

# ***Ontario Bingo Development Fund Update***

August 11, 2009

## **Branding Initiative**

The OBDF Bingo Branding initiative is now in high gear!

As reported previously, Extreme Group was retained to create this important Brand Identity. Extreme Group presented a broad range of creative concepts to the OBDF Board on July 30, 2009. Of these, five were selected to be taken to the next step – Focus Group testing amongst both Current and Potential players.

Three Focus Groups were conducted in Toronto on August 6<sup>th</sup>, with 15 more Focus Groups scheduled for the week of August 10<sup>th</sup> in London, Mississauga, and Belleville. The final results from this testing will be available before the end of August and will be incorporated in the Fall Promotion. (Since our last update, the number of Centres that have signed up to participate in this promotion has increased to 53.)

Based on the Toronto Focus Groups, all of the creative concepts tested have considerable merit. While it is still early in the process, it would appear that two concepts in particular are really appealing to, and resonating with, consumers and equally, so far, for Current and Potential players.

In addition to the valuable (and enthusiastic) feedback that consumers are providing on the creative concepts, their comments about Bingo itself have been most encouraging – many of the Potential players can, with the right marketing messages, be persuaded to add Bingo to their entertainment choices!

We will keep you posted on the branding initiative and the exciting Fall Promotion as details are confirmed.

## **Marketing Workshops**

Marketing Workshops conducted by the Canadian Marketing Association will be scheduled for late September. There will be one held in the Greater Toronto Area and two additional sessions offered in other parts of the province. Information sessions on the Marketing Plan Templates will also be organized.