



community
&
campaigns

community



1. competition update
2. brand update
3. why community?
4. community – how?
5. some campaign ideas

2. competition update

• TAKE OUR TOUR •

English

HOME | OUR TEAM | DOWNLOAD | HOW TO PLAY | REAL MONEY | NEWS & PROMOS | STORE | AFFILIATES

FULL TILT POKER

100% DEPOSIT BONUS UP TO \$600
CLICK HERE!

PLAY FOR FREE
CLICK HERE

Our Pledge

- We designed Full Tilt Poker to create the best online poker experience.
- We play and chat with players every day at all levels, even play money.
- We are always thinking of new ways to make you a better poker player.
- We are committed to having the safest, most secure online poker site.
- We want you to join our team.

Team Full Tilt

MEET TEAM FULL TILT

Howard Lederer	Erk Seidel
Phil Ivey	Andy Bloch
Chris Ferguson	Mike Matusow
John Juanda	Gus Hansen
Jennifer Harman	Allen Cunningham
Phil Gordon	Patric Antarius
Erick Lindgren	

• We play exclusively at Full Tilt Poker.

ONLINE POKER GAMES

Live Site Update
78735 SEATED PLAYERS
23655 TABLES
4325 TOURNAMENTS Playing Now

PROMOTIONS

IRON MAN
We've got something for everyone with Iron Man Plus and the One-A-Day freeroll.
[more info](#)

VISA | NETELLER | CLICK2PAY | ClickandBuy | WebMoney | CASH TRANSFER | Dream Club International

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big assed pro show

on par sign up offer

liquidity

*TILT has **NOT** changed in 12 MONTHS. Shame on them. But ... BUT... their TV&print advertising is consistently excellent and this is where their 'branding' takes place.*

I am surprised it has not changed but it will soon!

MAXIMUM 100% DEPOSIT BONUS at STARS IS \$50..... they don't have to try so hard

PokerStars.com
Find the Poker Star in you

ONLINE NOW: 146,914 players 6,864 tournaments

English

Download | Poker Room | Tournaments | Promotions | Real Money | VIP Club | Team PokerStars Pro | Support

THE WORLD'S LARGEST POKER SITE

- Free to download and play
- Award winning 24/7 support
- Fully licensed and regulated
- Best software and game selection
- Secure deposits, fast cashouts

100% NEW PLAYER BONUS

→ GETTING STARTED
→ VIRTUAL TOUR

PLAY POKER
CLICK HERE

EPT EUROPEAN POKER TOUR
Play for a seat at EPT Season 51!

TURBO TAKEDOWN
\$1 Million PokerStars Turbo Takedown. At least 1 in 3 places paid!

BATTLE OF THE PLANETS
Play in our biggest ever Sit & Go promotion!

POKERSTARS BLOG NEWS

- » Moritz Kranich wins EPT Deauville
- » Fabian Ortiz wins LAPT Vina del Mar
- » Poorya Nazari wins PokerStars Caribbean Adventure Main Event
- » ElkY wins PokerStars Caribbean Adventure High Roller event

NEW: WATCH POKERSTARS.TV

PokerStars is THE place to play poker online, with more tables and tournaments than any other site. We have every kind of game, for every kind of player. Ring games, tournaments, **Texas Hold 'em, Omaha and Stud**, with fixed limit, pot limit and no limit. Whatever kind of online poker game you're looking for, you will find it at PokerStars.

Not only do we have the most poker tournaments - we also run the biggest online poker series in the world - the **World Championship of Online Poker (WCOOP)**. In addition, our live

great site - concise

pro fest

cannot be beaten on liquidity

VALUE OFFERS

it ain't broken *and they ain't fixin it...*

STARS are consistent, reliable, and enjoy a rock solid reputation

Nothing has changed in 12 months but it doesn't need to



jon smith, 26, from VA
loves hangin' by his finger tips
and playing no limit texas hold'em



poker without limits

- ✦ 10 years online
- ✦ home of the original BBJ
- ✦ lightning fast payments
- ✦ reliable.secure

play me
exclusively
at UB



3. brand update

37 average age UB
years

*Social class
Lifestyle
Behavior
Opinions
Values*



survey / data mine



Psychographic profiling

3. brand update

most popular game: no limit texas holdem \$1/\$2 and 50c/25c

36% of UB revenue is generated by 1% of our customers

100,000 active players in past 62 days

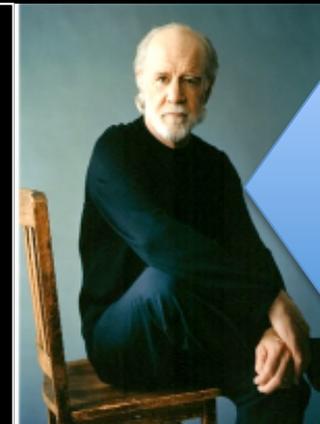
34.6% active players in their 20s
28.2% active players in their 30s
18.9% active players in their 40s
18.2% active players in their 50s

although the average age of the UB player is 37, the majority (34.6%) are in their 20s

20 - somethings are also our highest rake generators and most valuable players



he
plays?



he
pays?



All IN?

**fred bloggs, 34, from NY
jumps off mountains by day,
plays poker at night**



poker without limits

4. why community?

UB needs to find a **niche marketing message** to compete in a saturated market

we **FAIL**:

- value
- liquidity
- pro player endorsements

we **COMPARE**:

- product
- US facing
- lively campaigns

we **WIN**:

- hellmuth
- loyalty
- aruba
- payment processing

- the primary marketing message for UB is **COMMUNITY**
- the secondary marketing message for UB is **ULTIMATE**

3. why community

- to define a tone/feel/personality for UB
- to create a consistent template for future promotions, advertising, and promos (brand)
- to create an online environment that attracts and appeals to our target audience
- to create a feeling of inclusiveness/community that transcends the poker application
- to create a set of rules/ a 'gold standard' that apply to all B2C comms

CONSISTENCY IS THE KEY

\$10K tournament winner
jon, from LA, is on top of
the world (again)



poker that connects

5. community how?

THE MARKETING MIX

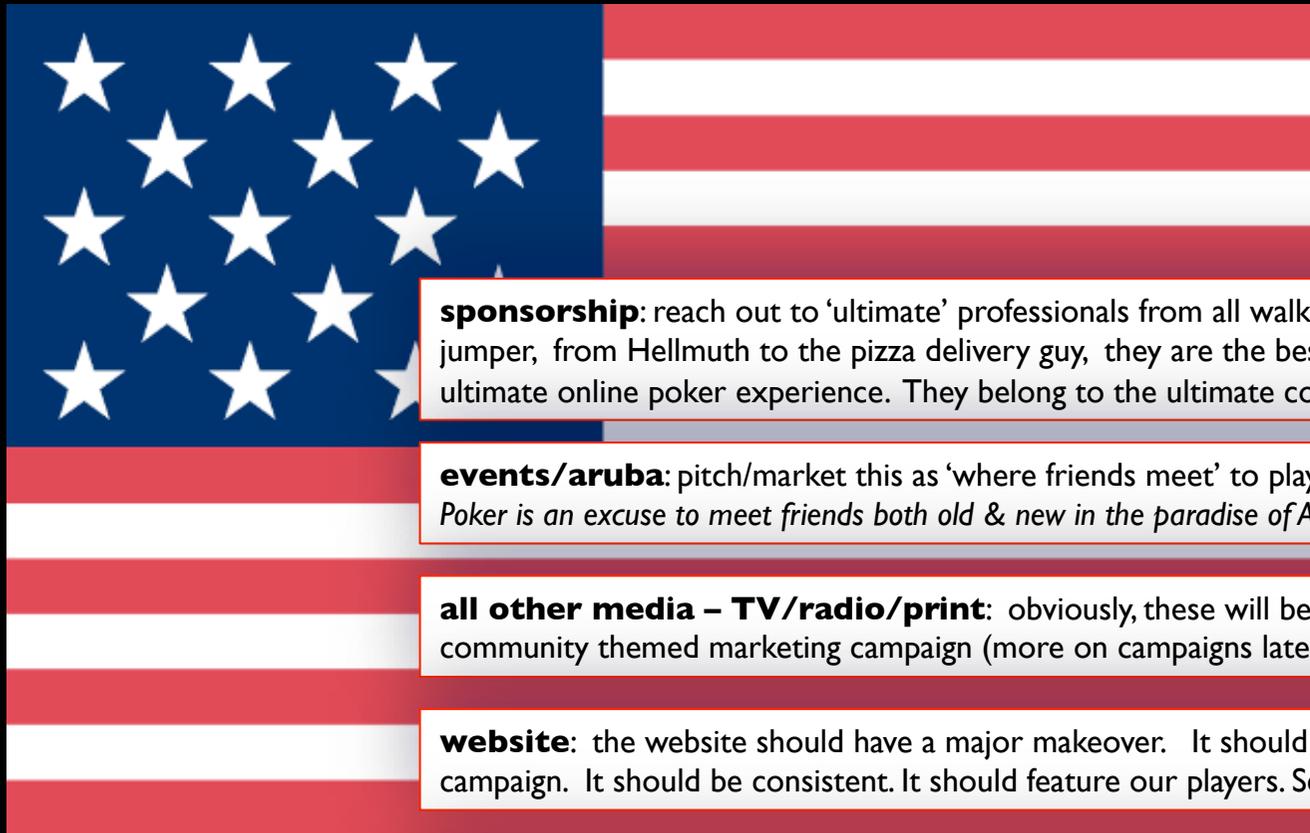


Elements from the overall marketing mix can be changed/re-focussed/enhanced to reinforce/sell the new 'ultimate community message'

5. community *how?*

elements from the marketing mix that have the opportunity for... *wait for it... drumroll*

'community-ization' or *'communication'*



sponsorship: reach out to 'ultimate' professionals from all walks of life. From the postman to the base jumper, from Hellmuth to the pizza delivery guy, they are the best at what they do and expect the ultimate online poker experience. They belong to the ultimate community. They ALL play at UB.

events/aruba: pitch/market this as 'where friends meet' to play.
Poker is an excuse to meet friends both old & new in the paradise of Aruba.

all other media – TV/radio/print: obviously, these will be the main platforms for a consistent community themed marketing campaign (more on campaigns later).

website: the website should have a major makeover. It should lead the 'all other media' marketing campaign. It should be consistent. It should feature our players. See next slide

web 2.0: we can create youtube/facebook communities from our new website. We should create more promotions that involve our players: send a photo. post a video. etc

how do we sell **community**

add community generated environments to UB

- chat room
- forums
- blog
- geotagging
- player profiles

engage with our players

- feature them in advertising
- bring them to the website: galleries, recent winner, bad beat, good news stories
- lonely hearts/message boards/buy&sell/clubs/meet&greet

encourage pros to be more 'community'

- twitter
- facebook/myspace/bebo/profiles
- pro-active communication with our customers



if the brand is
strong, the
consumer will
chase us
because he
wants to
'associate'





chuck wang, 44, from TX
Loves H.O.R.S.E.



all action, no bluff



Psychiatrist John S, 48, from Miami, likes meeting people who play with a full deck.

Join him in the chat room at UltimateBet



10 YEARS and STILL SMOOTH CALLIN'

poker without limits

are you ready to poker?

it's in the cards

Living La Vida Poker

cut your way

all in

U In?

you in?

Deal me in

no limit poker

where poker lives

we're dealing

poker that connects

TAGLINES

Raising the bets.
It's in your hand.
Breathe poker.
Poker is in the air.
You bet, you get.



a campaign idea

I. why settle for second best?

this advert will appeal to a broad demographic

'I am someone who lives life to the full. I want the ultimate experience. I want to be associated with people who expect the ultimate experience. I want to live life on the edge. I am not afraid to push the envelope and go all in. I am an individual. I am successful. I am different. I am better than you and I will prove it by beating you at poker'

the advert could end with Hellmuth fading in from black and saying simply: "I play at UltimateBet"

this advert translates perfectly into print (see all previous images in document).

We can also strike up sponsorship deals with the basejumpers/snowboarders

this is a community that will 'attract' consumers... they will engage with US!

BUDGET ALERT BUDGET ALERT

poker without limits

another one (better)

action plan

- choose tagline
- redesign UB homepage – add in community (players/sponsees?)
- commission additional pages: forum/chat/player profiling/geotagging
- agree marketing campaign – may require sponsorships
- start on 2.0 assets: facebook/twitter etc

GAME OVER