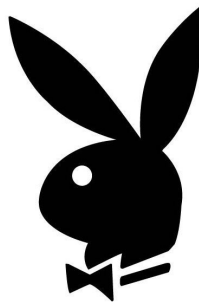




CREATIVE SCOPE PLAYBOYPOKER.COM

For: PlayboyPoker.com

By: Paul Cullen



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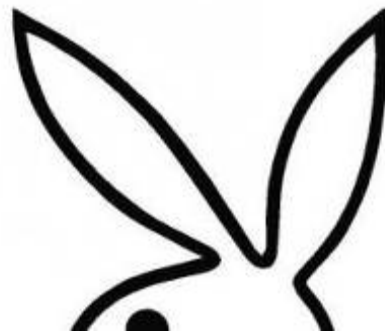
Introduction & Objective

Playboy is one of the world's most recognised and iconic brands. Playboy Poker can leverage this brand by offering players the 'Playboy' experience.

First, we need to consider and review the Playboy brand.

Next, we need to look at the current online poker market.

Using this data, we can start to devise and develop 'on brand' creative content that will work across a mix of marketing channels: social, online, offline, noise.





Brand Values - *Playboy*



Founded by Hugh M. Hefner in 1953, Playboy has been a tastemaker, an arbiter of style and a vanguard for political, sexual and economic freedom for almost 60 years. - Playboy.com



Brand Values - Playboy

“Life is too short to be living someone else’s dream.”

- Hugh Hefner



DICTIONARY DEFINITIONS OF A ‘PLAYBOY’

“A wealthy man who spends his time enjoying himself, esp. one who behaves irresponsibly or is sexually promiscuous.”

“A man who is devoted to the pursuit of pleasurable activities.”

“A playboy is a wealthy man with ample time for leisure, who demonstratively is a bon vivant”

“A man who pursues a life of pleasure without responsibility or attachments, especially one who is of comfortable means.



Brand Values – *Playboy*



WHAT SORT OF MAN READS PLAYBOY?

by Paul Cullen
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Brand Values – *Playboy*

Here - in Playboy's own words, taken from the pages of the magazine:

The host that provides that extra measure of pleasure, the kind it takes to ignite a party. And when it comes to spreading good cheer, he pours with a lavish hand.

A young man sailing through the best years of his life. Constantly seeking the excitingly unusual and the unusually exciting. He's a man of action that's too busy doing, to do much viewing.

A city bred guy on the go who enjoys his leisure as fast paced as his livelihood. And having more disposable income than most, he can afford to keep a loose rein on spending.

An insider. The kind of guy who knows where to find what he wants, from the loveliest playmates to the liveliest parties. And Playboy is his guide to a good life.

In the working world, his present is bright and his future is assured. He's a can-do young guy with an eye on the top job and the training to handle it.

A young man who combines acumen and ability to produce a formula for personal success, the Playboy reader advances his career as easily as he promotes a delightful date.

He's his own man. An individualist. And he can afford to express himself with style in everything from the girls he dates to the way he dresses.

A young man riding the crest of the good life. A traveller whose coarse of adventure knows no boundaries.

An on the go guy whose desire for adventure knows no boundaries. He's a jet setter who makes the action, then moves on before the crowd arrives.

Count on this young man for the essence of good taste. The Playboy reader knows the importance personal appearance plays in achieving success, by business day or social night.

A man who goes out of his way to find that special place. Perhaps it's a sun splashed cove where the water is always great and having fun isn't a lot of work.

Discovery is a pleasure he likes to savour more than once.

Some demographics

- ♠ 82.7% of Playboy readers are male
- ♠ The largest percentage of Playboy readers is 32 years old
- ♠ Average income is \$50,000
- ♠ 45.9% are single. (Larger percentage was married)
- ♠ 69% are full time employees. (Not professional or managerial positions)

The demographics say that the average reader is a single male, 32 years old, has a blue collar job making up to \$50,000 a year. It's not quite the jet setting, financially secure, man of the party, Hugh had in mind



Brand Values - *Playboy*

Clearly the Playboy brand celebrates the individual. Everything about the brand is aspirational.

Historically, it was a trend setter and still retains kudos. Although – let's face it: 'sex sells', the Playboy brand is arguably about 'lifestyle'.

Everything from whisky and tailoring to home design and jazz come under its scope.

The advantage of the Playboy brand is massive.

It's currently evolving and unloading the seedier aspects of its portfolio. As a lifestyle brand, it still has pulling power.

*A successful
brand is
'chased' by the
consumer.*

*It has
something the
consumer
wants. Playboy
has this*





Brand Values – *Playboy Poker*

Playboy Poker will leverage its brand values directly from Playboy.

- ♠ the finer things in life
- ♠ excitement & adventure
- ♠ luxury & excellence
- ♠ character, personality & individuality
- ♠ independent – a winner







OK...

Now we have an understanding about the Playboy brand, it's time to have a quick look at the product: a brief overview of the current market and a more detailed examination of (value) player expectations.



Target Market - *Business*

According to Forbes, the total global gambling market is worth \$417B. Morgan Stanley predicts that by 2020, online gambling in the U.S. will produce the same amount of revenue as Las Vegas and Atlantic City markets combined: \$9.3 billion.

Off and online poker has enjoyed a global boom that is only now subsiding, with global revenues of \$4 billion, according to market researcher H2 Gambling Capital.

Back in the Game

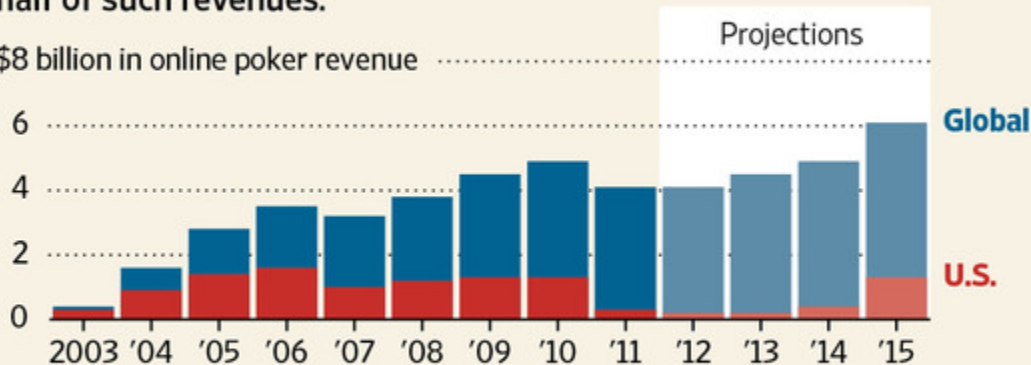
Poker makes up about an eighth of online gambling's ever-growing revenue.

\$50 billion in global online gambling revenue



Prior to the Justice Department's crackdown on PokerStars and other poker sites, the U.S. made up between one quarter and one half of such revenues.

\$8 billion in online poker revenue



Note: Revenue projections assume that more states will begin to legalize online gambling.

Source: H2 Gambling Capital

The Wall Street Journal



Target Market - *Players*

The following list represents online poker player priorities:

1. Rakeback
2. Win rate
3. Keeping your account secure
4. Bonuses and rewards
5. Getting money in and out quickly and easily
6. Soft competition
7. Traffic

These are the top reasons for choosing a poker website

1. I knew I could get Rakeback
2. The 100% 1st deposit bonus
3. I knew I could always find the game I wanted
4. Recommended by a friend
5. I liked the Pros affiliated with the site
6. I liked the brand
7. Reviews from poker web sites
8. I liked the TV ads
9. I knew there were lots of fish

These are the top things that appeal to a VIP

1. A portal where you can log in and analyse your player data
2. An exclusive store with merchandise only regular players can order
3. A social networking site with special privileges for players of the same level as you
4. Ability to chat with other players at the same level as you in an exclusive forum
5. A social networking site for FTP players where you can have
6. your own profile and share hand histories / game strategy.
7. Dedicated community newsletter for regular players
8. Dedicated FTP host at live poker events

All the above data is researched and tested. It's not my opinion.

What's interesting about this data is that 'brand' appeal is not a high priority feature. VIPs clearly understand their value and expect VIP privileges and treatment. Playboy Poker will need to tick all the boxes above and uses its brand as an acquisition tool.



Play, Boy...



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Marketing Opportunities



Acquisition

Online: PPC, SEO, social (FB, Twitter, YouTube), website, email, affiliates, referral
Offline: PR, events, mail shots, noise, multi-channel advertising (press, magazine, radio, TV, etc), sponsorship

Retention

Online: Customer service, VIP, website, social, bonuses, brand reinforcement
Offline: VIP, member only events, swag, mail shots, multi-channel advertising (press, magazine, radio, TV, etc), sponsorship, loyalty, rakeback



Marketing Opportunities

CONCIERGE



Every player at Playboy Poker is a VIP. Customer support is replaced by a Concierge service. Any problems – money, game, bad beat – contact the Concierge. Of course, it is just player support by any other name.

VIPs will have enhanced Concierge access. Concierge should be able to make things happen.



Marketing Opportunities

SOCIAL

Social marketing engages directly with users. It amplifies and accelerates information. It establishes intimacy. It generates both supporters and detractors. It's targeted.

It needs to be maintained in real-time. Businesses must react to both positive and negative input. It needs resourcing.

Fortunately, Playboy has a lot of potential to exploit this environment.

- ♣ Tweeting Bunnies
- ♣ Bunny Facebook Pages – Invite only
- ♣ Playboy Facebook pages with content – accessed ONLY when you meet certain criteria
- ♣ Genuine interaction between players and bunnies
- ♣ Facebook content can be shared selectively – this creates incentive
- ♣ Playboy Club Facebook page – different levels of access. Ultimately, the real club

“Deposit \$100 today and get an invitation to Miss June’s personal Facebook page. Enjoy exclusive content with one of Playboy Poker’s hottest girls...”

With such amazing content on offer, the Playboy Poker Facebook page can upload a different image every day. It can reward participation with more access and invitations to poker tournaments and games.

Twitter feeds can all link in and connect to the content.

‘Share this picture and you could win a seat at our exclusive Bunny Tourney where you’ll play against three of our hottest girls.’

It will be a JOY to promote the social side with such rich content.



Marketing Opportunities

THE MAN

Playboy is an aspirational brand. It would be cool to have a 'Hunter S Thompson style adventurer come bon vivant' who can cover the antics/highs/lows of 'Playboy Poker' on behalf of the rest of the planet.

This person should interact with competition winners, report on events and promotions, interview bunnies, play poker, drink, and blog the brand. It should be funny and engaging. There will be a cost associated with this.

(btw: I'm quite happy to volunteer for this role! I know booze, fine food, tailoring, travel...)





Marketing Opportunities SWAG

Once again: the Playboy brand is about the 'finer things in life'. Playboy Poker giveaways, prizes, and rewards should reflect this.

Prizes can be sourced from the coolest online shopping/market sites online. These are constantly evolving and changing, as trends shift. Playboy Poker needs to stay on the money.

<http://www.bureauoftrade.com/>

<http://eu.fab.com/>

<http://www.coolhunting.com>

<http://www.oki-ni.com/>

<http://www.ssense.com/>

<http://www.tablethotels.com/>

<http://www.mrporter.com/>

(these are probably all old hat, by the time you read this!)

ZEITGEIST

Staying on links, Playboy is an established brand but it needs to keep its finger on the contemporary zeitgeist. This will mean staying up to the minute with the latest cool spots, trends, places, lifestyles, locations, etc.

http://www.vice.com/en_uk

<http://www.thrillist.com/>

<http://www.zagat.com/>

<http://www.viamichelin.co.uk/web/Restaurants>

<http://www.reddit.com/>

<http://www.esquire.co.uk/>

<http://www.highsnobiety.com/>

<http://www.luxist.com/tag/HughHefner/>



Marketing Opportunities CLUB

Join the Club

Every Playboy Poker player has the chance to win their own Playboy key.

Obviously, it's not to the real Playboy club. Just a membership card in key form.

Keys could come in bronze, silver, gold, and more.

Ultimately, the key could be membership to the real club.







Marketing Opportunities

LOYALTY

Rakeback is the most common loyalty model and something that serious, revenue generating, players demand. It's not such a key factor for fish.

Loyalty would be rewarded in multiple areas: access to exclusive content, tournament buy-ins, chips, VIP stuff, SWAG, etc.

The format of the loyalty system could be upgraded to model something similar to those used in online gaming.

For example: instead of just paying direct cashback, players can earn 'badges' (keys, bunnies, etc) when they reach certain milestones, achieve goals, or trigger events.

For example:

- Depositing money – certain amounts unlock keys
- Winning money
- Getting pre-defined winning poker hands – a straight flush earns you a badge
- Getting pre-defined bad beats – between by the hammer earns you a badge
- Playing particular game and tourney types
- Invite friends
- Redeem bonus

This creates a goal driven environment more likely to appeal to fish. But also appealing to anyone with borderline OCD.

If.... *for example*... You used a Playboy deck of cards as the reward hierarchy. When the deck is completed, the player would win a year's membership of the Playboy Club.





Marketing Opportunities

PROMO IDEAS

Competitions and promotions need to remain 'on brand'.

Playboy Specials: Served With a Twist

Win a bottle of Cuban rum...
Drink it in Cuba...

You won a coffee,
Drink it in Columbia

Win tea for two...
Drink it in Darjeeling

You won a banana split,
Eat in Costa Rica

Playboy Specials: Straight Up

Win cocktail mixing lessons at the
Connaught

Win surfing lessons in Hawaii

Supercar hire in Monaco

Win a tailor-made suit from Savile Row

Playboy Club membership

Win flying lessons

City Breaks: Paris, Rome, London, NYC

Playboy Specials: Mixers

Win a day at a Playboy photo shoot

Win dinner with a bunny

Win a trip to the Playboy mansion

Win drinks with a bunny



Marketing Opportunities

PROMO IDEAS

Cool things don't have to be expensive



They just have to be cool and 'on brand'



Marketing Opportunities

PROMO IDEAS



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WIN A MOVIE

MORE THAN JUST THE DVD

WIN DR. NO

a week at the Goldeneye resort in Jamaica
Aston Martin car hire for a weekend
A Rolex Submariner
vodka, vermouth, and olives



WIN SCARFACE

Cuban cigars
Hawaiian shirts
A Miami holiday
Cuba Libres on tap



WIN EASY RIDER

Harley Davidson hire
Trip to Louisiana and New Orleans
Leather jacket





LIVE THE DREAM

PLAY, JUST FOR A DAY



Walk in Hugh Hefner's shoes for a day...

- ♠ Bunny escort
- ♠ Smoking jacket and shoes
- ♠ Trip to the mansion
- ♠ Private photo shoot
- ♠ Lunch somewhere fancy
- ♠ Cocktail bar by limo
- ♠ Access to night club
- ♠ VIP all the way



In Conclusion

- ♠ Leverage the playboy brand
- ♠ Use Playboy content to effectively integrate social channels with the product
- ♠ Stay true to the brand
- ♠ Perpetrate the Playboy ideal
- ♠ Create the illusion of a superior product
- ♠ Play to people's egos
- ♠ Create/deliver content that genuinely engages and entertains
- ♠ Be more than just another poker website

Considerations

- ♠ Do you have access to all the Playboy assets?
- ♠ Budget constraints/limits
- ♠ Detailed planning is needed on every aspect
- ♠ This is a starting point
- ♠ Brand building takes time



ACTION

Obviously, this is entirely up to you, but::

CHOOSE, COST, COMMIT, & CONFIRM

Agree on certain campaigns, plans and strategies.
Work out the costs.
Decide if they are worth it and pick the winners.
Do the last bit again with BI and finance.

PLAN, PREPARE & SCHEDULE

Prepare emails, arrange events, sort social media, get designs done.
Get your assets in place
Calendar everything

LAUNCH, ANALYSE, ADJUST, RUN, & REVIEW

Be patient. Tweak to suit.





LEFT OVER MOOD

