

FOR PUBLICATION

DBA Design Effectiveness Awards 2016

Submission title:

National Bingo Game: The Winning SHOUT!
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Industry sector:

Travel & Leisure
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Client company:

The National Bingo Game Association
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Design consultancy:

The Workroom
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Date:

June 2015
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Executive Summary

The National Bingo Game Association works with leading industry operators to deliver The National Bingo Game and other products in bricks and mortar bingo clubs.

In 2007, The Workroom undertook a much-needed strategic positioning and brand review of The National Bingo Game. And despite widespread acclaim and adoption of the new brand across the industry, a series of economic bombshells then ensued – smoking ban, taxation, and the financial crash – leaving the industry reeling. In 2014 the Association once again decided to reinvigorate this flagship game. The Workroom designed a new strategic proposition, creative approach and integrated campaign for The National Bingo Game, aiming to raise its profile as THE bingo game to play in the UK amongst retail bingo club operators, and to re-engage with existing and lapsed players.

This was done against the context of a shrinking market, with an average market sales decline of 5% between 2007-2013. Not only this, but the bricks and mortar bingo market was also declining year on year, with an average of one club closing per month.

All objectives were resoundingly surpassed – here are just a few of the highlights:

- 25% increase in number of clubs selling NBG – 5x more than objective
- Sold at 83% of all UK bingo clubs excluding Gala* – 8% above objective
- 8.4% real terms sales growth – a complete turnaround against the -5% market average
- 2014 sales forecast up 5% against original budget
- Massive 524% upsurge in unique page views on 'Find a Club' website page

And as testament to the visual power and relevance of the campaign, operator Cosmo Bingo loved the print advertising so much that it plastered 48-sheet billboards across the front of its clubs – a first for the NBG!

Word count: 283



Main report

1. Project Overview

Outline of project brief

The Workroom's (WR) task was to devise a proposition and then design a new dynamic and reinvigorated integrated campaign for The National Bingo Game (NBG) – in just two months.

The campaign's aim was to raise the profile and awareness of the revitalised NBG as THE bingo game to play in the UK amongst retail bingo club operators and the extended bingo market (destinations that offer bingo as an ancillary to main activities), and to re-engage with the predominantly female existing and lapsed players.

Success would be measured against the following business objectives:

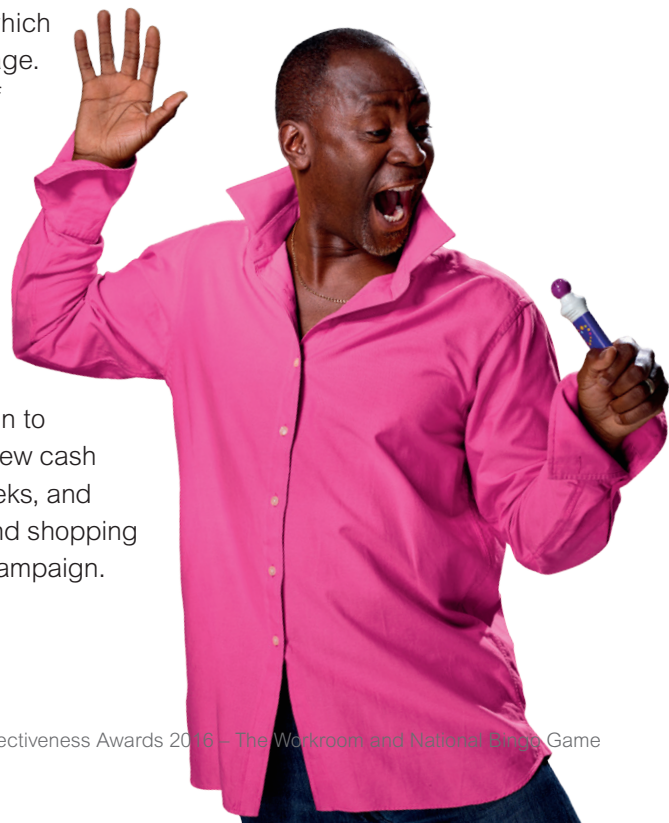
- 5% increase in number of clubs selling NBG
- NBG sold at 75% of all bingo clubs excluding Gala*
- Reverse the decline in sales against market average
- Acquire ancillary clients – to help counter the decline in retail bingo clubs
- Drive people to find their local club on the NBG website

Description

The National Bingo Game Association Limited (NBGA) works with a range of industry operators (its members) to deliver The National Bingo Game (NBG) and other bingo products to bricks and mortar bingo clubs – offering players in participating clubs life-enhancing prize money, twice a day, seven days a week, 364 days a year. NBG is the only game played nationally and simultaneously – all participating clubs compete against each other, no matter the operator.

In 2007, The Workroom (WR) undertook a much-needed strategic positioning and brand review of NBG, which was suffering from low awareness and a tired image. And despite widespread acclaim and adoption of the new brand (NBG members were not obliged to carry the marketing communications) across the industry, a series of economic bombshells then ensued – the smoking ban, heavy taxation, the rise of online gaming, and the more general reduced leisure pound. These exacerbated an already declining industry.

In 2014, the NBGA decided it was time once again to reinvigorate its flagship game. They developed a new cash jackpot of up to £250,000 to be won every few weeks, and introduced many other prizes like luxury cruises and shopping trips – a first for NBG and the reason for the new campaign.



Main report

Overview of market

Achieving the objectives would be a challenge given the following market contexts:

- A shrinking market, with an average market sales decline of 5% between 2007–2013, mirrored by NBG sales.
- The bricks and mortar bingo market, where NBG is sold, has also declined year on year, with an average of one club closing per month.

Project launch date

March 2014

Size of design budget and production costs

Design fees: £116,000

Production costs: £144,000

Word count: 430



Main report

2. Outline of design solution

WR first devised the campaign proposition, from which the campaign's creative idea was developed, and then designed all elements of the campaign.

The proposition and creative solution were informed by industry research commissioned by NBGA that gauged opinions from new, core, and lapsed players – to get an understanding of what drives the decision to play or not play. WR also looked at writing on social culture to ensure the tone of voice and ideas accurately reflected the key demographic.

Campaign proposition

Bingo is an exciting social activity that can change your life for the better.

Creative idea

Avoiding the usual clichés of bingo balls and tickets, we focused on the action and the thrill of winning itself. We coined the phrase 'The Winning SHOUT'. As a verbal shout itself is unique to bingo, this phrase is very ownable. We invested it with meaning by getting players to strike their 'Winning SHOUT' poses. Some of the winning poses used in the campaign are recognisable from sporting heroes (the Bolt) and others are celebratory and imaginative poses from dances (Thriller and Pulp Fiction) and the world of football (Shirt and Aeroplane). We even created a unique 'House' pose, utilising the well-known and loved bingo terminology. The pose was inspired by Mo Farah's 'Mobot' – raising the hands above the head to form the shape of a roof.

The campaign concept is perfect for bingo audiences as it tunes into the excitement, cheekiness and humour of this most social of activities. It also opens a visual dialogue with the audience, encouraging them to join in. Players now often pull a 'Winning SHOUT' pose when they win, re-enacting shapes on the POS around them, or creating their own.

And the really great thing about the 'Winning SHOUT' poses idea is that it continues to be developed, with new poses created, photographed and featured across the wide range of printed and digital elements.



Main report

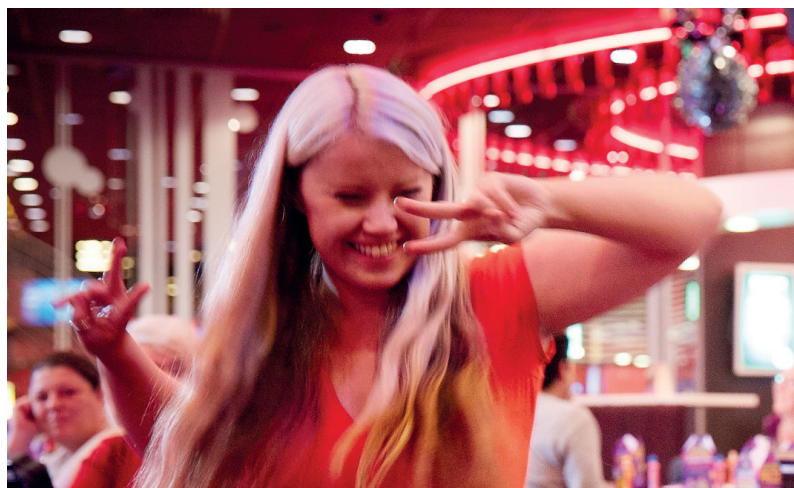
Campaign execution

With the campaign due to launch within just two months of the initial briefing, WR wrote, designed, shot, and produced the whole campaign – which was then delivered into 200 clubs across the UK.

This included photography, press ads, in-club materials such as point of sales, table talkers, showcards, flyers, screensavers, banners and large format posters, a detailed Club Manager's Handbook, and the NBG winners' and presentation cheques.

Digital executions included in-club screens, a refreshed website (with live jackpot feed – a first for the NBG), banner advertising on club sites, and new social sites for Facebook and Twitter, which are ideal for engaging with winners and tapping into the other passions of the bingo community.

Word count: 432



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3. Results

All objectives were resoundingly surpassed by June 2014. This is all the more remarkable against the context of an average market decline of 5% between 2007–2013, and the fact that retail bingo sites, where NBG is sold, are closing at a rate of one per month.

25% increase in number of clubs selling NBG – 5x more than objective

160 clubs sold NBG prior to February 2014 versus 200 clubs by June 2014 – an astounding five times more than the 5% objective.



Sold at 83% of all UK bingo clubs excluding Gala* – 8% above objective

15 ancillary sites acquired in just four months (one Working Men's Club and 14 Holiday Parks)



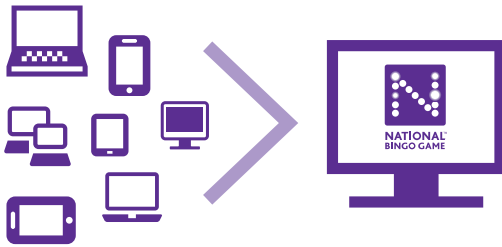
* The decision to play / buy NBG is that of the operators, not individual clubs. Due to adverse economic conditions, in 2008 operator Gala, the biggest operator in the UK, made the business decision to withdraw its membership of the NBGA, and therefore stop play of all NBGA products in its clubs. However, as of July 2014, Gala had re-engaged with the NBGA for the first time in six years, beginning to buy and test games across its clubs. Gala is now participating in NBGA's National Live games and has been requesting all marketing communication materials. It is considering whether to re-join the main NBG game.

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8.4%

8.4% real terms sales growth
– a complete turnaround against
the -5% market average

2014 sales
forecast up
5% against
original budget



Traffic from operator/club sites
to NBG website up 90%

524%

Massive 524% upsurge in unique page
views on 'Find a Club' website page



Main report

4. Testimonials

"We're very excited about this new campaign – its success is undeniable. It's cheeky and vibrant and has just the right tone of voice for our audience. The visual execution also builds on the stand out branding The Workroom did for us 7 years ago. And they've done it in record time, with just under two months from briefing to launch!"

Miles Baron, Chief Executive, The National Bingo Game Association

"The Winning Shout campaign is quite simply perfect. Never have I seen a better concept and execution with real relevance for our players!"

Tony Lister, Head of Gaming, Mecca Bingo

"It's really struck exactly the right tone."

"You've got the right balance between aspirational, fun and down to earthiness, especially with the The Winning Shout models, their clothes and styling."

From members of the NBGA Steering Group

(representatives from operators such as Mecca, Castle, Buckingham and Carlton)

And finally...

As testament to the visual power and relevance of the campaign, operator Cosmo Bingo loved the NBG print advertising so much that it plastered 48-sheet billboards across the front of its clubs – a first in NBG's history!



Main report

5. Other influencing factors

The campaign designed by WR dovetailed with national consumer PR by Beattie Communications. This focussed on women's weekly consumer titles as well as national women's supplements, achieving a total PR reach of 49,012,923 women in three months.

A direct connection between PR and sales growth, increases in number of clubs selling NBG, acquisition of ancillary sites is unlikely, given that the PR was generated off the back of the campaign, not the other way round.

It's also worth noting that the press relations activities centred predominantly around WR's proposition that bingo is an exciting social activity that can change your life for the better, as well as prominently featuring elements designed by WR such as the campaign imagery and massive "Congratulations on your Winning SHOUT" winners' cheques!

6. Research resources

NBGA's internal and industry data, 2007–2014

