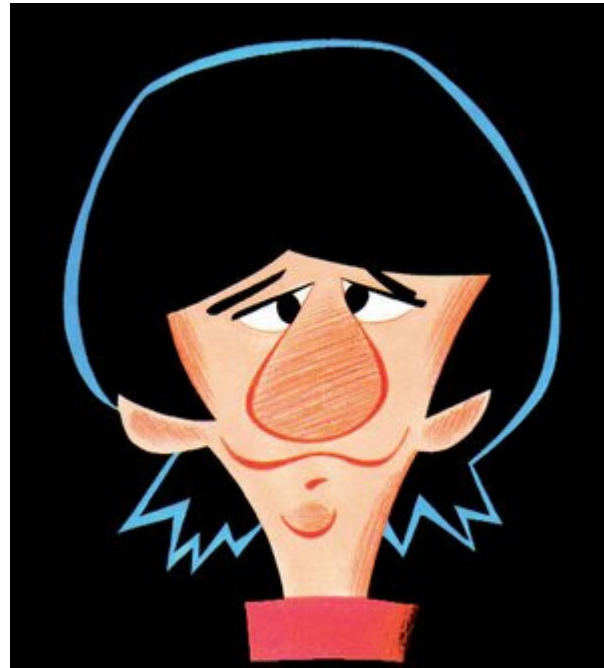


# Who is Bingo Star



## FACEBOOK COSTA BINGO PLAYER DEMOGRAPHICS

AGE	MALE PLAYERS	FEMALE PLAYERS	BOTH
13-17	1%	2%	3%
18-24	5%	13%	18%
25-34	6%	26%	32%
35-44	4%	21%	25%
45-54	2%	13%	15%
55+	1%	6%	7%
TOTAL	19%	80%	

- ✓ Most Costa Bingo players are **female** and aged between **25 and 44**.

## TOP COUNTRIES

	#PLAYERS
United Kingdom	4,945
Canada	695
Australia	365
United States	132
Sweden	73
Spain	57
Ireland	46
Denmark	34
Norway	31
India	27
New Zealand	19
South Africa	17
Philippines	13
France	12
Indonesia	10
Malta	10
Malaysia	10
Netherlands	9
Cyprus	8
Greece	8

## TOP TOWNS/CITIES

	#PLAYERS
Manchester	713
London	532
Maidenhead	412
Brighton	352
Birmingham	182
Newbury	133
Sydney	113
Bristol	112
Milton Keynes	100
Montreal	90
Barnsley	86
Melbourne	81
Sheffield	70
Liverpool	63
Edinburgh	62
Reading	49
Bradford	44
Leeds	43
Toronto	43

- ✓ The United Kingdom is clearly Costa Bingo's main market but one on five players come from the former colonies
- ✓ Although Manchester is the top individual town, London, Maidenhead, Brighton, Newbury, and Birmingham give the south a very strong presence. **Manchester 713 – South (combined) 3,439**. A very approximate ratio of five southerners to one northerner

## IN CONCLUSION:

Statistically: Bingo Starr should be someone who:

- ✓ appeals to women aged between 25 and 44 – preferably to ALL age groups
- ✓ doesn't necessarily **have to** appeal to northerners – even though Manchester is #1 town
- ✓ can appeal to a global audience bearing in mind our international audience

Based on subjective opinion: Bingo Starr should be someone who:

- ✓ is a little bit naughty
- ✓ knows how to have fun
- ✓ is possibly a reformed character
- ✓ has good moral standing
- ✓ is good looking
- ✓ has a great voice

Competitively:

- ✓ Foxy Bingo has the whole Northern thing in the bag. IMO, we should steer clear



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*According to YouGov research:*

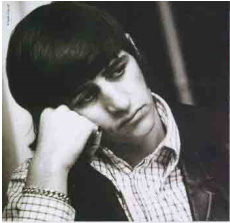
**Most appealing accents when speaking with someone in a call centre:**

1. Queen's English (52% of consumers rated this accent within their 5 favourites)
2. Scottish (34% of consumers rated this accent within their 5 favourites)
3. North East – 'Geordie' (26% of consumers rated this accent within their 5 favourites)
4. Leeds/ Yorkshire (24% of consumers rated this accent within their 5 favourites )
5. Welsh (19% of consumers rated this accent within their 5 favourites )

**Least appealing accents when speaking with someone in a call centre:**

1. Liverpool/ Scouse (9% % of consumers rated this accent within their 5 favourites)
  2. Birmingham/ Midlands (9% of consumers rated this accent within their 5 favourites)
  3. West Country (10%of consumers rated this accent within their 5 favourites)
  4. Cockney (10% of consumers rated this accent within their 5 favourites)
  5. North West/ Manchester (15% % of consumers rated this accent within their 5 favourites)
-

## CANDIDATES:



- ✓ An obvious choice. His appeal is universal and his image is good
- ✓ On the negative, people dislike a scouse accent and he could be too old fashioned for the younger end of the bingo demographic
- ✓ The mop top look and happy-go-lucky fun attitude is on the money
- ✓ He is pop



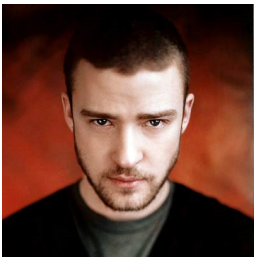
- ✓ He has peerless pop credentials and internationally known
- ✓ He knows how to have fun and was a sex god in his day
- ✓ He has a very distinctive and memorable voice
- ✓ Maybe too rocky for the target demographic



- ✓ Internationally known and loved
- ✓ Always up for a good time
- ✓ He has a very distinctive and memorable voice
- ✓ Maybe too punk – well - completely punk



- ✓ Internationally known (ish)
- ✓ Pop icon
- ✓ Sex god
- ✓ Maybe too gay



- ✓ Internationally known – may bypass some of the older players
- ✓ Pop icon
- ✓ Sex god
- ✓ Maybe too gay



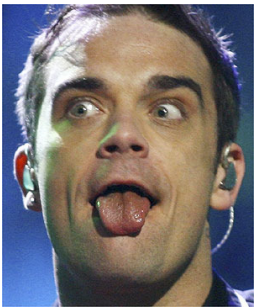
- ✓ Not ever so PC – but probably doesn't matter cos everyone loves him
- ✓ Pop icon
- ✓ Definitely too gay



- ✓ Universally loved and known
- ✓ Distinctive voice
- ✓ Great rock/pop/bad boy credentials
- ✓ Someone who has seen and done it all
- ✓ More rock than pop though



- ✓ Bit of a twat
- ✓ Bit of a sex god - Girls and supermodels love him
- ✓ Kinda personifies pop gone wild without the talent



- ✓ Bit of a twat but... ya can't help but like the geezer
- ✓ Girls love him
- ✓ Pure pop-tastic and no apologies
- ✓ Everyone loves him

## IN CONCLUSION:

Combining all elements of the candidates, Bingo Starr should:

- ✓ Have the charisma of Robbie Williams
- ✓ The dry humour of Ozzy Osbourne
- ✓ The sex appeal of Jagger, Timberlake, and Doherty
- ✓ A whiff of Rotten's rebellious nature
- ✓ The charm of the Beatles
  
- ✓ A (not that) bad boy made good who the ladies love and forgive.
- ✓ A good looking lad who your gran adores
- ✓ A pin up model
- ✓ Someone who will make you laugh and go phwhoar at the same time





## Some VOX:

Chris Finch – although, he is from Manchester he seems to have a slight combo between a Northern and London accent  
[http://www.thevoiceovergallery.co.uk/artist.asp?artist\\_id=64](http://www.thevoiceovergallery.co.uk/artist.asp?artist_id=64)

Guy Harris – same as above really – another contendor  
[http://www.thevoiceovergallery.co.uk/artist.asp?artist\\_id=106](http://www.thevoiceovergallery.co.uk/artist.asp?artist_id=106)

Josh Shirt – sounds like a young pop thing  
[http://www.thevoiceovergallery.co.uk/artist.asp?artist\\_id=121](http://www.thevoiceovergallery.co.uk/artist.asp?artist_id=121)

Phil Tufnell – well... I know Party used him but he does sound a bit like Mick Jagger  
[http://www.thevoiceovergallery.co.uk/artist.asp?artist\\_id=98](http://www.thevoiceovergallery.co.uk/artist.asp?artist_id=98)

Sean Carnegie – very urban  
<http://www.lipservice.co.uk/artist.php?aid=229>

Kevin Bishop – very flexible  
<http://www.anothertongue.com/artist.php?id=1037>

Shaun Evans – good  
[http://www.justvoicesagency.com/layout/set/popup\\_img/content/view/embed/799](http://www.justvoicesagency.com/layout/set/popup_img/content/view/embed/799)

Joseph Rye  
[http://www.justvoicesagency.com/layout/set/popup\\_img/content/view/embed/839](http://www.justvoicesagency.com/layout/set/popup_img/content/view/embed/839)

Mark Field – cockney boy  
<http://www.bigfishmedia.co.uk/cgi-bin/page.pl?p=Mark%20Field>

Vas Blackwood – good... I think he was in lock stock and two barrels!!  
<http://www.piehole.co.uk/VasBlackwood>

ADD ONS:

A sidekick called 'Amy Fullhouse'

### Loyalty Levels:

Back Stage Pass  
Audition  
Wannabe  
Performer

Star  
SuperStar  
Diva  
AAA

### Songs:

Great Balls of Fire  
Chocolate Salty Balls  
Big Balls – by AC/DC  
Any song by the Magic Numbers  
The Final Countdown  
Congratulations  
Any HOUSE music song  
Viva Las Vegas  
Lucky Number - Lene Lovich  
Burning Down the House  
Our House

Luck Be a Lady Tonight  
Superstition  
With a Little Luck from My Friends  
Some Guys Have All the Luck  
Lucky - Britney Spears  
You Are My Lucky Star - Petula Clarke  
Lucky Star - Madonna  
I Should Be So Lucky - Kylie Minogue