

Ontario Bingo Development Fund Update

July 24, 2009

Branding and Fall Car Promotion

The OBDF is currently in the implementation phase of two important and exciting initiatives, which we, the Board, wanted to provide you with an update.

Branding

One of the key initiatives that had been identified by the OBDF Board through its business plan was the opportunity to 'brand' Bingo in Ontario, a project that is now well underway.

The results from the Pollara research, conducted earlier this year, proved to be invaluable in helping to identify the current and potential target markets, the motivations to attract players, and the personality for the brand. These research findings, coupled with the input from a stakeholder workshop session, were incorporated into the 'Brand Essence' strategy for Bingo. The Board approved the proposed 'Brand Essence' direction at its July meeting.

In order to bring this strategy to life, the OBDF has, following a competitive bid process, engaged the services of Extreme Group to create the brand elements – name, visual identity (logo), and selling line.

In early August, these creative concepts will be Focus Group tested amongst current and potential players (as identified by the Pollara research). Based on the results of this research, one concept will be selected for implementation and roll-out.

The timing for this project is ideal as it will enable us to incorporate the new brand into the Fall Promotion. In fact, the promotion will provide an excellent opportunity to 'launch' this brand with a strong media campaign. This will be done by developing creative materials that

convey the brand and provide a province-wide media campaign with mass media, including television. As well, the branding will provide templates for local bingo centres to insert their own individual brands and advertise locally.

Fall Car Promotion

To-date, 46 of the 65 OBDF contributing Bingo Centres have indicated that they would like to participate in the Fall Promotion and only two have declined participation. (The remaining 17 centres have been asked to respond by July 27th; if no response is received by that time, we will assume that they *do not* wish to participate.) Importantly, it is estimated that these 46 centres represent 27 different ownership groups within the industry and combines both independent and multi-centre companies.

Based on this very positive response, the Board has moved in the planning phase:

- ✓ Prize Negotiations,
- ✓ Developing Media Plans (paid and PR), and
- ✓ Finalizing Budgets, etc.

Creative development for this promotion will begin in mid-August, pending the results of the Focus Group testing referenced above. This will ensure that the creative does the best possible job of communicating the Bingo Brand Essence as well as the promotional message, as it is the former that will resonate with current and potential players long after the promotional period is over.

Extreme Group has been retained to develop and produce the creative, plan and place the media, and execute all contest/prizing details for this promotion.

Marketing Workshops

Marketing Workshops and template sessions will be scheduled for later in September once everyone is back from vacations. Both Alan Flint from the Canadian Marketing Association and Mona Sharkawy from KISP Sales & Marketing will be engaged to support Fund contributors.