

December 7, 2009

Gametime Bingo Launch - Update

We have just passed the midway point of the initial launch campaign for Gametime Bingo, and wanted to take this opportunity to provide you with an update. While we are still at a very early stage in the journey of building our Gametime Bingo brand, the preliminary feedback indicates that we are on a good track.

The Brand campaign – which went into market on November 9 – has been very well received. There has been a lot of anecdotal feedback that not only are people seeing the campaign; they are engaged by the message.

While Phase I of the PR campaign had significant, and unanticipated, ‘competition’ from H1N1 news stories, the launch was covered by some print and broadcast media. Phase II PR (a student competition at Humber College where advertising students designed live art installations promoting the Gametime Bingo brand) has been provided to the print media, and a video news release will be distributed this week.

The Rev Up the Fun contest – which was designed to call even more attention to the Brand launch is, from all accounts, making an impact. Players are truly excited by the contest; in some of the smaller markets in particular – which have never experienced a contest of this magnitude – the players cannot believe that they will have the chance to win a brand new car! This excitement is translating into attendance increases, especially for the Saturday evening sessions, with some centres reporting double digit increases compared to last year.

Many centres across the province have leveraged the awareness that is being generated by the mass media campaign and taken Gametime Bingo out to their local communities with strong tactical initiatives. Some of these include:

- Working with their local Chrysler dealer or shopping mall to display the car, in order to drive potential players to their centre
- Negotiating with a local radio station to stage a live remote broadcast of the December 19 Key Ceremony
- Participating in Santa Claus parades
- Providing their charities with fliers promoting Gametime Bingo and Rev Up the Fun – for distribution to their membership
- Negotiating with a local hotel to offer special room rates for the December 19 draw

In addition to this community outreach, many centres have done a superb job of using the Gametime Bingo launch Rev Up the Fun contest to enhance the in-centre bingo experience for all of their players – everything from having photographers on hand to literally let players “picture themselves in a 2010 Charger” to providing players with

Gametime Bingo branded holiday gifts and arranging special entertainment for the December 19 draw night.

All of the centres have worked creatively – and hard – to capitalize on the opportunity presented by this campaign. As noted at the beginning of this update, however, this is only the beginning of our journey. We have some positive momentum and it is up to all of us to ensure that we do not view December 19 as the end of the effort; on the contrary, we will all need to continue to do everything we can to build our Gametime Bingo brand – and deliver an entertaining bingo experience that will keep people coming back to our centres.

We encourage you, therefore, to begin thinking about how you can keep building the momentum for Gametime Bingo in your centre over the holidays and into the New Year. Following are a number of ideas that you may want to consider:

- If you are doing any local media advertising in January/February, there are Gametime Bingo brand ads available for your use – at no charge
- The local media are always interested in human interest stories that feature people and organizations from the local community. To that end, you might want to contact the local media and determine if they would be willing to feature the various Gametime Bingo charities associated with your centre over the next several weeks or months
- When creating your January event calendars, include the Gametime Bingo logo (folders are attached containing English and French logos, in multiple formats, for your convenience)
- Incorporate the Gametime Bingo branding, and “Have fun. Feel good.” message on the voicemail greeting for your centre
- If you are ordering new uniforms for your staff, incorporate the Gametime Bingo logo (one centre that we know of has already done this...and they look spectacular!)

Finally, the best way to keep building our brand is to learn from our experiences along the way. We would ask, therefore, that you submit the evaluation report for the launch campaign as soon as possible after December 19. These reports will provide the OBDF Board with valuable input in terms of planning future initiatives!

