

PADDYPOWER.

MARKETING SOCIETY AWARDS

BRAND ACTIVATION

**GRAEME HOLYWELL WROTE ON THE PADDY
POWER FACEBOOK WALL:**

**'I've had enough of the same old gambling
marketing messages, what are you going to do to
cut through Paddy?'**

**Well, We Hear You Graeme, how about this
for making a noise!**

EXECUTIVE SUMMARY

At the start of 2012, you'd have been forgiven for not being able to remember any Paddy Power campaigns – yes, there were one off successes, but there was never an underlying theme that identified what Paddy Power stands for or why people should care. Fast forward 12 months, and you'd be hard pushed to find any avid sports fan, let alone better, who wouldn't know.

The strategy, outgun the big boys of Ladbrokes and William Hill by listening to what punters have to say and reacting in real time to damn well entertain, Paddy Power style! The campaign idea of "We Hear You" was born...

By putting the punters at the heart of our activity and developing a single creative umbrella, combined with the usual Paddy Power mischievousness, the brand was truly able to own the biggest sporting events of the year and the 'We Hear You' campaign message pervaded everything we did across all touchpoints.

The results have been incredible. Financially the idea clearly resonated - over 50% growth in new customers and 29% increase in net revenue, but it achieved far more than that:

The Euros delivered more than 10 times the coverage of Carlsberg (who paid £25m for sponsorship), achieving 40% share of consumer conversation (source: Brandwatch) and engagement levels over double anyone else irrespective of industry. Whilst the Ryder Cup sky tweets reached a global audience of over 31 million, Sky Sports and the BBC covered them multiple times, McIroy was taking pictures of them, and Graeme McDowell even credited their positive impact on the team on Radio 5! Oh, and we set a new Guinness World Record too. With a social footprint increase of nearly 1000%, to well over 600k fans, the brand campaign of 'We Hear You' certainly seems to have been heard.

Campaign magazine summarised the year: 'Other brands and agencies that talk about being brave could learn a thing or two from Paddy Power'
Campaign magazine, Dec 2012

THE CAMPAIGN IN DETAIL

WHAT DID WE DO

Paddy Power is one of the true underdogs of the betting market, and at the start of 2012, we recognised that we could only compete against the established competition by truly getting inside the head of our punters. Through qualitative and quantitative research we developed a deep understanding of our consumer and potential audience; how to engage with them and what Paddy Power could really stand for in their hearts and minds. We recognised that people are sports fans first and gamblers second. So we felt we could be both more relevant and more distinct by moving from being just a gambling brand to a participant in sports culture; transcending our category in the same way Nike, Sky and football clubs themselves had done.

Our aim was to get Paddy Power involved in people's total sporting experience of which gambling is just one part. This would enable us to be present in every conversation people had around sport and create useful distance from the category's grubby image. To do this, we sought to exploit the ever-growing tension fans feel between themselves and the sporting establishments which increasingly treat them like mugs. We were going to be the brand firmly on the fans' side.

So, we developed a new brand campaign that put the punter at the heart of the action and created a two way dialogue with our customers, it was a simple way of saying that we listen, understand and go to great lengths to respond to our customers. The 'We Hear You' brand campaign was born.

Campaign Objectives

- o Deliver a campaign platform to put our customers at the heart of what we do and empower and engage them in a two way conversation.
- o Take the mischievous Paddy Power personality beyond just betting, and more towards a customer-centric entertainment company,
- o Truly 'own' the big sporting occasions with disproportionate coverage even vs major sponsors.
- o Drive customer acquisition and turnover by broadening our appeal amongst our potential betting audience

HOW DID WE BRING IT TO LIFE - BRAND ACTIVATION?

The answer was to think big, entertain and truly 'own' the big sporting occasions by putting the punter at the heart of what we do and leveraging the power of social media as a true crowd-sourcing medium to generate ideas. We targeted the 3 big sporting events:

Cheltenham - March 2012

The launch of the 'We Hear You' campaign – we developed a 360 plan which got people talking (and betting!). Highlights included:

- o We developed the TV in response to a punter's comment on Facebook (see below) and incorporated it into the TV copy. "Ladies Day" was our Paddy Power attempt at improving the 'quality' of ladies at Cheltenham
- o After originally clearing the copy, Clearcast did a U-turn quicker than a government minister and banned it, so what did we do? Told everyone about it on social media and developed a second viral video "Chav Tranquiliser" in response to another post. As the Daily mail said, 'The Irish bookmaker...got the idea for the advert from a fan who posted on their Facebook page: 'Hope the chavs don't ruin Cheltenham like they did Ascot.' <http://www.dailymail.co.uk/news/article-2107650/Paddy-Powers-Chav-Tranquilizer-YouTube-advert-shows-Cheltenham-Festival-louts-shot.html#axzz2JxU1aY5s>.
- o Aided by promoted trends on twitter, the 2nd most effective ever according to twitter at the time, the viral videos seemed to show we were listening with over 2 million views on YouTube.
- o In experiential activity, we responded to the challenge from one of our Twitter Followers who reckoned we couldn't trump our giant Cheltenham sign from 2010. Our thoughts immediately turned to the 3,000 year old national monument, The Uffington Horse. What better way to celebrate Britain's most famous racing Festival than by giving Britain's most famous horse a jockey of its own?

THE POST THAT LED TO THE TV COPY



THE #CHAVTRANQUILIZER



SOCIAL MEDIA CONVERSATION



THE 'PADDY POWER UFFINGTON HORSE'



The Euros – June 2012

Cheltenham was a good start, but we wanted to really test ourselves, so next up, the Euros. How do you really stand-out in an environment that's completely saturated with brands who've paid millions of pounds to get exposure and associate themselves with the Euros? Simple, ask the people through the 'We Hear You' campaign, then put the Paddy Power twist on it.

- o The core idea of bringing back the 'Vuvuzela' (of 2010 world cup fame) was generated by a fan on the facebook page in response to news that UEFA had banned them from the Euros. Our ridiculously over the top response was to build a giant punter-powered vuvutruck to stick it to the fun police. A full 360 plan was developed including TV, print, radio, online, augmented reality, social media and mischievous stunts. The content collateral was constructed from both current social media conversations, and breaking stories in response to customers comments.

- o All TV and online films begin with a customer post on the Paddy Power Facebook page, the viral films (Goal Line Technology and Team Bonding) that were developed were either in response to posts, or reaction to previous social media stories.

- o Live blogs, promoted trends, social media content and original ideas were communicated every day of the Euros, linking Paddypower's marketing and brand strategy with best-in-class editorial (like the Sepp Blatter post after Ukraine's disallowed goal against England)

- o After Nicklas Bendtner revealed his Paddy Power Pants after scoring for Denmark, a specific app was designed, created and launched within 12 hours in response to unprecedented demand.

- o We launched the first ever event specific App behind the Euros as a one stop shop for Euros news, fixtures and odds which received over 25k downloads.

- o Mobile Augmented Reality (Blippar) was used to bring the Queen to life and create commentary on the Euros, in her own inimitable style of 'one hears you'

A snapshot of some of the activity from the Vuvutruck, to Bendtner's pants reveal, social media, Blippar, viral videos and our Euros specific app



Ryder Cup – September 2012

The campaign was clearly getting some traction, so we used the last big event of the year to take the campaign to new heights...literally. Paddy Power fired the gun on the world's first sky tweet campaign! With the US Ryder Cup captain stoking the traditional rivalry and asking for loud American Support, we thought it was only fair if European supporters could have their say too. So with the help of 5 stunt planes flying at 10,000 feet above the Ryder Cup course, we invited Twitter followers to tweet real time messages of support for our European players using the hashtag #GoEurope.

- Using ground breaking computerised technology, the planes delivered 40 of our punters' tweets over two days and was supported by dedicated TV, radio, print, social media, digital and PR.

- Each character was taller than the Shard skyscraper and could be viewed across a 20-mile radius, and by 500 million people watching on TV in Europe!

- Messages were selected based on their fit with Paddy Power tonality and link to the Ryder Cup action – essentially tweets that were funny, cheeky and provocative. Tweets like 'anyone seen Tiger?' (when he was dropped on the second day) and 'Do it for Seve' (in tribute to Seve Ballesteros), ensured that the sky tweets were the talk of the viewers, press and web.

- Prompted world no1 golfer Rory McIlroy and Graeme McDowell to praise the messages on Twitter labelling the stunt as 'legendary'

- The ultimate 'We Hear You' campaign



THE RESULTS?

The 'We Hear You' campaign has been truly established in the minds of our consumers.

From a financial perspective, in a year with no discernable product innovation and despite being outgunned in media spend, Paddy Power had an incredibly strong year and it's the best possible confirmation that listening to and entertaining our punters has helped us outfox the established old guard. Customer acquisition was up + 50% to over 1.2million active customers (Jan-June 2012, later data not yet available), revenue growth + 29%, profit +29% and share price growth of +54%.

In terms of our social presence, 'We Hear You' has driven our social footprint nearly 1000%, with Facebook fans reaching over 0.5million and 140k Twitter followers, making Paddy Power the largest in the industry by a considerable distance with engagement levels that often surpass the leading brands in social media.

The detailed results achieved by the integrated campaign were simply outstanding. From the 3 key activities:

- o Paddy Power was again the centre of conversation around Cheltenham and the 'We Hear You' campaign was launched into the media spotlight with over 2million views on Youtube, it generated a storm on Twitter with the 2nd most effective promoted tweet ever (source: Twitter) and delivered over 100 pieces of PR coverage. Even an MP waded in! It helped deliver our biggest ever Cheltenham by a considerable distance with acquisition + 27% and turnover +56% vs 2012
- o Paddy Power owned the Euros, with more than 10 times the coverage than Carlsberg (who paid £25m for their title sponsorship), achieving 40% share of consumer conversation (source: Brandwatch) and engagement levels over double our nearest competitor, Vauxhall, with Adidas and McDonalds well behind (Source Adobe Social). Paddy Power received 8,000 mentions across all online platforms, with 1,500 news articles on 1,000 news sites in 60 countries. Additionally, Paddy Power trended 3rd in the UK and 8th in the world during the Euros and Google analysts estimated the return at just under £10million based on the global publicity that Paddy Power received www.brandrepublic.com/news/1138961/
- o The Ryder Cup sky tweets reached a global audience of over 31 million people, whilst it generated 173 pieces of PR coverage with a combined reach 1.7billion. Sky Sports showed the tweets 5 times, the BBC included them in their sports round ups and even in the Sports Personality of the Year coverage, McIroy was taking pictures of them, and Graeme McDowell re-tweeted a Paddy Power picture and credited the positive impact of them on the team on Radio 5 Live. Unsurprising then both Paddy Power and #GoEurope organically trended in the top 5 topics in the UK. Oh, and we set a new Guinness World Record for the biggest tweet in history

INDEPENDENT RESEARCH AND ANALYSIS:

A couple of examples of the coverage we've received:

Paddy Power's Euro 2012 marketing activity has been impressive. Achieving special standout is its vuvuzela truck, a lorry carrying a huge version of the annoying horn-like instrument that is now banned from major football tournaments. <http://www.campaignlive.co.uk/analysis/1137463/>

Nicklas Bendtner scored twice, once for Denmark and once for Paddy Power...our analysis estimates the return at just under £10m – based on the global publicity the incident received... Add in the social conversation around the incident and we discovered a 40% global increase in mentions of Paddy Power. There have been more than 5,000 tweets containing both Paddy Power and Bendtner in the week after. These have reached nearly five million unique users. Then you add in the traditional media coverage. In total, around 8,000 mentions across all online platforms and 1,500 articles on 1,000 news sites in 60 different countries...Paddy Power has the most positive sentiments (50% positive – helped by its reputation as a humorous brand) www.brandrepublic.com/news/1138961/

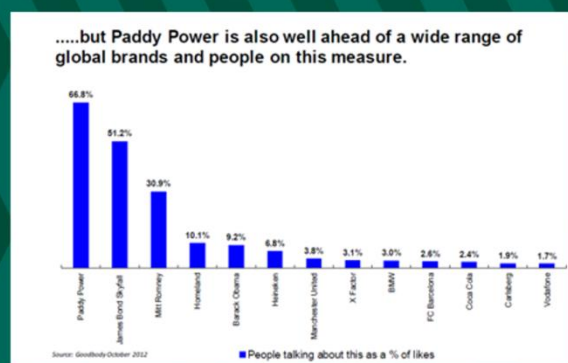
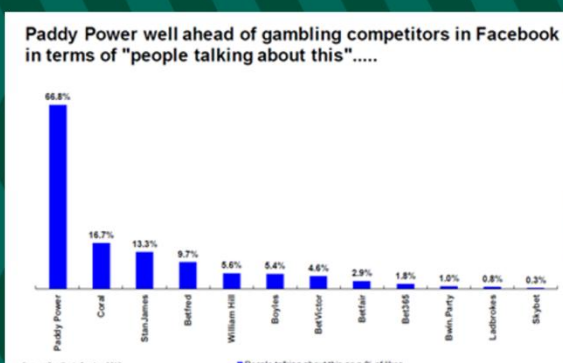
"Team Europe will be looking for help from above – and they might just get it thanks to Paddy Power's cheeky campaign" – **The Sun**

"Another great sporting event and another shrewd piece of marketing from Paddy Power" – **The Independent on Sunday**

"it didn't all go America's way – they were furious at a Paddy Power ambush..." – **The Mirror**

"Something had to shake up the Ryder Cup after a stale first day..." **Sports Illustrated**

Goodbody Research in Oct 2012, highlighted Paddy Power as not only leading the gambling industry in terms of engagement, but beating international blockbuster films such as Skyfall, globally established brands such as Manchester United, and thrashing the President of the United States, Barack Obama!



Adobe Social conducted research around the Euros to understand the brands winning the social media engagement battle. Paddy Power not only achieved the highest engagement rate of any brand by a considerable distance, brandwatch estimated Paddy Power's social Share of Voice reached 40%, despite no direct sponsorship of the event.



Source: Adobe Social research; engagement rate is the proportion of our fans who like, comment or share each post

Source: <http://www.arena-media.co.uk/>

Some of the coverage generated by the Ryder Cup activity:

the guardian
Ryder Cup 2012: Paddy Power tees up ambush plan
Irish bookmaker intends to use stunt pilots to 'write' 2008 tweets in the sky supporting the European team

The INDEPENDENT
Europe's golfers get help from above
Another great sporting event, and another clever piece of marketing by bookmaker Paddy Power, after the infamous "jinxing" at the European Championships, when Denmark's Nicklas Brendtorp showed his fellow parish green. Paddy Power's stunt pilots to the world to infatuation after he scored against Portugal. This time, the bookmakers have taken to the skies with a plan to give Team Europe some away support at the Medinah course, and attempt to silence those vociferous, red-blooded Americans.

THE Sun
Europe's golfers get help from above
By DAVID COVINGTON, Published 28th September 2012
EUROPE'S Ryder Cup stars will be looking for help from above as they bid to claw back USA's lead.

MailOnline
Betting giant smokes Tiger
Shameless bookmaker Paddy Power hijacked the skies over Medinah with stunt pilots producing 'sky tweets' with smoke signals. One message was in memory of the late Seve Ballesteros but another was an attempt to upset fallen world No.1 Tiger Woods. After he was dropped for the first time in his Cup career by Davis Love III for Saturday's foursomes the sky-writer tweeted: 'Has anyone seen Tiger?'

GOLF.com
Truth & Rumors: Irish bookmaker hires skywriter to Tweet above Ryder Cup
Something has to shake up the European side after a date performance on the Ryder Cup's first day and one Irish bookmaker was firing just what you were: 200-foot high motivational tweets in the sky with a stunt plane 10,000 feet over Medinah, Ariz. O.

THE HUFFINGTON POST
Ryder Cup Sky Writing: Funny Pro-Europe 'Sky Tweets' Taunt Tiger Woods, U.S. Team At Medinah
Fittingly, one of the first messages that was seen across the sky was simply: "Do it for Seve", before the messages in the sky became more obvious, including: "Slow do you spell USA?", "Anyone seen Tiger?", "Tony's gonna get it!" and one... "Seve has better hair!"

SPORTSMOLE
Police threaten action over Ryder Cup sky message
A stunt plane used to write tweets in the sky over the Ryder Cup course in Chicago, raising the possibility of a criminal offence.

THE MEDIUM
Paddy Power skywrites tweets to support Ryder Cup European team
Irish bookmaker Paddy Power has taken to the sky to support the European team in their efforts against the USA during this weekend's Ryder Cup.

**HOW'S THAT FOR BRAND
ACTIVATION GRAEME?**