

Gametime Bingo Branding & Rev Up the Fun Promotion Post Evaluation – Executive Summary

This document provides a summary of the metrics that were established to evaluate the performance of the OBDF's Fall '09 Gametime Bingo Branding and Rev Up the Fun (RUTF) Promotional Launch campaign.

Fifty-one centres participated in this program, which launched on Monday, November 9, and comprised TV, Radio, and Online advertising, PR activities, website, and in-centre POS. The campaign ended December 19 when all centres awarded the grand prize – a 2010 Dodge Charger.

Awareness

In order to measure awareness generated for the new Gametime Bingo brand, an omnibus survey was commissioned through Ipsos. The survey was conducted online and yielded 303 respondents in the defined target group of Women 25-54.

According to Ipsos, 7% of respondents reported brand awareness of the Gametime Bingo brand. This is a relatively low level of awareness and indicates that the process of establishing and building the brand will require continued investment.

In terms of advertising and promotional awareness, 10% of respondents reported having seen or heard about Rev Up the Fun and 8% reported having seen or heard about Gametime Bingo. These results are instructive on two levels: (i) the simultaneous launch of the brand and the promotion 'split' some people's attention and (ii) while some people clearly saw or heard the Gametime Bingo advertising they did not translate that into a 'brand'.

Attendance

Centres were asked to provide 2008 and 2009 weekly attendance figures for the following time frames: (i) one week prior to the RUTF promotion, (ii) six weeks during the promotion, and (iii) one week following the promotion. Following, are summary details of the information provided:

- Centres reported total attendance of 136,510 for the week prior, a -13% decrease vs. 2008. Decreases were reported by 45 centres, and ranged from -1% to -49%.
- Centres reported total attendance during the six weeks of RUTF at 796,061, a -3% decrease vs. 2008. Forty-four centres reported improved attendance results for the RUTF weeks as compared to the week prior. Twenty-five centres reported decreased attendance for this period vs. 2008 and 25 reported flat/increased attendance.

If the -13% decrease in attendance vs. 2008 for the week prior to RUTF had continued throughout the promotional period, it could be concluded that RUTF captured approximately 80K visits that might otherwise have been lost.

- Centres reported total attendance for the week following RUTF at 122,457, +9% increase vs. the same period in 2008. Thirty-four centres experienced a lift in attendance.

Attendance			
	Week Prior '09	6 Weeks RUTF	Week Post '09
# of centres:	49*	50*	48*
Total	136,510	796,061	122,457
% change vs. 2008	-13%	-3%	+9%
Number of centres			
> -30% decrease	6	-	1
-21% to -30%	7	1	2
-11% to -20%	17	3	4
-1% to -10%	15	21	7
0%	-	5	-
+1% to +10%	3	15	9
+11% to +20%	-	4	10
+21% to +30%	-	-	9
> +30% increase	1	1	6

*Some centres could not (because of renovations etc) provide data for both years for all periods. Further, some centres experienced weather-related closures during one/both of these years; every effort has been made to adjust the attendance figures accordingly, in order to allow for comparisons to be made.

Targeted Impressions Generated by Media Campaign

This campaign reached 95% of Women 25-54 on an average of 16.9 occasions and generated in excess of 68MM impressions.

In addition to generating 20MM impressions against the target group the Online Banner Ads delivered 13,117 visits/clicks to the Gametime Bingo website. The cost per visit/click was \$7.19 – which is well within the industry average efficiency rate of \$7-9.

Impressions Generated by the PR Activities

Three key measurements were identified for the PR: (i) Neutral to positive tone in all coverage; (ii) 1.5-2MM media impressions; and (iii) two key messages in all coverage.

Based on an independent analysis (MRP) all of these objectives were met:

- All coverage was rated as having a balanced (42%) or positive (58%) tone.
- In total, 35,365,919 impressions were generated (almost 20x higher than estimated).
- All coverage included two key messages and many contained all three.

In addition to evaluating the campaign vs. objectives, MRP assesses the quality of the coverage; this was rated at 73% which is above the industry standard of 70%.

Support Materials

Fifty centres reported that they had received all of the materials in a timely manner, and 49 reported that the quantity was sufficient. While centres were provided with the option of downloading the TV commercial or ordering a DVD of it, only three reported that they broadcasted it in their centre. Fifteen of 51 centres rated the quality of the materials as Excellent, 12 as Very Good, and 21 as Good.

Use of Creative Templates

English and French Newspaper, Direct Mail (DM), and Radio creative were made available for all centres to use on a localized basis. In terms of newspaper, five different creative executions were developed in three different sizes, and in both B&W and 4-Colour (4/C). Similarly, two different creative executions of Direct Mail were developed – in both unaddressable and addressable formats. Finally two Radio spots were provided – brand and promotional – with space at the end for the local station to insert centre's name/address.

All creative was posted to an FTP site and centres were provided with everything they needed (e.g. fonts) to localize the creative for their market. Following is a summary of the creative that was used:

- Twelve centres used least one of the newspaper ads – the most popular was the 4/C High Five followed by the 4/C Dabber Target and the B&W High Five. For all of these executions, both the Brand and Promotional versions were used.
- Eight centres reported using the unaddressed version of the High Five Direct Mail.
- Nineteen centres used the Radio commercials; 12 used both the promotional and brand versions, five only the promotional, and two only the brand version.
- Twenty-five centres reported that they did not make use of any of the creative templates.
- When asked if they had plans to use any of these materials in future, 21 indicated that they did plan to use them, four were unsure, and 26 reported no plans to use them.

Centres' Local Media Support

The participating centres were encouraged to supplement the OBDF-funded media support with local activity. Thirty-eight centres did use some form of local media to support the Fall '09 initiative, 14 did not, and one did not provide a response. Following, are details:

- Fourteen centres used both local newspaper and radio to support the initiative, with two-four weeks of radio most commonly purchased. Based on the centres that provided dates, it would appear that many scheduled their local effort during the weeks when the OBDF-funded radio was in hiatus – thus maximizing the combined effort. Three centres negotiated live radio remotes for the night of the final draw.
- Eight centres used only local newspaper initiative and eight used only radio.
- Eight centres indicated that they had used other channels to support the initiative including outdoor, flyers, grocery bag stuffers, and posters at local grocery stores.

Centres' Comments/Suggestions for Future Initiatives

Centres were invited to provide additional comments they felt would be helpful for future initiatives. Of the 35 centres that did, the most commonly-cited were as follows:

- Eight centres questioned whether a car was the best prize, for a number of different reasons: (i) had done car promos in the past and found that they were not effective at

sustaining attendance throughout, (ii) the demographics of their particular centre, and (iii) a belief that their customers prefer cash prizes.

- Seven centres simply commented that they felt it was an excellent initiative/excellent work. As part of their other comments, five centres commented favourably on the TV ads and/or the fact that the promotion was well-planned/well-liked (although some felt the contest might have been more successful in terms of current customers vs. attracting new players).
- Three centres indicated that some of their customers (and potential customers) were unsure whether Gametime Bingo was a destination.

Summary

While there is no one metric that can be used to determine, or quantify, the absolute performance of this initiative, it is worth re-visiting the objectives and commenting on each.

Increase awareness ('talk value') of Bingo within communities.

While the Ipsos survey results reported fairly low awareness of the Gametime Bingo brand, there was awareness of both the Gametime and Rev Up the Fun advertising. While not captured by the Ipsos survey, and not precisely measurable, there was "talk value" generated by both the TV and PR activities.

Generate/increase awareness of the direct connection between Bingo and local charities.

Based on the MRP report, the PR activities were successful in communicating the direct connection between Bingo and local charities' fundraising efforts. Consideration should be given to continuing – and indeed enhancing – this type of activity in future.

Demonstrate the collective power of the industry when it works together for a common goal.

Anecdotal evidence suggests that the industry was energized by this initiative. While it was a lot of work for many centres, most approached it with energy and enthusiasm. It is worth noting that there were not a significant number of customer complaints. When one considers that centres distributed +800K ballots, this lack of customer complaints is a testament to the commitment that each of them made to execute this promotion in a professional manner.

Increase admissions vs. previous year – both during the event period and on a residual basis.

This objective was not reached by 25 centres, in that admissions during the RUTF period did not increase vs. 2008. Having said that, virtually every centre reported improvement to the attendance trends that they had been experiencing. Further, 34 centres reported attendance growth (vs. 2008) for the week following the promotion. While the objective of absolute growth was reasonable one does question (with the benefit of hindsight) whether it was, in fact, realistic given the state of the economy. It is also noted that it is too early to determine whether there has been sustained residual improvements in attendance.