologies (De Pelsmacker, P Geuens, M Van Der Berg, J 2013).

All these improvements clearly create a need for IMC to understand and communicate less costly and more effectively with the stakeholders within shared voice, messages in all communication tools.

Importance of IMC for Coral

As it mentioned on proposal Coral marketing spends has decreased last year according to the tax rates and the restrictios in the industry, however now the Coral financial situation is going to be better but still the saving costs are crucial for the company. Therefore IMC has a significant role for the campaign and the product will be promoted. According to achieve the desired objective IMC tools will help the company to reach each desire systemetically and less costly.

Another issue is the our target audience, the bettors are not the same, some use the TV, some read Racing Post for research and some of them just use online channels. Some bettors choose the bet online while others choose to bet on in store. So according to this catching the each bettor needs a systematic IMC campaign to deliver our messages to each bettor via different channels. So for achieving the desired goal IMC dicipline will help the Coral to get success and reach the desired objectives.

IMC Performance Objectives.

Sportsbook industry is changing through the online revolution on betting industry. Catching the bettors attention is harder. There is a more competition through the new online betting business. According to this competition high street retailers need to improve their online betting platforms, offers as well as defending their in store purchase traffic.

Coral has already started to change it's position from a conventional high street bookies to the innovative bookies both try to be succesful at online an high street. The Coral Connect is the biggest step of this evolution. As it mentioned on the TWOS at the proposal Connect Card is the great solution for integration of the both in-store and online platform purchase traffic.

Exactly for these reasons Coral needs to improved it's innovative product Connect Card and promote the it's benefits to the bettors. Coral has shown significant growth in online industry last 2 years, however it's still not a strong player at online industry. Coral Connect card has been succesful in it's first year and it's proved the potential of the product with reaching 160.000 sign-ups in first six months.

IMC will help to improve and raise this success and promote the benefits of the product to the bettors. Previous advertising campaign was point out the fast cashback benefits of the Coral for the target market who enjoys the get money back in cash. However through this campaign the safety of the Coral Connect Card will be mentioned as well for the target market who hesitate to play with credit card or debit card at online platforms, also the IMC will work for the promote the exclusive benefits of having a Connect Card through the target market.

Coral wants to be seem as a valuable bookie where integrates the online and store betting rather than a simple conventional high street store. This changing has already started with Connect Card and now it's time to improve it and put it to next level with getting new customers so IMC will help to send the messages to target market and consolidate the current growth and position of the Coral.

Target Market and Consumer Profiles.

When it comes to industry like betting, the customer profile can be a different than usual target audiences. Surely this campaign will aim to attract occasional and regular gamblers who enjoy the bet any kind of sports or games and surely the majority of bettors are male. However when study deeper the gamblers, there could be some differences between each bettor. Some of them like to bet on football rather than horse racing while some prefer to bet on just horse racing. In the end the shared characteristic and motivation is the betting on a game, any game.

According to do Mintel (2014) research it's there is no big differences between in the bettors ages or income. For example, the most two popular betting sport of UK is horse racing and football. As it seen on the table below there is no big difference between in demographics and gambling. It's clear that from all ages and income groups have tendency to bet on sports.

	Horse Racing	Football
18-24	46%	59%
25-34	55%	62%
35-44	51%	53%
45-54	51%	42%
ABC1	46%	46%
C2DE	46%	42%

The Coral Connect card is about to give a chance to bettors to bet online platforms and collect their cash in-store. So our target market could be available to bet on online platforms. This platforms can be different from each age or income group. In the table below (Mintel 2014) it's shows that all age and income groups are active on the online betting. There is a some differences can seen on tablet and smartphone channels both in 45-54 age group and C2DE income group is less active on these platforms than other groups, however they still able to bet on Desktop and Laptop. This differences just could affect the media will exposed by the target group. For example while campaign will have more chance to send the message to 25-34 through tablet and smartphone, to send message to aged between 45-54 would be harder, however this gap could be balanced with exposing this age group on desktop and laptop platform where they are mostly active.

Popular methods of sport betting, by demographics

	Desktop, Laptop	Smartphone	Tablet
18-24	55%	31%	24%
25-34	69%	37%	30%
35-44	55%	24%	23%
45-54	50%	17%	9%
ABC1	56%	27%	24%
C2DE	53%	20%	13%

Through this data it's clear that to select target between in age, income demographics doesn't make difference. So the campaign target group will be the general/ occasional bettors.

Insights

According to the mental health foundation (2015) the motivation of the bettors behind the betting is the excitement, high adrenaline release, trying to beat bookies, to solve the financial problems and escaping from stress and worries

This is the general background of the behavioural psychology of the betting. However there is some other factors behind the release of the Coral Connect card. In the UK 78% people have concern about paying by information and 21% say they would never share their credit/debit card online (OFCOM 2015). Bettors have concerns as well about the credit card/debit card account security and they hesitate to share their personal information with the gambling sites. Also there is a belief (72%) that the bettors playing with credit cards cause to lose more money than they can afford (Mintel 2014).



Another motivation of the Connect Card is the cash nature of it. If gamblers play with credit card or debit card they should wait to get their winnings between two and five days. Some bettors don't play online because they like to cash environment of the stores.

Connect Card is a potential solution for those gamblers who have concerns about the account security and care about cash money back.

Gambling Attitudes and Methods.

- 73% of bettors think the sports is more exciting when they bet on it.
- 68% of them believe that is important to make some research before they bet on a game.
- 62% bet in a shop
- 55% using a desktop or laptop
- 24% using a smartphone and 20% using a tablet.
- 46% bet on horseracing and 44% bet on football currently.

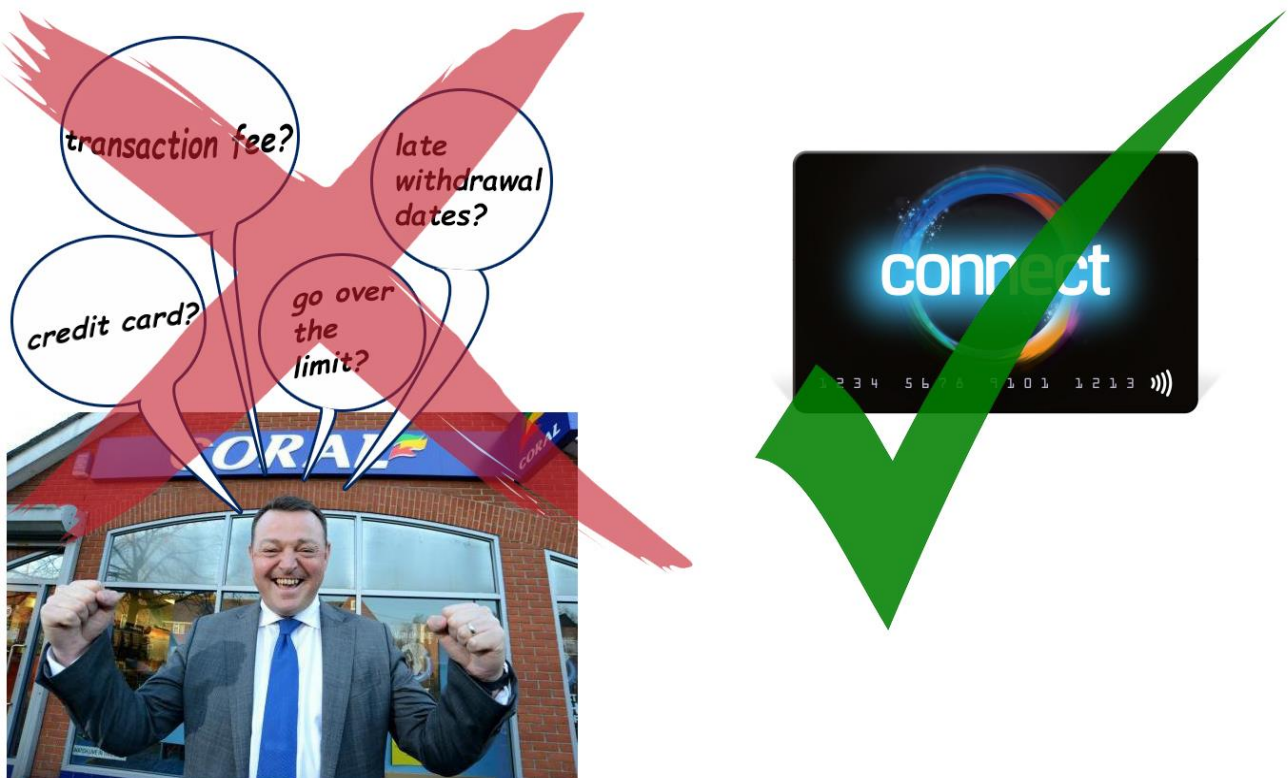
Customer Profile

According to all these findings a bettor is created called Dave.

- Dave is a Regular/ Occasional Bettor who likes the bet on sports at least or less than once a month.
- He likes the excitement feeling when he bets, feel more self confident when he earn the money and beat the bookie
- .
- Mostly follow football or horse racing.
- He bets on both in store and online (maybe not online)
- He likes to do some research before he place the bet
- He think online gambling cause to spend more than he can afford and he scared to bet higher stake then he can afford
- He doesn't trust and feel confident about the share is personal and bank account information with the gambling site.
- He doesn't like to wait for days to get his money.
- He likes to watch sports events on TV or Pub and like to bet on these games.

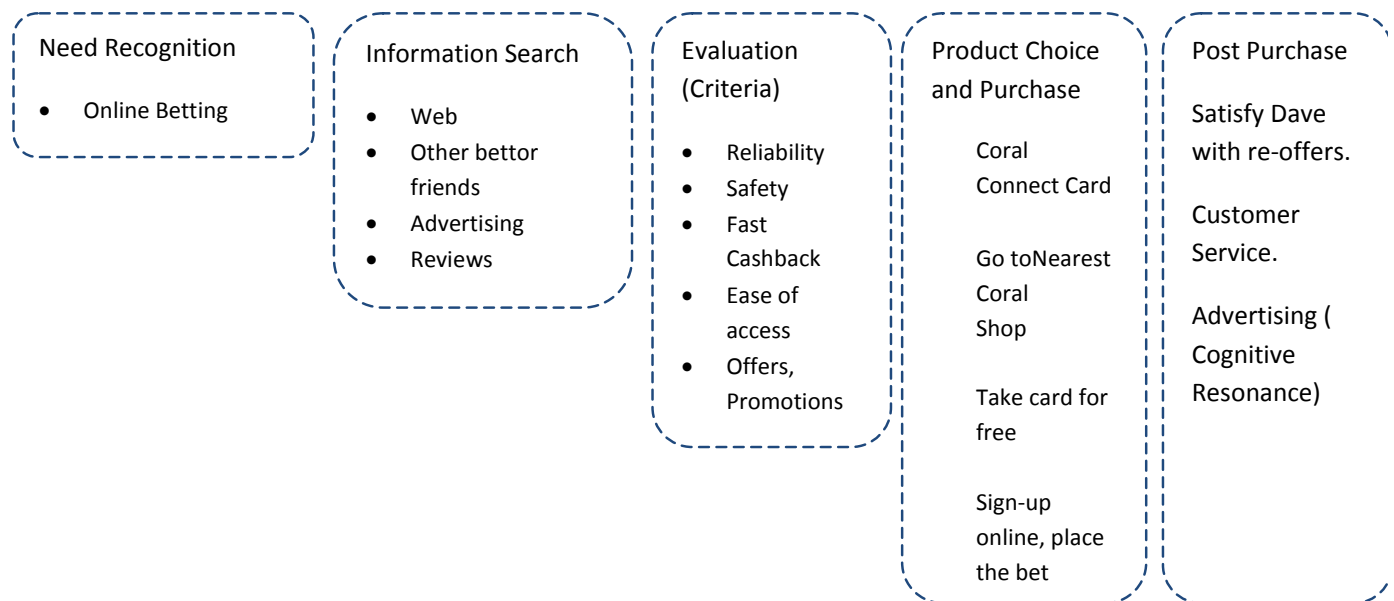


So What is the possible solution for Dave ?



So Dave would like to bet on online or maybe he already does but he still has some concerns about his account security or scare from more than he can afford because of the unlimited nature of credit card. However if the Connect Card IMC campaign could take his attention he could find a potential product to solve his concerns, and sign up to the Coral Connect Card. It will be explained better in next section with Mean end Chain and Decision Making process model.

Decision Making Process of Dave.

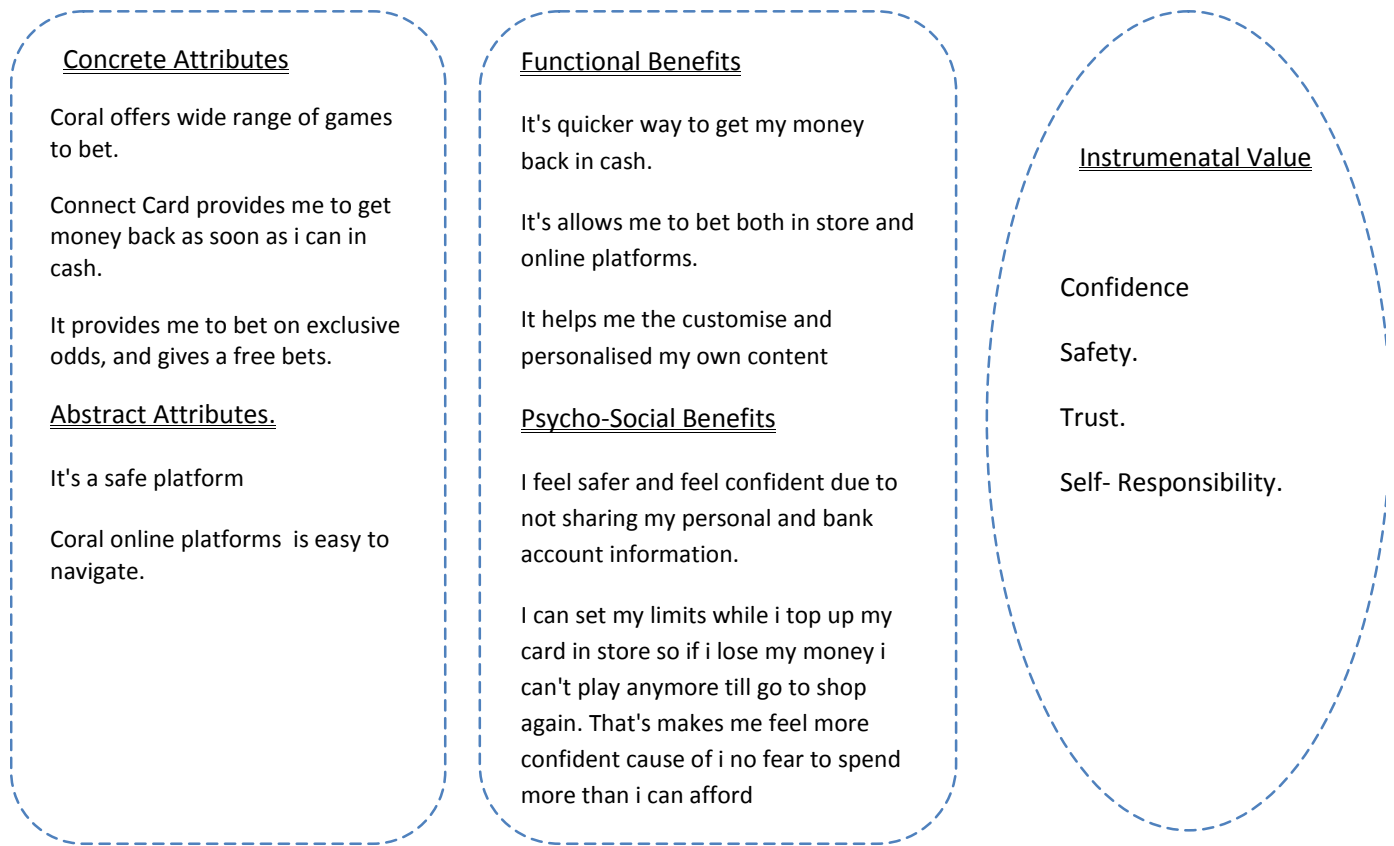


Decision making process model would help us to understand a bettor's decision making journey and where the Coral's can have an important role in these processes.

As seen on the table, the first motivation of Dave is placing the bet online. Then he starts to do some research about the online web sites, he asks his friends, exposed the advertising on tv, press, radio, online. Read the reviews of the other bettors, tipsters opinion leaders and he creates a criteria set. So as it mentioned before, he hesitates to not share his personal and bank account information with the online gambling sites so Connect Card matches with this need of him, then he explores the connect card fast cashback nature, exclusive offers of the card. So till in information search process it's important to expose Dave by Coral and its Connect Card attributes, cause he is looking for bookies which match with his needs. After that needs to be his evoked set in the evaluation criteria.

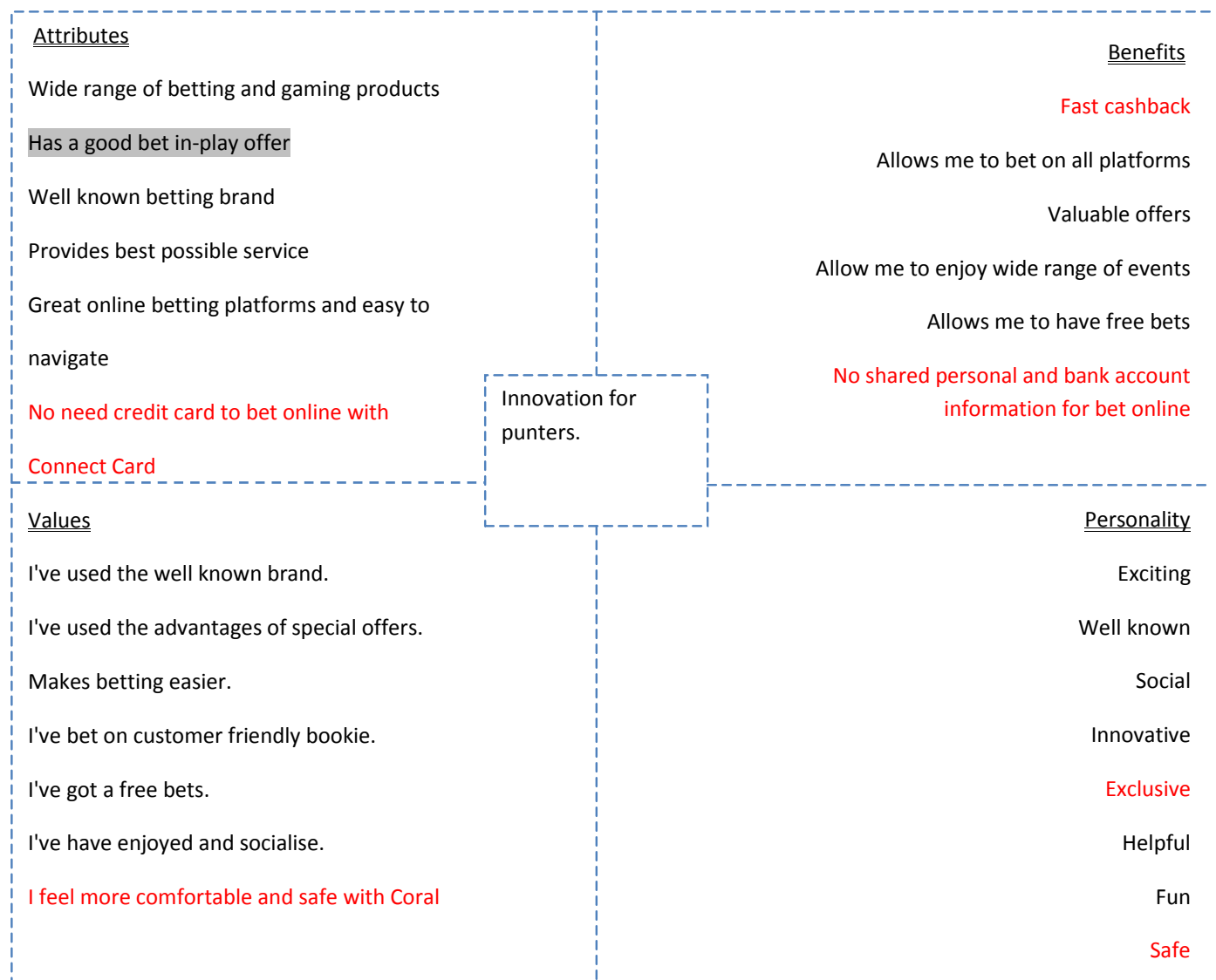
Then he decided to get Coral Connect Card rather than sign-up any online web-sites. He goes to the nearest Coral Shop ask to staff about Connect Card, receive his free Connect Card&Pin and sign up online and start the bet in-store or at online. In the end Coral should satisfy him with some exclusive offers, odds and customer service while keep the advertising to reduce cognitive resonance.

Means-end Chain



According the illustrated Means-End Value Chain the Coral Connect Card aims to position with make feel to customers confident, safe as well as enjoy the the wide range of bets with exclusive odds and offers such as free bets. Also Coral aims to make feel the customers know their limit and play the games towards that limits without fear of the losing more than they could spend. Overall the Connect Card intended position will be more about the Punters responsible card which provides a benefits like exclusive offer and fast cash back.

Branding Issues - Brand Wheel



Coral is currently positioned itself as a innovative bookie which offers a wide range of betting types on wide range of sports and games for excites the punters. The Coral slogan is the " Raising the game" and Coral communicates with it's target market through advertising in a fun way with using sense of humour and points out the it's wide range offers and free bet offers.

However with Connect Card Coral made an another innovation and adds to new attributes,benefits,values and personality to the brand as it highlighted in red on the table. This new innovation is fits with the Coral brand essence and it's strengthening it. Currently Coral mostly points out the cashback benefits of product with offering special rewards in it's communications. However this messages and current position of the brand needs to be improved with mentioning the other attributes, personalities like no need credit card to bet online and the solution of concerns about sharing credit card information with gambling sites and use the personality of being exclusive with Connect Card.

According to the study through Connect card attributes, benefits and target audience research the positioning statement has been created for Coral. Following that Creative Brief has been done for understanding and highlighting the key messages of the campaign.

Creative Brief

Positioning Statement.

Connect card is for bettors who need to bet online and in store;

- without a concern about credit/debit card
- without waiting to deposit their winnings into their bank accounts

Unlike competitors, Coral Connect card provides

- integrated betting both in online and in store without asking any personal, bank account information
- Fast cash back
- Exclusive offers.

USP

Safe bet, fast cashback

Objective.

Raise awareness, increase customers and brand recognition.

Target

Regular/ Occasional bettors who want to bet both in-store and online who hesitate to play with credit/debit card or want to get their online winnings immediately in cash.

Tone of Voice.

Rational, Informative, Humorous.

What do we want the campaign to achieve ?

- to persuade that the Coral Connect Card is the cleverest and safest product to bet online.

-to promote the Coral Connect card benefits and attributes.

-to comprehend the bettors that the Connect Card has exclusive offers that competitors have not.

How do we want the target to feel/think about the brand after the campaign ?

- Having a Connect card is the safest option to bet online without credit/debit card.
- Connect Card offers better odds just for me and makes me feel exclusive
- I don't need to present many documents for signing up an online bet platform
- I don't need to wait several days to get my earnings.

Message Points.

Main Message: Coral helps you bet online and in-store without credit/debit card as well as it helps you to get your winnings quickly in cash from any store.

Subsidiary Message: Having a Connect Card means to benefit from special offers which are just for Connect card holders.

All key attributes and benefits will be used in the message of the campaign. However main message will be focus on key benefits of the product. On the other hand subsidiary message of the campaign is more about the highlighting to the offers of the Connect Card. This message needs to be mentioned in appropriate channels for attracting new customers through the sales promotions. However main message will distribute the main benefits of the Connect card such as mentioned in the USP that the safe and fast cash back nature of the product.

According to the message development the other important factor is the tone of the message. This campaign is more about the marketing the rational attributes and benefits of the Connect Card, its more about the problem solution, but also the gambling is all about fun and excitement. Coral has been used the emotional appeals in its previous campaigns; mostly humour. This campaign employ the both rational and emotional elements in the messages. The different appeals will be used in harmony in appropriate channels to deliver the message according the goals and formats of each communication channel.

Internal Marketing and Important Stakeholders.

The message will be started to deliver from internal part of the organisation. In that point each internal stakeholders and their roles need to be understood well. Shared vision of the campaign and the product will be delivered to the appropriate internal stakeholders. These internal marketing and understanding of the campaign importance and goals for the organisation will help the motivate our employees also it will help to achieve new customers and satisfaction among the both new and existing customers. The internal marketing will aim to increase awareness of new marketing strategy to promote Connect card among the employees and reward them through their effort.



Firstly, the all department managers of the company needs to understand key points of the campaign message, goal and their roles. After that they need to supply these understandings to each of their micro employees.

Coral campaign is all about the Connect Card and it's benefits. Marketing Manager will organised the marketing department over the campaign process and will be responsible for each employees of department gives their effort on campaign. However during the year another marketing campaigns would be run in the Coral, so these another campaigns and the responsible employees of these campaigns needs to work within integration through the prevent incompatible messages.

Product Manager also needs to work for to be sure each internal stakeholder understand Connect Card vision and benefits, and also it needs to evaluate how customers use and see the Connect Card during the campaign.

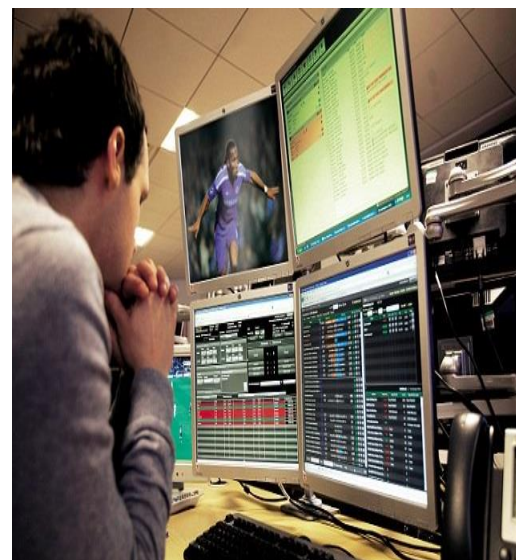
All these vision, knowledge about the marketing campaign and the goals of it could be delivered to the each employees by trained them. So HRM plays an important role to trained the staff and employees. They should organise a training programs for employees and instruct them about their roles in the campaign and determined rewards if they make remarkable help to promote the product. HRM manager need to work to be sure to each employees has trained well and understood their role and importance.

Overall each stakeholder groups effort need to be track and rewarded with bonuses, extra day offs if they provide affective effort to increase sign-ups.

Here are the some important employees have a significant role during the marketing campaign.

Traders

In Coral traders are playing a big role in the organisation. They determine the odds of the games. They are experienced on each games, and monitor the statics each games, follow the sports and determine the best possible odds with predicting the possible outcomes of the games. Connect Card will provide a special odds for its customers so traders need to be trained and set the exclusive odds for Connect Card holder during the marketing campaign, and importance of this offers for the Connect Card holders and importance in product marketing process. So they need to work with in harmony with the marketing team. Towards a plan for special offers and marketing of them the traders need to let know about this offers previously.



Store Manager and Staff

Store Managers will be responsible for motivating their staffs and delivering the possible Connect Card future offers and benefits. The key roles of the staffs in store is promoting the Connect Card in store and educating the bettors about its benefits, usage also comprehending them to sign-up a Connect Card and showing how they can bet with Connect Card. Each store staff will be rewarded with bonuses according to how many bettors they have signed up.

Also store manager and staff need to show the hospitality to their customers with free beverage offers.



Broadcasters

Currently Coral has own TV and radio. At this point it's important to train broadcasters and reporters about the Connect Card and be sure they give an adequate place for determined Connect Card offers, odds in their coverage on screen while they broadcast the games on radio or TV..

Customer Service

All customer service will be responsible to help Coral customers or potential Coral customers. In this campaign they need to provide the best information and help about Connect Card to both existing and potential customers to keep and improve customer satisfaction. Their role also will be to track and report to enquiries or suggestions which they had from customers. They need to be aware about Connect Card offers, benefits and able to handle quickly any issues reported by customers.



Push and Pull Strategies

The campaign objective get the new sign ups for Connect card and try to make new subscribers to bet on a game. So first we need to get customers to Coral website or store and make them sign up to the Coral, so this is more about the push them to the channels where can they sign up to the Coral. Push marketing strategies will aim to create interest and demand through the product. So the advertising tools will be used to create a path to drive customers to the Coral website/store. Sales promotions will be used to attract and strength this process to the attract new customers.

Also Coral the push marketing strategies will be used the get signed up the in store customers to the Connect card. The staff and the the stunts, boards in store will used for the push the customers to get sign up Connect card in store. Another push strategy is the refferal marketing. It will help to push new customers to sign up to the Coral through word of mouth.

Through get new customers pull marketing would be crucial to get customers attention. As it shown before in the decision making process, catch the attention of customers customers who look for a betting platform is important. These customers are already ready to sign up for a platform and look for appropriate brand. So SEO marketing, blogs would play important role to reach this audience and pull them to the Coral.

After acquire sign ups, pull marketing will keep the play important role the get new customers first purchase and keep them stake with Connect card. If new sign ups doesn't stake any bet permanently, there is nothing worth about it. So now it's time to make customers to bet on game,through that objective pull marketing will be used the persuade the customers to stake bet on game. Opt-in mails and sms messages will helped to aware customers about their customised and interested games and will inform them about news, odds, promotions as they requested and call them to action for stake bet.



However push marketing will keep the used in store and online platforms of the Coral. The point of purchase of the Connect card is mostly online platforms such as apps, web sites of Coral. So while customers are active in on of those platforms, special offers will be presented on the device screen to call them action and bet on game, also the boards in store also will be used for that purpose.

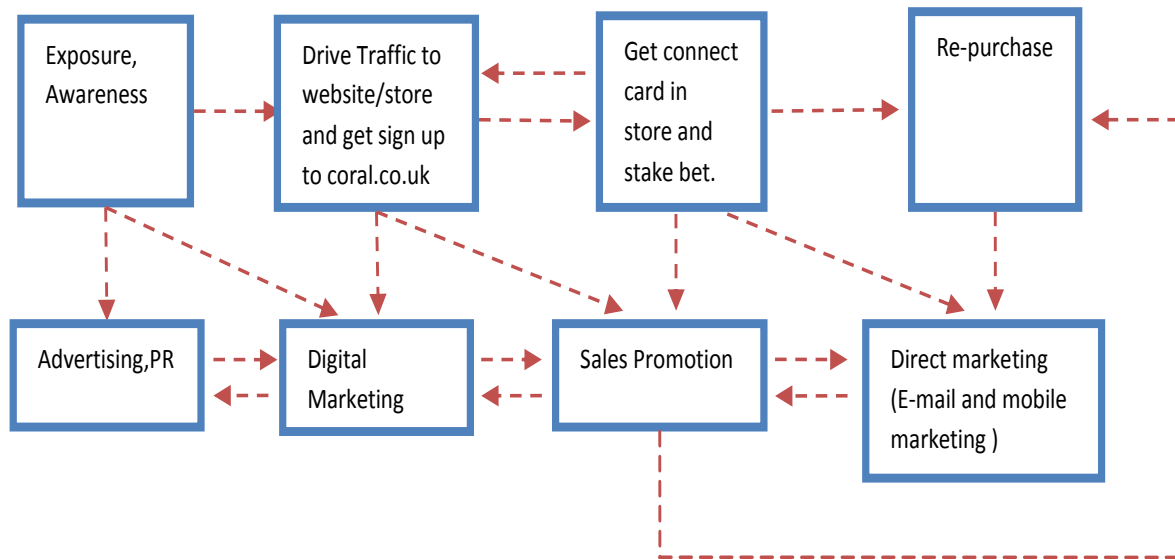
Overall campaign aim to create demand for Connect card and reach new sign ups quickly with using sales promotion and offers, after that pull marketing will help to stake new customers on a games permanently and will create a bond with customers with using social media platforms, website with create a content about product, sports news, live bets and odds.

Integration Strategy and Communications

Main mission of the Gala Coral corporation is the the delivering and improving the multi channel capability, continue to develop innovative and exclusive products with using best technology. Connect card created through this missions and carry of these missions and objectives of corporation as a product . So this campaign will keep the support corporation mission and integrate it vertically to the campaign while promote the Connect card.

All marketing communications objectives will support the corporate mission, objectives and values while delivering messages to the target audience. According to deliver this shared mission and objectives the all communications needs to work within synergy through each other. Both offline and online communication tools will be worked for acquire new customers and and make them to bet on games more than once with using Connect card. Signing up a Connect card is the multichannel process. As it mentioned below for get a Connect card the customers need to go store and then sign up coral online/mobile platforms or they can sign up coral online/mobile platforms and then get their Connect card from store. This multichannel process to bet with Connect card also brings the need to integrate marketing communications horizontally. Each communications needs to focus on desired objective and support each other to reach these objectives.

The appropriate channels for reach this objectives and how they will work within synergy has been explained in next page.



Currently in the betting industry most popular method of advertising is the main communication channel to aware customers about odds, offers and products. Connect card in use in the market for a year. So first it needs to keep support with advertising, PR to get awareness. Offline advertising tools will be the TV, print, radio, outdoor advertising. All betting sports are broadcasting on TV and Radio. According to the research 79% of UK population has watched live sports in any channel (Mintel, 2014). Bettors not just watch the games, they read about it before they placing bet. They make research about it 68% (Mintel 2014). They follow the sports from TV, radio, magazines, newspapers, online platforms. Therefore main strategy to advertise on Sports contents, games on TV, radio, internet, press, billboards for reach target audience.

Also PR will be served to get attention as well. Currently Coral use the PR mostly for it's marketing goals and creating goodwill. However this campaign is all about marketing a product. So the PR will use for marketing the product. Current active PR tools of Coral are Sponsorships. Coral has sponsorships agreement with Scottish and Welsh Grand National, Coral Eclipse horse races, UK snooker championship, Wigan Warriors rugby team and will be sponsor of Norwich City football team this year, also it owns two greyhound stadium in the Romford and Brighton&Hove. This current PR tools will keep to use for expose, getting attention about the product.

As it mentioned before in the report, betting industry switch from offline to online betting (Mintel 2014). According to the Ofcom 86% of UK population have access the internet anywhere, with 4G innovations its customers banking more online , watching more TV, video clips more online (OFCOM 2015). Marketer can communicate with customers quicker and reach them easier with this improvements, also more efficient cause of the customized and personalised nature of online platforms, it makes more easier to reach specific and narrower target.

However betting and sport industry has affected by this improvements as well, last year customers bet more on digital (%68) rather than in store (%53) (Mintel 2015) . People choose to bet on digital especially from their laptops , smart phones and tablets. Customers are already familiar with online betting, so campaign needs to achieve them and drive them to the Coral web site, and persuade them to sign up to web site and bring them in store to get their Connect card with using sales promotions.

The digital marketing tools like SEO, affiliate marketing, social media advertising and display ads will be used to serve these goals.

While digital marketing will try to reach new customers to sign up to Coral website. High street retailers will be used the persuade existing customers to sign up to Connect card. As it mentioned before (internal marketing) each staff will be trained about the Connect card and after they will promote the product to current customers and try to signed up them to the Connect card. In store stunts, boards, will be used for support the campaign.

And final strategy for acquire the new customers will be word of mouth/refferal marketing. This communication will be use the existing Connect card customers to attract new sign ups.

All this marketing tools will work in for same goal; to acquire the new sign ups.

Now its time to attract new customers, so the campaign will used the sales promotions such as offering exclusive odds. This sales promotions will keep the delivered to the acquired customers by using the by email and mobile marketing to attract them to purchase for games.

After that its time to track the customers movements. If the they didn't stake after get the Connect card, appropriate offers will be sent them again in appropriate times. E- mail and mobile marketing will be continued to get second stake from customers who has made first purchase.Especially mobile marketing gives opportunity to communicate with target audience faster and gives a huge opportunity to affect them.

Traditional Media Objectives.

Use broadcast and print media to reach the %60 target customers with a 10+ frequency.

Achieve %80 of target customers during the March, April, May and June.

Use broadcast media to inform about live odds offers of Connect card during special events.

Media tactics.

Through the advertising campaign the media channels will be TV, Newspapers/Magazines, Outdoor, Radio and Online.

The campaign continuity will have pulsing schedule. Through to reach more audiences in media, most popular events, games will be aimed to advertise on and on these days/months advertising will be more heavy than other days of the campaign



In horse racing most popular 3 events are Royal Ascot, Cheltenham and Epsom festivals. During this 3 race course advertising will be more heavy. On football the campaign will aimed the advertise during the most popular competition and teams. In UK Arsenal, Chelsea, Liverpool, Man United games are most viewed last year (Sky, 2015) and derbies such as Manchester City vs Manchester United, Arsenal vs Tottenham. Also the Champions League, Europa League and mainly Euro 2016 games will be aimed to advertise.

All this competitions and sport contents could be the main strategy for choosing the when and which time to advertise on TV . Especially March, April, May and June is the most important months of the campaign, most of important sports events will be played on these months. This contents allow to campaign reach specific potential customers who already interested in sports and betting. All this properties will serve to run cost effective campaign.

Media Tools**TV**

Strategy: Create an TV ad about 30 minutes for TV channels broadcast sport/racing content.

Advertising campaign will start to run on October and will continue in a specific time period in a year. This time periods will be determined by most viewed and popular football matches and horse races during the year. The UK most popular two sports are football and horse racing. So the ad will target the reach audiences during the important events of these two sports and aim to advertise on channels broadcast or publish about this two sports.

According the research %55 have watched football by any method include TV, internet, event, and %19 have watched horse racing (Mintel,2014). Especially football contents will be the main part of the advertising on media

Through to reach more audiences in media, most popular events, games will be aimed to advertise on. In horse racing most popular 3 events were Royal Ascot, Cheltenham and Epsom festivals. During this 3 race course advertising will be more heavy. On football the campaign will aimed the advertise during the most popular competition and teams. In UK Arsenal, Chelsea, Liverpool, Man United games are most viewed last year (Sky 2015) and derbies such as Manchester City vs Manchester United, Arsenal vs Tottenham. Also the Champions League, Europa League and mainly Euro 2016 games will be aimed to advertise.

All these games competitions will be crucial for advertising to reach many potential customers to aware them about Connect card or aware them about current offers, odds.



Appropriate channels and audience of some important competitions.



Audience: 1-2m



Avg audience : 1 - 1.5m viewer for each 5 match on Sunday.



Avg audience: 700-800k viewer for each game (quarter final, semi final, final)



Expected avg audience: 8-15 million for each game.



Avg Audience: 500-800k
for each 3- 5 match
monthly



Avg Audience: 700-800k
viewer for each game
(quarter final, semi final,
final)



Avg Audience:
10-15 million
for each game

As it shown above these four channels will be the main channels to advertise. All these channels are provided significant sports events the campaign aim to advertise.

Channel 4 is the main channel that broadcast major Horse racing events which attract many race lovers. So it will be main communication channel to expose horse racing punters about Connect card and its offers, odds during the events.

According the last year monthly viewership statics (Barb 2015) Sky Sports has reached averagely 1.5 million viewers for each 3-5 Premier League games every month. BT Sport has less important competitions coverage than Sky Sports, therefore it has reach 500-800k average viewer for each 3-5 Premier League/FA Cup games monthly.

Horse racing viewership is not clear as the football, however according the some newspaper articles important races TV audience are averagely between 1-2 million (BBC, Guardian 2015)

2014 World Cup Final has viewed by nearly 20 million people in UK, also England matches would be great opportunity to reach wider audiences if the team will qualify the tournament, in 2014 the game between England and Italy has watched by 15 milion people in UK. The other games in the tournament have reached averagely between 8-9.5 million viewers (Source: BARB).

Estimated Budget: £2 million






Print.

Strategy: Create an full/quarter page ad for publish on the newspapers and magazines / racing and football section

Sport is one of the main contents of the newspapers. Currently most of newspapers offers its customers a wide range of sports coverage from football to rugby. Advertising on newspaper will catch the potential customers who are already interested in football and may be potential customer for us. Also some magazines will be used which are just cover the football news such as FourFourTwo.

Through the horse racing newspapers will be used which offers the horse racing content to its customers, such as news, articles and tips. However there are few magazines currently publish about horse racing. But there are daily newspapers just focus on racing and all coverage is about the racing and betting, such as Racing Post. It give the chance to communicate with potential customers directly and its easy to catch them because of they already involved in racing and betting and demand information about the races. So these newspapers will be the main part of the press media for advertising.

Appropriate Newspapers/ Magazines (Source: Mediate1)

Newspapers/Magazines	Circulation	Readership	Ad Size
	2 million	5 million	<div style="border: 1px solid black; padding: 5px;"> <p>Full Page 6.5" x 9.5" (7" x 10" bleed size)</p> <p>Keep live matter 0.25" away from all trim</p> </div>
	1 million	3 million	
	950k	2 million	
	73k	547k	<div style="border: 1px solid black; padding: 5px;"> <p>1/4 Page 3" x 4.5"</p> </div>
	58k	145k	

According the readership and circulation rates have been gathered from Mediatel, the media has been selected about the content its published at the same time the potential reach of media has been considered.

The Sun, Daily Mirror and Daily Mail are the top three newspapers of UK about the reach more readers than others (MediaTel). However these media channels not just selected for this reason, they are also the newspapers which offer valuable horse racing and sports content to its customers.

Racing Post is the most popular and credible racing newspaper in UK. It will be specific and main strategic media channel to reach directly to the bettors. Because it has a same customer profile which this campaign aim to achieve. However the readership data of Racing Post calculated with multiplying circulation rates by 2.5. This numbers could be more than estimated though, major bookies have been supplied to Racing Post in their stores and also they have a Racing Post betting shop display edition as well to inform their customers about races and statics. This supply chain of the Racing Post gives a chance to reach more possible readership rates than calculated one.

Four Four Two is just one monthly magazines could be used in the campaign. It is the most popular football content magazine in UK. This media channel would be effective to reach sport followers, potential bettors during the important football competition days, events such as Euro 2018, Champions League, Premier League.

According the important days of competitions during the year advertising strategy could be the placed full page on these events, giving a full page advertising on Racing Post during the Cheltenham Festival could give a chance the reach more awareness among the target customers, however rest of the times of the games, races advertising could be balanced between half pages and quarter pages.



Estimated Budget: £4 million

Outdoor.

Strategy: Create an creative, eye catching ad for use in and out of race tracks, stadiums.

Last year 7 million people have attended the horse racings while 43 million attend the football games (deloitte.com 2015). It shows these two sports are also the most popular two sports by attendances in UK. Its clear opportunity to influence the potential customers who already chose to attend a sports event and bet. This audience are clearly what this campaign wants to achieve. Therefore outdoor advertising will help to support our Tv and press advertising during the important competitions of the year.

Appropriate Locations.

Billboards placed in 3 miles radius of the stadiums and race courses.

Billboards in stadiums and race courses.



The aim of the billboard advertising strategy is to rent the best possible location from the renter companies. The locations of the billboards will be determined according to the traffic of the appropriate roads that go through the stadiums/race courses. The billboards need to be placed in the most eye-catching places to reach wider audiences, especially during the important games.

Estimated Budget: £200k

Radio.

Strategy: Create an 20 min radio ad.

Radio is becoming less popular medium on these days. However 40% of UK population still listen radio on DAB/digital/DTV. It shows radio still has a power and will help the support deliver messages to the target audience.

Apporopriate Channel:



Audience: 3.4 million.

TalkSport is the number one sport orientated radio channel of UK. According the RAJAR figures it has tuned by 3.4 million sports fan in each week. Its website achieves 5.2 million UK sports fan.

TalkSport provides a special coverage to about Champions League, Premier League, European Football, Cheltenham Festival and this year it will start to broadcast the Royal Ascot and Epsom Derby races. This wide coverage surely will help the campaign to get awareness among target customers.

Estimated Budget: £50k

Objectives.

Generate %25 product awareness through among target customers with creating online events, promotion days and current sponsorships.

Generate minimum 25 online/offline press releases about the this online events.

Tactics.

PR will be used for catching target audience attention to the exclusive feature of the Connect card. Through this way PR will inform the customers about created online events and competitions. While existing wide range of the sponsorships will be used the catch Connect card awareness through the campaign. Coral has sponsorship agreement with teams and events like Welsh and Scottish Grand National horse racing, UK Snooker Championship, Wigan Warriors Rugby team, Norwich City football and the company also created its own events called Coral Eclipse and greyhound stadiums in the Romford and Brighton&Hove.

These wide range of sponsorship agreements are the potential platforms to use to catch product awareness to the target audience, as well as using the new online events and promotional days.

Strategy

Create an online competition about Football and reward the winner with £1k Connect card.

Generate online/offline press releases about this competition and its offers and try to publish it online and offline on racing and sports related sections in newspapers/blogs.

Create an online promotional days which called "Connect Days" and offer special, higher odds than normal days for just Connect card holders.

Generate online/offline press releases about Connect Days and publish it online and offline on racing and sports related sections in newspapers/blogs.

Use current sponsorships, events and stadiums to promote Connect card.

The created events and competitions will be main part of the PR. This competitions will serve the exposed and inform people about Connect card exclusive attributes. This days and events aim to create a desire to get Connect card with using sales promotions among the target audience. The image trying to be created is having a Connect card allow customers to bet with higher odds on determined promotional Connect Days. However also a competition about football will be created and the winner will be rewarded with £1k Connect card. This competition could be a game or football related culture questions, where the people can join the competition and try to reach higher points during the competitions. The competitors will achieve this game via coral website, social media pages and apps of Coral. All this competition and sales promotion days will serve to be located in newspapers, blogs via generated press releases.



=



+

£1k



Awareness
Desire

All this two events will help to catch product awareness and create desire with using sales promotion techniques.

Current sponsorships, events and stadiums are already helping to improve the brand equity of Coral and get awareness. However this current PR tools could helped the promote Connect card during the events. 20% of the signs and billboards in the stadiums will be use the promote Connect card and will be used the current campaigns message. This competitions will be broadcasted on TV and Online so for every screening will show the games also will show the in field signs, billboards so Connect card will be promoted without paying any money. Also during the events there will be the Connect card stunts and staff will be informed and promote the Connect card to the customers with try to convince them to sign up Connect card.

Coral

IMC Delivery: Digital Marketing

Digital Marketing Objectives.

Reach %60 of target customers.

Achieve %80 of target customers during the April, May and June.

Increase the visibilty of brand online.

Inform customers about live odds offers of Connect card during special events and call to action.

Drive minimum 8 million web site visitors from external sources to coral.co.uk per month.

Drive minimum 20 million web site visitors from external sources to coral.co.uk during the April, May and June per each month.

Get new 700k new sign ups to the coral.co.uk. (0.5 conversion rate)

Capture between 170k to 300k opt in email/mobile number list. (25% - 45% conversion rate)



- The objectives about web site visitors number has estimated with referencing current visitor numbers gathered from similarweb.com. According the data %95 of the visitor numbers are from UK, all estimation calculated according this percentage.

-Another important thing to mention is that the only information has found on site were about last 6 months and this numbers just point out the desktop web site traffic.The other tools tablet and mobile website traffic has calculated by referencing the rates of betting via these devices (%22 mobile, % 22 tablet) and added up to the desktop visitors, Equally average visitors from tablet and mobile is estimated 4m visitors and for the important competition days it has estimated to 7m visitors averagely.

-Objectives has shown about the targeted visitors numbers has determined through these calculations.

-Following estimation has been made through this calculation.



Tactics.

Digital marketing tools will be used for both catch attention and drive traffic to the Coral web site for sign up. Currently web site rank is 16 in category rank, % 95 of web site traffic has provided by UK . The desktop website traffic has risen from 5m to 10m between February and April 2015. After that it fell down slightly to 4 million visitors in August (not included estimated table and mobile visitor number). This increased on Spring could be because of that time zone include the important competitions, and the reason of downfall during summer could be the end of football league seasons and important horse racing festivals. This year there will be Euro 2016 cup in France, so the campaign expected to reach more visitors during the summer.

However these statics are came from all traffic sources including display, referral, social media ads, e-mail, search and direct traffic, however direct traffic and e-mail will not be media tools for multimedia marketing, these tools are determined as a already existed and satisfied customers who visit website occasionally/ regularly. All objectives are shown before has been also determined by concerning this facts and decided with considering the just the sources come from external web sites.

The web site traffic is mostly will provided by referral web sites, display advertising and organic searches. Especially campaign mostly will use referral web sites with affiliate marketing and display advertising, these two channels has the biggest proportion on the web site traffic. The other tools social media advertising and SEO marketing will help and support the other tools.

Next year Euro 2016 will be held in summer, so campaign expected to achieve higher visitor numbers and conversion rates during the summer.

Website traffic data source: www.similarweb.com

Strategy

All digital marketing tools and objectives will help the acquire opt in email lists in the end. As it shown in the table below that the expected conversion rates to sign up coral.co.uk is 1% . Through this rate campaign expected to reach 700k new sign ups over the year. The aimed number has been calculated through including bounce rate of the website. Current bounce rate of the Coral is 54.39%, so the aimed valuable visitor numbers could be affected from this bounce rate.

Also aimed new sign ups doesn't mean all users will be the active users. Campaign will evaluate the potential active users with acquiring 170.000-300.000 opt in mail list from those new sign ups and persuade them to sign up Connect card (if they didn't already) and keep the deposit and bet online.

Objected Visitor for year	Bounce Rate	Valuable visitor	Expected min. Conversion Rate	Objected coral.co.uk sign up numbers.	(Expected Opt-in rate) Worse case -25% Best case- 45%		Opt-in list. (Total Year)	
							Worse case	Best case
8 million (per/month)	54.39%	4.3 million*9	1%	43k*9	10k*9	19.5k*9	90k	175k
20 million (per/ Apr,May, June)	54.39%	10.9 million*3	1%	100k*3	25k*3	45k*3	75k	135k
<u>Total</u>							165k	300k

Media Tools.

Affiliate Marketing.

Objectives.

Capture the 3 million visitors/month via refferal websites

Capture the 8 million visitors via refferal websites during the April, May and June.

Strategy

Expand a quality partnership program with the websites, blogs offer content about odds comparison, tips, predictions, betting, sports news.

Expand the existing refferals coverage about Coral on their websites and promote the Connect card offers, odds.

Provide and create creative and promotional materials for partners to use it to promote in their websites.

Keep updated to partners regularly about odds, offers, promotions of Coral and Connect card, especially during the important competitions.

Currently the referral websites are the most important channels of driving traffic to the coral.co.uk. For that reason and the increasing the website traffic for next year. The expanding the affiliate marketing partnership program has a key role for the success.

Affiliate marketing is the one of the most common ways of the betting companies use for reach more customers. In the industry there are many supporter websites, such as odds sites, tipster blogs, football and horse racing statics web sites. Bettors check this web sites before place a bet, they check the odds, statics of the horses, performance of the teams, get suggestions from tipsters. Affiliate with this web sites through the commission based relationship would be another cheap but effective way to reach directly to the customers who interest with bet, the customers who are already interested in bet and search for which web sites offer best odds. The partnership through the promote Connect card offers and odds would be effective to expose and inform to target customers and land them to the coral.co.uk.

38.5% of coral.co.uk visitors exposed the website offers and ads from the referral websites. It is clear that referral websites and partnership with them will be crucial to reach the campaign digital marketing objectives.

Currently referrals are mostly promote the odd rates and offers of the betting companies, however campaign will aimed to promote Connect card special offers and odds during the important sports events and Connect card online event days to catch potential customers attention about generous offers and odds of Connect card. While campaign aim to expand the partnership program with new partners also it will try to expand Coral's coverage on the existing referral websites.

Some Appropriate Referrals and their UK traffics



3 million avg. visitors per month



2-3 million avg. visitors per month



1.5 million avg. visitors per month



4k avg. visitors per month

=

7.7 million visitors per month.

Adding to other websites and blogs about betting, horse racing and football. Expected visitor traffic from affiliates are, 3 million to 8 million per month.

Online Display Advertising and Social Media advertising.Objectives

Capture the 3.2 million visitors/month via display ads.

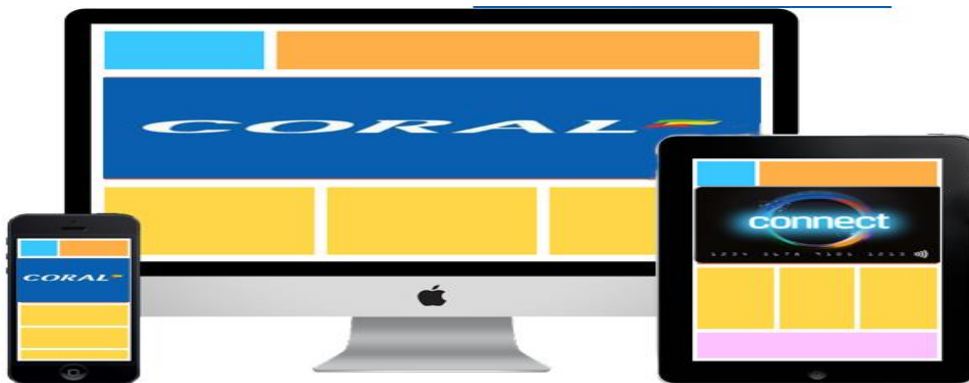
Capture the 7.5 million visitors via display ads during the April, May and June.

Strategy

Determine related interests and keywords to show display ads on related sites.

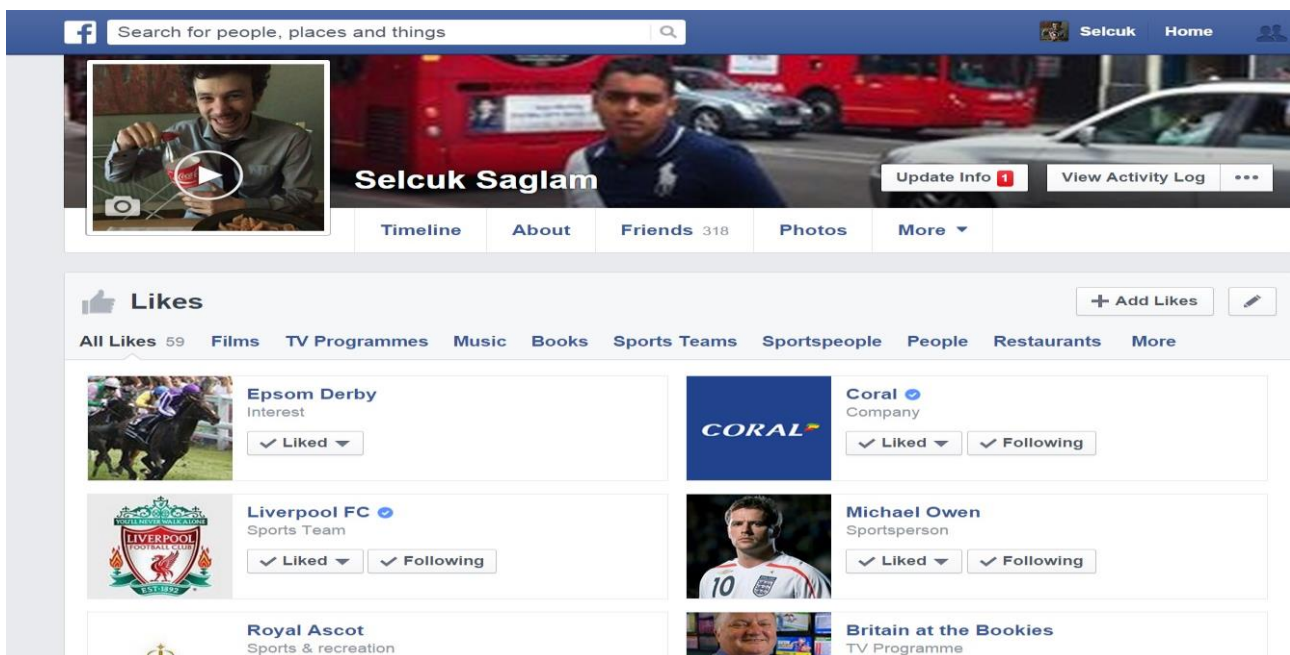
Develop display ads to show on related web sites on mobile, desktop, tablet.

Use Youtube video advertising (same advertising will be played on TV), Facebook and Promoted tweets to promote campaign to social media users who interested in sports and betting.



Through the Display advertisements Google Ads will help to advertise automatically on sports, betting r. Also it is allow to customise the keywords, and it will help us to reach target audience during the specific sport events who search about it. Display ads are the second big weapon of the Coral and 34.5% of visitors come from Display ads to the Coral websites, while social media has 2% share. However both channels are cheap and will be important for the campaign the catch target audience who already interested in betting and sports and looking for information about those.

Facebook, Twitter and Youtube provides opportunity to chose the target audiences who interested in specific topics like Google Ads do. However these social media sites advertising contact with the profiles directly rather than the advertise on web sites, these channels find the specific profiles not websites. For example if one people share posts, mention about football or follow a sports or like a betting/sports related page our advertisement will be displayed on their page.



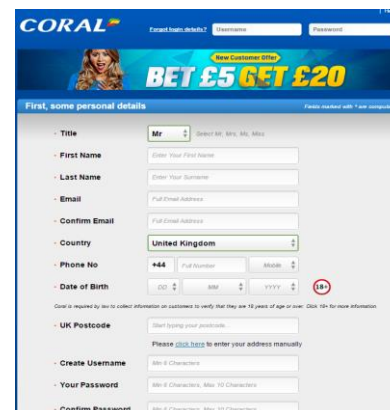
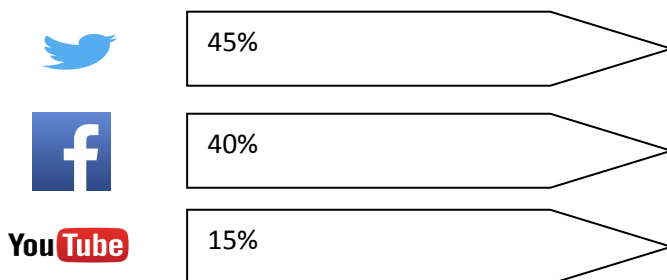
The bettors and sports lovers are getting highly active on the social media, especially the football followers. Last year %36 of football followers have read and posted about Football and 43% have watched video clips online (Mintel 2014). This statics shows the need to use social media advertising as a pull strategy to catch them attention while they already conditioned the share, read or watch content about the sports.

Another issue is the busy calendar of sports competitions on next year. Social media and display advertising nature allows to change the advertising message, layout, offers quickly and easily. So for each important important competition the appropriate keywords would be determined and will try catch interested target audience who mentioned , post or watched about each specific competition. For example during the Euro 2016 the keywords that will be determined would be different than the season of the Premier League or Cheltenham Festival, people posts, mentions about those competitions would be different than others.



Overall this quick and customised nature of digital advertising through this channel will help campaign the reach narrow and quality customers.

Expected web traffic rates from each social media platform.



SEO Marketing

Objectives.

Rank in the top 3 on first page during the important competitions.

Capture the 600k visitors/month via organic search.

Capture the 1.5 million visitors organic search during the April, May and June.

Strategy.

Determine specific keywords to describe product and service during the year.

Determine specific key words to link with important sports competition during the year.

Analyse the valuable keywords and competition.

Develop an appropriate context meta title and description page on SEO.

coral



coral betting



online betting

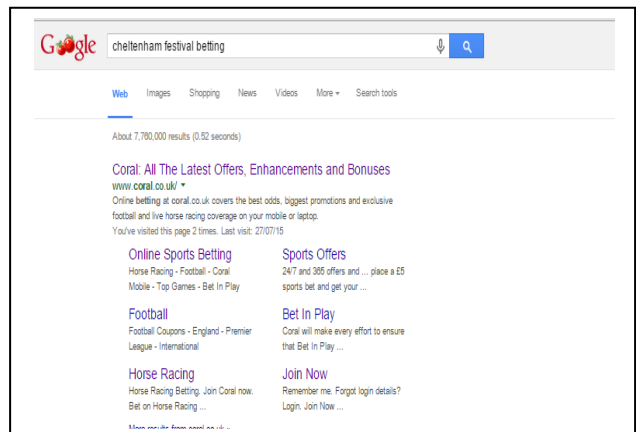
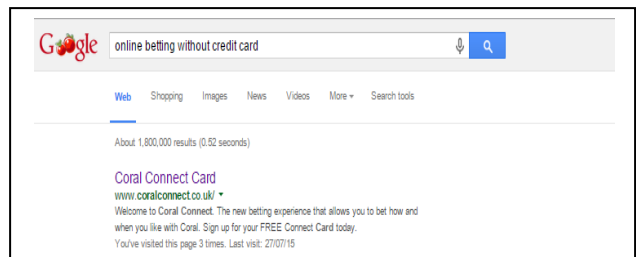
betting without credit card



cheltenham festival



horse racing



Google search is one of the important tools for digital marketing. 7.5% visitors come via Google search to the Coral web site. Through the SEO marketing strategy the most valuable keywords will be determined and will be tracked during the year. The key word strategy of the campaign will aimed the create specific key words rather than general ones. Especially during the important football matches, horse racing days the key word choice will play an important role the reach valuble customers. In SEO marketing there is too much competition on the general key words and they would be costly with not a CTR rate and high bounce rate. It means that general key words could cost higher without reaching valuable customers. The campaign aim to reach and persuade the customer to drive them to the Coral website and persuade them to sign up. So in that point understanding customers research process and reach them with a specific keywords could be better for achieve the campaign objective. Also through the reach more visitors them to drive traffic the context of the title, html, description page are important. These tools are the playing key role to persuade visitors and click to the link on SEO.

Additional Suggestion - Web Site Design and Landing Page.

Currently Coral website bounce rate is higher than normal. The bounce rate of website is 55% and it means 55% close the website after looking the landing page and close the page without continue to any section or action. Coral land its visitors from refferal websites, social media sites to the sign up page, but it doesn't call them to action with specific offers, especially for the Connect card. So landing page could be used as a advertising medium to persuade visitors to sign up coral.co.uk and get its Connect card from nearest locator with adding a wide screen banner and store locator to the sign up page. (This strategy is just apply for online display ads and social media ads, google directs to clicks to the main page of websites)

← → C Coral Interactive (Gibraltar) Limited (GII) https://www.coral.co.uk/register

CORAL

Don't worry you don't need credit card to bet on here.

1 SIGN UP NOW

2 GET YOUR CONNECT CARD WITH YOUR SIGN UP CODE FROM LOCAL CORAL SHOP

3 DEPOSIT £10 GET FREE £50

OR GET IT FROM STORE SIGN UP AFTER.

Confirm Password Min 6 Characters. Max 10 Characters

Secret Question Select A Question

SAFEST BET. QUICKEST CASHBACK.

Find Coral shops near:

Search

Objectives.

Persuade website visitors to sign up to the Coral web site with using sales promotion tools.

Acquire 250.000+new Connect card holders from both new and existing Coral customers over 12 months.

Persuade new Connect card holders for first bet over 12 months.

Persuade new Connect card holders to bet with using Connect card again over 12 months.

Tactics.

Sales Promotion tools will be used to acquire and retain new Connect card customers. Through this objective it will use the both existing and acquired Coral website and in store customers

Advertising, PR and digital marketing aimed to create awareness about Connect card and will help to drive traffic to the coral.co.uk. Sales promotion will work for persuade this visitors to sign up Coral web site and following that get their Connect card from their local store.

Second objective is the achieving the existing customers who doesn't have a Connect card and persuade them to have a C

According to the both objective the existing Connect card users will be used as a part of the campaign. They will use as a referral and will be persuaded to promote Connect card to their friends, family etc, and will be rewarded if they achieve the goal.

Strategy

Implement a first deposit bonuses.

Implement a referral bonuses to existing Connect card holders.

Implement a odds for Connect days.

Implement a in store promotions.

Implement a special odds for Connect card holders during the year.

A word cloud containing various betting terms and odds. The most prominent words include 'ARSENAL BEAT LIVERPOOL 7/2', 'LIVERPOOL 7/2', 'HALF TIME', 'FULL TIME', 'PRINCESS DIANA TO PLACE 9/2', 'BET £5', 'BET £20', 'CORRECT SCORE 3-1', 'GET £30', 'UNDER 2.5 6/1', 'OVER 2.5 4/1', 'OVER 3.5', and 'BET £10 GET £20 FREE BET'.

The deposit bonuses are the main sales promotion tools of the betting industry and will be the one of the main tools to acquire new Connect card holders during the year. This sales promotions are already will be delivered to the target customers by using traditional and digital advertising tools during the year. All this integration was driving them to the Coral website and store to sign up to the Connect card.

However, there is a Coral customers who enjoy the bet on in store rather than remote channels. Attract them with in store promotions is important to signed up them to the Connect card. Store staff, in store advertising has an important role as it mentioned before. All store staff should informed to the customers about Connect card promotions and bonuses while in store sign, billboards send message concurrently.

Adding to these strategy; also our existing Connect card customers will be rewarded with bonuses if they promote a Connect card and help to acquire new sign up. Through this online codes could be created and send to our existing customers and if they send this codes to a new customers and if that customer will be sign up with that code our referrals will be rewarded with bonuses as well.

All this strategies are for getting new customers, however this new customers need to keep bet with Connect card for campaign being succesful. So after getting the new customers its more crucial to keep them bet and stake with using Connect card. Through this process as it mentioned before the Connect card feature as a being exclusive will play role. This feature has been aimed to promoted with PR with creating online competition and the Connect Days. Now its time to create exclusive odds for the Connect card holders and persuade them to bet on games with using higher odds rates. This odds will be determined by our traders and not will be the all over year. Some specific days and events will be determined and according to that best possible higher offer will be presented to the acquired customers to persuade them to deposit with Connect card and bet with it.

Achieving to this campaign need to track and communicate with the customers quickly and individually. The new sign ups means also the new individual data of the customers. New and existing customers mails and mobile numbers will help to inform customers about current odds, offers to persuade them to bet on games.

Drive foot traffic to Coral store with attracting new coral.co.uk sign ups to have their Connect card in store.

Drive foot traffic to Coral store with attracting existing coral.co.uk users (who doesn't have Connect card) to have Connect card in store.

Inform existing Connect card holders (260k+) about refferal rewards bonuses.

Inform acquired 250k+ new Connect holders about promotions, bonuses live odds
once a month.

Tactics

Through the campaign there will not be used rented lists and all e-mail and mobile marketing campaign will aimed to Coral own mail lists. Currently Coral has 770.000 active users, through this campaign marketer estimated they have more tendency to respond to the messages rather than registered users. 260k + of these users are have Connect card. Also as it mentioned before in digital media, campaign expected to acquire 170k - 300k new opt-in mails/numbers.

The email will help us to inform new and existing coral.co.uk customers about there nearest Coral store and the bonuses they will get after having the Connect card. All our campaign based on sending messages through sign up the Connect card, our digital ads, traditional media ads will be created through this way. So campaign expected to the high response rates according to this especially from new sign ups. Those customers will already conditioned to have Connect card and will sign up coral.co.uk for that reason, and final implemention is the now sending them a promotion codes to attract them to get their Connect card in store. Also the existing customers will be received an email about the refferal bonuses as it mentioned before on sales promotion.

According to the keep new customers informed about live odds and make them to bet on live games both e mail and mobile marketing tools used regularly. Choice of this tools relative to the customers choice, if customers would like to inform via e-mail, the e-mail will be sent to them if they want to inform via mobile phones, the sms will be sent to them.

The campaign expected to use mobile marketing more through the inform the customers about latest odds and encourage them to bet on. 68% of the coral.co.uk users have bet on via mobile platforms (excluding horse racing.) during the 2015 According to the research one of the most useful sms marketing technique is the sending offers and discounts to the customers with 36% responds from customers. Sms is more trusted than in app push notifications while in app push notifications response rates are 10% the sms response rates are 26%. Through this campaign sms marketing will be used the send information about latest odds to the customers.

Strategy.

Create an attractive email template with persuasive call to action for new sign ups and non Connect users of coral.co.uk

- Include call to action message, online promotion codes.

" Your £30 deposited Connect Card waits you in your local store. Get your online promotion code to your local store , get your Connect card and enjoy the safe betting. "

- Include nearest Coral shop finder to the confirmation email and deposit promotion offered emails.

- " Deposit £5 and get £30 free bet with your Connect card. Check the nearest Coral shop."

Create an email template for existing sign ups to encourage them to invite their friends, parents etc to sign up to the Connect card with online promotion code.

- Include the invitation link for existing customer to send their invite lists.

- " Let your friends being exclusive too! Invite your friends to sign up to Connect card and get £30 free bet "

Create an email and sms templates to send inform about latest odds, and send them to the customers during the regular sport events.

Strategy will be the get new coral.co.uk customers to drive in store for getting their Connect card. According to this aim messages and templates will be created to encourage them to get in store with using promotion based online codes. However same strategy will be applied to the coral.co.uk users who have no Connect cards. All these customers will be tracked, if the new web site sign ups will have the Connect card they will be removed from the email list for created to reason to drive traffic to store, and they will be in the list as a refferals after this.

The second and final implementation of the campaign is now tracking the new Connect card holders and analyse their betting habit. According to this monitoring they will be classified through their favorite sports, teams bet on and the sms and emails will be sent to them about those sports,competition and teams.

If there are customers are not stake on any bet or not stake more than once, the encouraging reminder email and sms will be sent to them.

Coral IMC Delivery: Time Line

Campaign start date : 1th October 2015

Campaign finish date: 31th October 2016

	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEP
Advertising												
TV	█		█			█	█	█	█			
Newspaper/Magazine	█	█	█	█	█	█	█	█	█	█	█	█
Outdoor	█		█			█	█	█	█			
Radio	█		█			█	█	█	█	█	█	█
Digital Marketing	█	█	█	█	█	█	█	█	█	█	█	█
PR												
Online Contest				█	█							
Press Release				█	█	█	█	█	█	█		
Connect Day's							█		█			
Sales Promotion	█	█	█	█	█	█	█	█	█	█	█	█
Direct Marketing												
Refferal mail/sms			█				█					
Call to action mail				█			█		█			
Info,odds Sms/mail	█	█	█	█	█	█	█	█	█	█	█	█

The campaign will begin in the 1th of October 2015. Through the objectives campaign will boost the advertising channels for October and December for inform and aware people about product in the beginning. Especially during the October and December there are 6 big football rivalry and campaign expected to achieve maximum target audience during this matches.

Here are the six rivalries will be played in October, December.



Avg audience each of this rivalries were 15-20 million in 2014(BARB).

So the campaign main time strategy about traditional advertising will be to reach the audience during the most important competitions of the year rather than advertising generally to any Premier League match. However as it seen in the table during the March, April and May advertising will be heavier than any time. These three months involves last games of Premier League, Champions League, FA Cup, also these months involves the Euro 2016 and most important horse racing festivals as it mentioned in the advertising part. So in those days competition will be much more in the sports and according to this marketer will expect to reach top audience numbers.

Most busiest channel will be the newspaper and magazine along the campaign. The reason of this is much cheaper than TV and it allows to reach more specific target audience, especially Racing Post will affect the whole year more. Horse races are in everyday and everyday punters buy Racing Post to research about statistics, races. Therefore newspaper and magazine advertising will be all over the year nearly and will be heavier on specific months it shown in the table with dark color. Outdoor and radio advertising will support those two channels except the some months where advertising would be unnecessary because of the dead season or unpopular competitions.

The cheaper costs of digital advertising will help the campaign to run a digital marketing all over the year. One of the main strategy of the campaign was the getting new coral.co.uk sign ups to support acquisition to the new customers, and digital marketing will be the main organ of this aim and will help to bring customers to our visitor without stopping in a year.

The expected online contest will be release on January and will finish at the end of the February, and campaign scheduled Connect Day's will be on April and June. All this two event will be delivered to the audience by press releases during the campaign. The different press releases about this contest planned to be published between January and June.

One of the biggest weapon of the betting industry is the sales promotions and it is clear that they will be active for a year, especially for this campaign the objective is to acquire the new Connect card customer and keep them satisfy, and one of the way of this is to keep the sales promotions all over year.

After the autumn heavy advertising now it is time to send an offer to the our existing and new customers. First referral mail/sms will be sent to the our existing customer to want from them to support Coral campaign. According to the responds the second message will and offer will be sent on April. Our new sign ups both Connect card and website sign ups will be received call to action messages and these messages will be sent repeat with new offers on April and June. However all latest odds, informations, offers will be sent to the opt-in customers regularly during the year.

Channel	Target Audience	Frequency	Cost	Total	
TV- 30 second ad	10+million in a month	+10	-	£2m	
Press (Full/Quarter Page)	15+million in a month	+10	-	£4m	
Outdoor- Billboards	10+million in a year	+5	-	£200k	
Radio- 30 second ad	5+million in a month	+5	-	£50k	
Display Ads	2.8million *9month 7million *3month	+10	£2.8/CPM	£130k	
Refferals	3.04million in a month 7.08million in a month	+10	£10-£30 comission per each sign up	Avg £500k	
SEO	600k *9month 1.5million * 3month	+10	£10.000/per month	£120k	
Social Media	160k *9 400k *3	+5	£0.66/CPM	£1.75k	
PR-(Online contest (game) creation for mobile,desktop)		+5	£150k	£150k	
Direct Marketing.					
Mail to existing Connect customers for refferal program	260k	*2	1p / per contact	£15k	
Call to action (get your connect card!) mail/sms for new sign ups.	750k	*3	Avg 2p per contact	£45k	
Reminder latest odds, news,promotions and call to action mail/sms for repurchase	750k	24* (twice message a month)	Avg 2p per contact	£360k	
TOTAL				<u>£7.570million</u>	

The campaign outcomes will be determined according to the evaluate;

- advertising effectiveness
- Awareness
- web site traffic
- new sign ups to coral.co.uk and Connect card
- sales promotion effectiveness
- first purchase
- second purchase

Advertising is the one of the main power of this campaign. Coral is a one of the well known brand but however, Connect card is a one year product and before this campaign it haven't promoted in wider range. So first step would be the test the advertising effectiveness and recognition through the people. The ad campaign will be start on the October and it would be too late for the pre testing. Therefore post adverting test will be iplement the see how people recall the brand and especially the product and it is attributes, because if the attributes of the Connect wouldn't comprehend by target audience so there is no difference the another advertising campaign of Coral. The recognition test will be implement on the bettors and they will be asked by the interviewe if they see an Tv or newspaper/magazine ads on the Tv and what they remember about it. Through the finding if they remember ad the campaign would be treated as a succesful about getting awareness, if they recall also the product and its attributes then ad will be treated as a affective.

Also the advertisingsuccess will be measured by according to the sign ups. If after the advertising there would be a significant increase in the sign ups, the advertising could be seen as a succesful to lead the sales.

The other crucial part of the advertising is the driving and increasing web site traffic. The digital marketing provides more solid evidence through the measure of these objectives. The each ad channels Google, Facebook, Twitter, Youtube provides an analytic tracking platform for their customer. So with these online platforms the Click Through Rates, bounce rates web site traffics will be tracked and measured. Opposite to the traditional advertising digital platforms also provides to test, track and pick the best possible advertising for increasing the brand awaraness and web site traffic. The quick customised nature of the display ads allow to the test format, font, message, call to action affectiveness, offer affectiveness. The all banners, ads will be tracked and tested in a variations to reach best Click Through Rate and web site traffic. However some online ad channels could be eliminated after the tracking if they doesn't provide a good conversion rates. For example there could be a high traffic from Facebook but if this traffic doesn't do any action the Facebook could be eliminate from the campaign. This campaign main objective is the acquire the new sign ups to the Connect card and landing people to the web site first is the one part of the campaign strategy to for acquire data from new customers to send them after a persuasive offers, if there is no sign ups will be come from the online ads so the more visitor means a loss for the budget. Through this aim all platforms will be tracked by our IT employees and will be reported to the marketing manager.

Another tool of digital media will be used for acquiring new traffic is the SEO. These tools also will help us to see our brand and product awareness development in the next term. If there is more people look and search for the Coral, it will be threated for increased brand awareness if also people search for Connect it means the product

Another tool of digital media will be used for acquiring new traffic is the SEO. These tools also will help us to see our brand and product awareness development in the next term. If there is more people look and search for the Coral, it will be treated for increased brand awareness if also people search for Connect card, it means the product has been awarded by the customers. This assumption also can be made for social advertising or display advertising but it would be less trustable, the visitor come from Google means they search about the brand and product and they choose voluntarily to come rather than seeing on the ads while they are posting or mentioning about sports. Also for all those channels the keywords will be tracked, as it mentioned before sports and racing industry is not a stable. Every day, every month there are another competitions, so through to this most appropriate keywords should be tracked and according to this the keyword strategy should be determined. The close and detail track of all this channels would be return to us a higher web site visitors and conversion rates and following these more sign ups and data for the use in future marketing campaigns.

Measuring the sales promotion effectiveness for first purchase will be tracked through the customers actions after they received the offer. The promotions and offers about live odds will be sent to the customers by phone/mail so after the customers receive the offer, the actions of them will be tracked. Connect card can be used only on digital platforms both in store and online. So the determining the customers are easier, if customers will not respond to the sales promotion the other sales promotion offer will be determined by our traders and will send again for persuade them. Also the send time of messages, lay out, call to action sentence could affect the customer action so they need to be tested to for achieving the first purchase by customers.

Campaign also expected to reach high awareness around the Connect Days and the online contest, this two events will try to published in the newspapers. The newspapers and blogs has covered the news release about this contests, the possible increase rates from referral web sites, the number of online pick ups, shares of the news releases will help us to measure of effectiveness of these campaign. Also the attendances will show the interest to the brand and product, also the campaign expected to the increased sign ups to the Connect card during those days.

Finally it is time to track and persuade for the second purchase and keep them satisfy with Connect card for longer term. Mainly our campaign will serve to get data of the customers. Following this after the first purchase their first purchased will be analysed and the following message will be received them according to this analyse. For example if one bettor has been put a bet to the baseball sending second message about greyhound racing odds would be meaningless. So appropriate analyse needs to be done and after the second persuasive message should be sent to the customers for build up a long term relationship.

Overall campaign will be treated as a succesful according to increased awareness, increased web site traffic (8million to 20million), increased coral.co.uk sign up (700k with 1% conversion rate), acquire 300k new Connect holders, ensure 90% (270k customer) has made first purchase, ensure 80% (216k customer) has made second purchase and satisfy customers with offers, rewards, customer service for next years to make them a loyal customer.

Campaign expected to minimum £20 purchase for first purchase and £30 purchase for second:

$$270k * £20 + 216k * £30 = £11.8m \quad ROI: £11.8m - £7.57m / £7.57 = \underline{\underline{0,56=56\%}}$$

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