

Re-Branding Bingo

Building a New
Entertainment Brand in BC

Re-Branding Bingo

- A. What is a community gaming centre?
- B. The power of brands
- C. Why re-brand bingo?
- D. How we're building Chances

A. Community Gaming Centres



What is a CGC?

- A partnership between BCLC and BSPs
- Inviting, exciting ambience and environment
- Wide variety of gaming and entertainment
- Friendly guest service
- Affordable hours of fun
- Sensory pleasures: food, furnishings,

Kamloops



Kelowna



Williams Lake



B. The Power of Brands

The Power of Brands

- Brands have real asset value and are key drivers of shareholder value
- Brands are more than logos; they are consumer 'short-hand' for an idea
- Brands are rich with imagery, reputation, service expectations, emotion, aspirations
- Brands drive consumer choices

Pop Quiz

Name the most valuable brands in the world.

Top Ten Global Brands



Pop Quiz

What is the Coca Cola
brand worth?

Brand Values

| RANK & BRAND | VALUE (\$M) |
|-----------------------------|--------------------|
| 1. COCA COLA | 67,525 |
| 2. MICROSOFT | 59,941 |
| 3. IBM | 53,376 |
| 4. GE | 46,996 |
| 5. INTEL | 35,588 |
| 6. NOKIA | 26,452 |
| 7. DISNEY | 26,441 |
| 8. MCDONALD'S | 26,014 |
| 9. TOYOTA | 24,837 |
| 10. MARLBORO | 21,189 |

Brand Value



Everyday Canadians pushed shares from an initial offer price of \$27.00 to \$37.99 because they wanted to own a piece of Canadiana.

C. Why Re-Brand Bingo?

Why Re-Brand Bingo?

Three reasons:

1. Avoid negative stereotypes surrounding bingo.
2. Position community gaming centres as much more than bingo to appeal to a broader audience.
3. Build a recognizable brand that can compete effectively in the battle for entertainment dollars.

Why Re-Brand Bingo?

1. Avoid negative stereotypes.

To existing players, bingo is....

*“...a social ritual, fun, a chance to get out.
It puts a little thrill in my day.”*

Why Re-Brand Bingo?

For the majority of adults, bingo is.....

*“...a game for old people and losers.
It’s played in smoky halls for crummy prizes.
I can’t see myself playing.”*

Why Re-Brand Bingo?

2. Position community gaming centres to appeal to a broader audience.

- Bingo: past year participation is 5%
- Slots: past year participation is 30%
- Lottery: past year participation is 84%
- Dining & Bar: past year participation is 65%

Quiz

What's the past year participation rate for movie theatres?

Movie Theatres

84%

Why Re-Brand Bingo?

Bingo has a lot of
participation upside !

Why Re-Brand Bingo?

3. Build a recognizable brand that can compete for entertainment dollars
 - Highly congested entertainment space
 - Cost-effective promotion, province-wide
 - Multiplier effect of synergy: BCLC and BSPs
 - Break into Top Five Consideration Set
 - Able to compete with casino war-chest

D. How we're building the brand

Building the Brand

It's a work in progress

Building the Brand

We're building an experience

Building the Brand

We're building an experience
from the inside, out.

Building the Brand

Brand Positioning Statement: the litmus test

*The community entertainment escape
where you and your friends
can share hours of fun
and the thrill of winning.*

The Brand Iceberg

**Brand
Experience**

Externally

**Name
Advertising
Logo
Brand Identity
Environments
Products & Services
Brand Values**

**Brand
Experience**

Internally

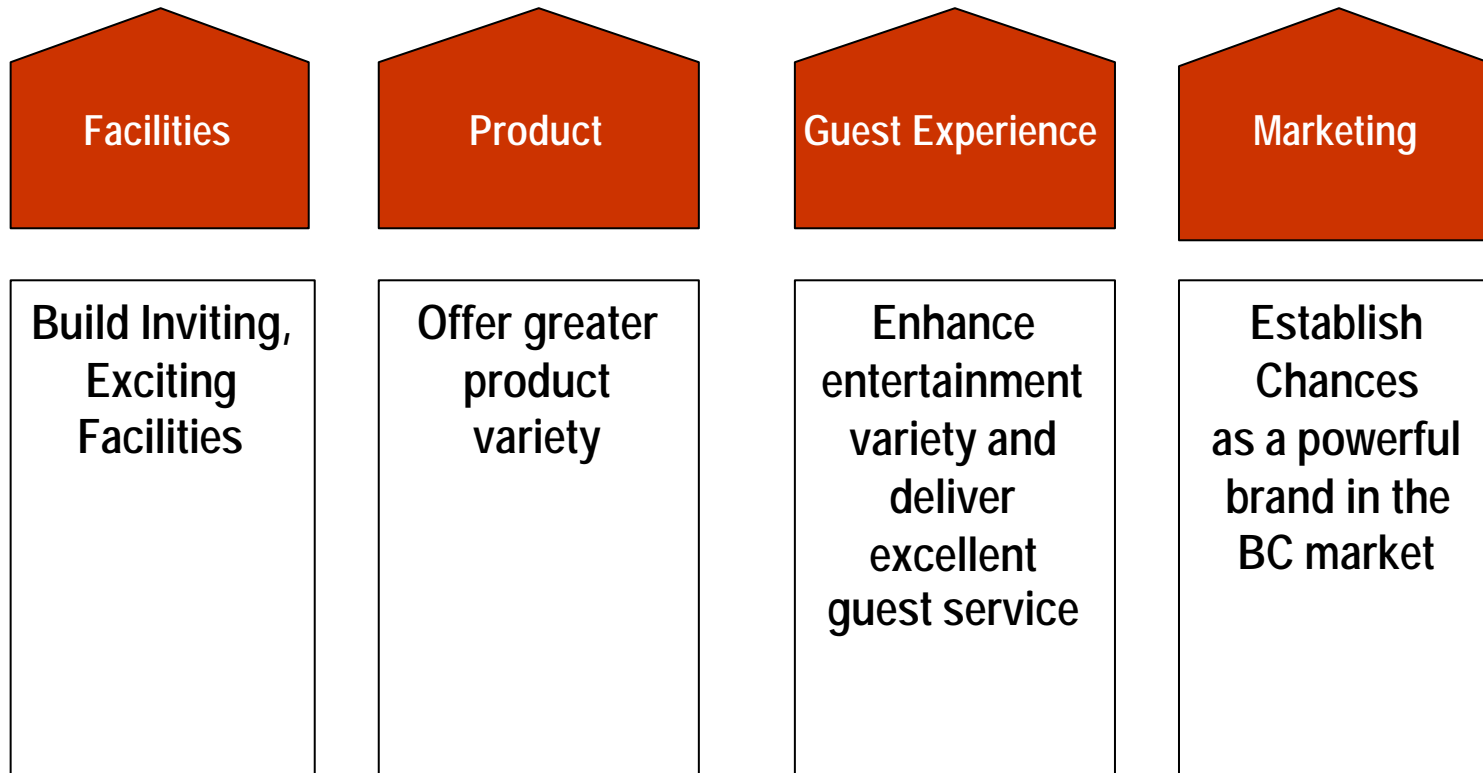
**Management/Control Structure
Internal Communications
Business Processes
Investor Relations
Customer Service
Training
Quality
Staff Motivation
Knowledge Management
Recruitment Policies
HR Policies and Processes
Technology**



Building the Brand

Consumers build brands
the way birds build nests...
...with the scraps and twigs they
chance upon.

Building the Brand



Four Cornerstones of the Chances Brand

Building the Brand

1

Build exciting, inviting facilities

Invest in facilities that enable us to

- bury the stereotypes, attract a new playe
- broader array of gaming products
- better amenities and entertainment options

We're taking this...



And building this!



Pop Quiz

How frequently does
the average restaurant
refresh its fixtures and décor?

Answer

Every 3-5 years