

Bet Your Way romps home at Cheltenham



Direct mail pack



[title] Ladbrokes Card Re-launch.

[brief] Create a truly integrated betting and gaming proposition for Ladbrokes, exploiting their dominant high street presence.

[solution] With little insightful research available, Red C undertook an intensive programme of shop visits. Agency staff worked in shops, conducted seventy informal staff and customer interviews and undertook observational studies of bettor behaviour. The resulting ten typologies created an unrivalled depth of insight for Ladbrokes management and our creative teams, and identified five key customer types to target with the multi-channel proposition.

Our recommendations included:

- Promoting the card benefits using 'small but important' spaces, both in-shop and online
- Appealing to experienced gamblers by promoting the 'hidden gems' that the card offered
- Using a 'least degrees of separation' strategy to encourage single channel gamblers to extend their relationship with Ladbrokes

The creative proposition for the re-launch, Bet Your Way, demonstrated an inherent understanding of the customer's transactional behaviour, showing how the Ladbrokes Card could significantly enhance their experience and enjoyment. Each execution in-shop and online explained a single real benefit of the account. Direct mail and email to active accounts carried offers that we knew from our research would appeal to experienced bettors.

[results] Results from the re-launch are still coming in, but the Cheltenham Festival, where the first executions appeared, and the subsequent Aintree Festival, have delivered record numbers of new accounts opened online and in-shop.