

YouTube Works For Brands 2017

KARMARAMA - UNIBET

#LUCKISNOCOINCIDENCE

EXECUTIVE SUMMARY

Brief:

Increase brand awareness of Unibet across seven global markets. Do so in a competitive market against the backdrop of Euro2016 when Unibet's competitors would go big on offers to the young male adult market through big budget TV domination. Turn that awareness into account openings and more bets made.

Strategy:

Help our customers win more! We'd provide Unibet customers with insights about how various factors influence the performance of athletes and sporting outcomes. Allowing them to place more educated bets than their contemporaries on other platforms. All while holding true to the Unibet brand purpose - 'by players for players'.

Creativity:

A 6 episode modular content series that focused on the collision point between data, science and sport. Using recognizable talent and influencers to add credibility to a series of experiments that explain how factors like the weather and playing surfaces affect the outcome of sports and shift the odds.

Results:

Fantastic brand, engagement, equivalent media value, reach and commercial improvement figures. We delivered great KPIs across the customer journey from Prompted and Unprompted awareness figures through to account openings and repeat bets. All ladderling towards a 18.25:1 ROI. We exceeded Unibets targets on every KPI that we'd set.

ENTRY

The Challenge and how we answered it:

To win Euro2016 we needed to do something different, we had to counter our competitors big spending, TV dominating tactics with something fresh and disruptive.

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We decided that we were going to help people win. We bet if we did the opposite of our rivals and helped more people win we'd steal more customers than they stole from us. And this difference in the number of customers acquired, multiplied across the globe, would make up for the increased amount we gave away to those we helped win. We encouraged audiences to look at the rain clouds swelling the Seine during the wettest June in France for a century. We asked them to consider how this might make a more direct team like Iceland cause an upset or two...

We asked people to ignore betting on possession hungry teams and instead plump for the team that has had the most shots in the tournament, like say Portugal. And we got them to reconsider the belief that playing at home would be too much pressure for France. Instead, home advantage is an under valued factor when considering how far the hosts will go.

To bring these insights to life we created a series of entertaining experiments. Fronted by recognisable ex-players, managers and gambling experts these experiments dramatised the effect less considered, but potentially decisive, factors have on the beautiful game. To nail earned distribution we recruited the F2freestylers. Their incredible popularity amongst our target audience helped generate £7m of earned media.

How did we approach this creatively?

To bring these insights to life we created a series of entertaining experiments. Our experiments were brought to life in a 7 part episodic documentary. Each episode helped people feel they'd a greater chance of winning as they were armed with better insights.

These episodes could be broken down even further into 2 minute 'minisodes' and 10 second teasers, which could be tailored to appeal to; seasoned bettors, irregular bettors and fans yet to place a bet. A pretty standard approach so far but it was the 'context' in which our teasers appeared that really gave our content the edge against our rivals. Instead of simply reaching potential customers with blunt targeting techniques and hoping they'd watch, we created teasers, which the global markets could place contextually against pre and post match media stories.

Each country had the ability with their media agencies to place teasers, which offered a more considered, intelligent point of view on the match in popular local media every time they found a story that ran counter to our more informed opinion. So when pseudo-intellectual broadsheets waxed lyrical about the artistic talents of the Belgians we'd be there to highlight that maybe the much unfancied but clinical Italians may be a better bet.

In countries where gambling advertising is restricted we responded to tournament events using social platforms to show content that reflected what had or was about to happen in a match. Our approach was a radical shift for a gambling company and there was no precedent to prove this approach would work.

What were the results?

We bet that our approach would do several things. We bet that a content approach would shift awareness and increase consideration in the top and mid-funnel. We bet that a content approach would drive engagement from our audiences so they'd volunteer their time and attention so we could share our

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insights and help them bet better. We bet that helping people win would mean they'd open accounts with us, bet with us and because they won more with us they'd stay with us in future.

Did it work? Well, we smashed it.

Brand studies from Unruly showed that in pre/post-exposed/non-exposed testing unaided awareness of Unibet increased 90% in Sweden and 363% in the UK versus control groups. Further brand favourability increased by 26% in Sweden and 36% in the UK versus control groups. View through rates averaged at 47% (huge on some of the longer 15 minute films) showing that we had real engagement with the viewers. Similarly our engagement rates on Facebook increased 38% and people watched on average 4.87 times.

Our videos were viewed over 26m times. And total watch time was 65,000,000 minutes. That's 45,138 days or 123.67 years! Global share of voice increased by 40%. And our content series helped increase visibility of the brand by 17%.

Traffic to our owned social channels rose by 18% And we generated over £7m in earned media.

And we questioned those who'd seen our content series on Facebook and brand awareness had leapt 4%.

But what really mattered to us was proving that helping people win wasn't commercial suicide and actually resulted in a positive return. We opened 115% more new accounts than during World Cup 2014. Deposit amount during the campaign period was 70% more than World Cup 2014 and 265% more than Euro2012.

And of all those new customers we acquired during the Euros 34% have already placed a 2nd bet.

Even taking into account the increased level of winnings for our customers we still generated an ROI of 18.25.

SUPPORTING INFO

Episode 1:

https://www.youtube.com/watch?v=FE1fL6ef-s0&list=PLYpHs3dkk7xY2eKfW6yjGXMTvsl7_C4UQ

Episode 2:

https://www.youtube.com/watch?v=ra2yY2ShLZQ&list=PLYpHs3dkk7xY2eKfW6yjGXMTvsl7_C4UQ&index=2

Episode 3:

https://www.youtube.com/watch?v=PVTkdHeHh2M&index=3&list=PLYpHs3dkk7xY2eKfW6yjGXMTvsl7_C4UQ

Episode 4:

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https://www.youtube.com/watch?v=7QB24At7EYs&index=4&list=PLYpHs3dkk7xY2eKfW6yjGXMTvsI7_C4UQ

Episode 5:

https://www.youtube.com/watch?v=k_IYgLObJHc&list=PLYpHs3dkk7xY2eKfW6yjGXMTvsI7_C4UQ&index=5

Episode 6:

https://www.youtube.com/watch?v=Hftv7tPOWHc&list=PLYpHs3dkk7xY2eKfW6yjGXMTvsI7_C4UQ&index=6

Episode 7:

https://www.youtube.com/watch?v=SsQSmFH_xH8&index=7&list=PLYpHs3dkk7xY2eKfW6yjGXMTvsI7_C4UQ

Case Study Film:

<https://www.youtube.com/watch?v=h0QfyKstH0Y&t=57s>

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