

Smart Study: Bet Victor Brand effectiveness



Objective

Encourage listeners to open an account with Bet Victor

Increase positive brand perception in a crowded marketplace

Idea and execution

The campaign delivered around Euro 21 when interest in betting was high around the tournament. The audio creative was delivered against Octave's 'Fans & Players' audience segment to reach the right audience in the right moment.

To underpin the message, creative included the voices of Harry Redknapp and Michael Owen, two famous voices of the football industry.

The audience were then surveyed with a 'Who do you think will win Euro 21?' quiz.



Results

The results found that a large percentage of those who were exposed to the ad had a more positive opinion of Bet Victor.

+21%

Positive brand Perception – more trusted and informative

+53%

Brand awareness increase

+6%

Of exposed listeners are more likely to open an account

76%

Ad recall