

# GENERATING RESPONSE WHILST INCREASING BRAND AWARENESS



Client: William Hill

Advertising | **Partnerships** | Generator | Search | Mobile

## How a successful online approach raised brand profile offline



### BACKGROUND

The online betting market has grown significantly over the last 12 months and William Hill were keen to capture internet users who had previously not considered betting online. They also wanted to ensure they were in the best possible position to migrate customers from their competition.

Traditionally William Hill has focused on event specific creative revolving around current sporting occasions. The 'I'm a Celebrity get me out of here' TV programme offered the perfect opportunity to move away from more traditional betting events and appealed to a broader audience.

### OBJECTIVES

- To generate new accounts.
- To promote the concept of online betting as a leisure pursuit.
- To generate awareness and 'talkability' for William Hill.

### TARGET AUDIENCE

- 18-34 Adults.
- Unlikely to have placed a bet online before.

### ONLINE STRATEGY

- To 'Own' the celebrity website through heavy branding and creative format variety.
- To encourage site users to engage with their chosen celebrity via William Hill through the acquisition of additional text links.
- To generate excitement via the placement of a live odds kiosk on each page.

Contextual Links – Bet on Diane to Win



## IMPLEMENTATION

We negotiated the live odds kiosk to be fed directly from the William Hill site. A scrolling odds ticker also ran on William Hill's server and appeared on the host site via an xml feed which refreshed every 15 minutes. This meant that the viewer always got the most up-to-date odds.

## RESULTS

The campaign was a tremendous success.

In just nine days of the event our activity registered the following results:

- 20,000 clicks.
- 231 registrations.
- **10 times more efficient at generating registrations than the average activity that month**

## SUMMARY

- **The integration of William Hill into the event via online was responsible for shattering CPA targets**
- **The activity also achieved significant PR value for William Hill, with newspapers quoting William Hill odds on the celebrities instead of previously quoted Ladbrokes odds**
- **We used a creative format that has worked well for William Hill in areas such as sport. In this case it successfully promoted the William Hill service in a new environment and to a new audience**
- **Live odds kiosks provide both a strong call to action and valuable, relevant content for the host site**



Live Odds Kiosk