

# The Grind



**Have you**

**Got what it takes**

**To make it**

**All the way?**

**a PartyPoker.com production**

**Starts August 20**

# The Grind

**Starts August 20, 2007**

**All you have to do is play**

## **Objectives:**

- To increase APDs
- To increase revenue
- To engage with our core audience of 18 – 35 year old males
- To deliver an ‘on-topic’ promo that speaks ‘poker’
- To establish ‘The Grind’ as a flexible/repeatable promotional tool
- To offer a ‘lottery ticket’ prize that will entice fish and small players

# How it works:

- The Grind encourages punters to play (grind) for longer by rewarding consecutive days play with prizes.
- Players must reach a certain points goal to successfully 'Grind' for the day
- The minimum Grind is 3 days – at which point the smallest value prizes become available
- However... By Grinding for an additional day (4 days), the prize value increases incrementally.
- The maximum Grind in a single week is 6 days
- The maximum total Grind is 12 days – any player who manages a 12 day Grind automatically qualifies for the Mini Cooper prize draw.

# Creative thoughts

**Have you got what it takes to Grind it all the way?**

The Grind should be cool, edgy, and masculine to appeal to our core customers

Imagery should be poker related

Messaging should challenge players

Messaging should offer the 'hope' of the big win to the smaller players

The big Mini Cooper prize should feature large on all publicity "WIN ME"

Messaging and imagery should be on topic, dynamic, and – ideally – different to our normal output.

# The Grind weekly prizes

	J	Q	K	A	D
3 days	Wii freeroll	iPod freeroll with \$1,000 prizepool	\$2500 freeroll +iPod	\$3500 GRINDROLL + iPod	\$5000 GRINDROLL +iPod
4 days	iPod freeroll with \$1,000 prizepool	\$2500 freeroll +iPod	\$3500 GRINDROLL + iPod	\$5000 GRINDROLL +iPod	\$8000 GRINDROLL +iPod+PS3
5 days	\$2500 freeroll +iPod	\$3500 GRINDROLL + iPod	\$5000 GRINDROLL +iPod	\$8000 GRINDROLL +iPod+PS3	\$15,000 GRINDROLL
6 days	\$3500 GRINDROLL + iPod	\$5000 GRINDROLL +iPod	\$8000 GRINDROLL +iPod+PS3	\$15,000 GRINDROLL	\$20,000 GRINDROLL

# The Grind MAX OUTS

Total Grinding days

Jacks

Queens

Kings

Aces

Deuces

12 days

Mini Cooper S convertible Freeroll



# win me

	Number of players	# GrindRolls	Freeroll cost	Cost per week	Total Cost (for two weeks)
Wii freeroll	10,820	2	1600	1600	3200
iPod freeroll with \$1,000 prizepool	15,846	3	1000	4,200	8400
\$2500 freeroll +iPod	10,325	2	2500	5,800	11600
\$3500 GRINDROLL + iPod	7,409	2	3500	7,800	15600
\$5000 GRINDROLL +iPod	4,226	1	5000	5,400	10800
\$8000 GRINDROLL +iPod+PS3	1948	1	8000	9,000	18000
\$15,000 GRINDROLL	731	1	15000	15,000	30000
\$20,000 GRINDROLL	148	1	20000	20,000	40000
Total				68,800	137,600

# The GRIND

All you have  
to do is play

Have YOU got what it takes? Starts August 20

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Player
Total Daves

The highlighted table above represents the points that players from each quintile will have to earn every day in order to Grind



# The GRIND

**All you have to do is play**

A Mini Cooper S  
convertible must be  
won

**a PartyPoker.com production**

A close-up photograph of a person's face, heavily perspiring. The skin is glistening with numerous large, clear droplets of sweat. The person's eyes are partially visible on the right side of the frame, looking downwards. The background is dark and out of focus.

Don't Sweat It

**Can you take the  
pressure?**

**The GRIND**