



PLAY BREAK OPEN ONTARIO

CONCLUDING DIGITAL REPORT — DECEMBER 2015

ANALYTICS AND OBSERVATIONS

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OVERVIEW

1. PLAY BREAK OPEN BRANDING & DIRECTION
2. WEBSITE AND ANALYTICS
3. FACEBOOK INSIGHTS
4. SEARCH ENGINE MARKETING - AWARENESS & RETARGETING
5. AUDIENCE INTELLIGENCE MARKETING

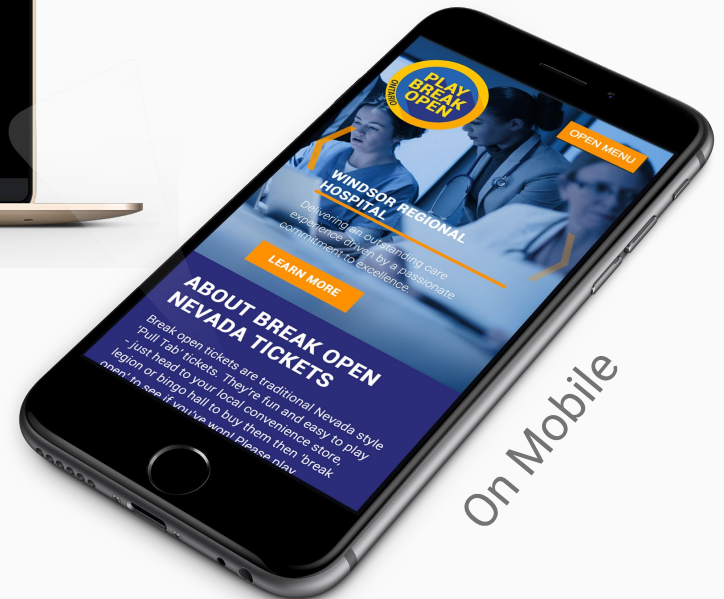
CAMPAIGN OVERVIEW, WHAT WE DID

- Eight-week campaign
- Traditional & Digital Mix
- **Build from scratch campaign: Website, Social, Branding/Identity, Logos, Creative, Ad units & Strategy.**
- Display Network Advertising
 - RTB network buy of articles/content with H.I Lottery based on comprehensive keyword lists.
- Premium Banner Media - Audience Intelligence High Index - Lottery
 - Premium website banner ads based on all of Rogers & Bell's online properties (including US sites) based on highest index for lottery users.
- Retargeting Advertising
 - Specialized banner ads for post-visit users
- Mobile Geo-Based Advertising
 - Southwestern Ontario 2 Layer Behavioural Campaign
- Digital Pre Roll 30sec Geo-Based TV Advertising
 - CP24, CTV News, E!Online, and TSN
- Facebook Page Advertising
 - Unique banner, newsfeed ads promoting "Likes" to PBO FB page based on FB history, other likes, tendencies, and geo-located all Ontario.
- Facebook Content Advertising
 - Advertising our actual daily posts as ads to promote reach and impressions and generate interactions based on targeting criteria above.

WEBSITE & ANALYTICS.



On Desktop



On Mobile

NEW WEBSITE - RECAP

Main Page:

- Single page, scroller with content mainly focused on charities and organizations (“CO”s)
- Featured carousel as masthead, rotating through the COs
- Traffic mainly driven through display & retargeting ads, the Weather Network ads and Bell Media ads

Splash Page (Game):

- Interactive game/splash page added as a fun gateway to the new website.
- Was only active the **first** time a user visited the website, skipped direct to site upon return visits.
- Was an actual Nevada Break Open digital ticket where you can to pull the tabs to enter the site, each tab revealed a unique feature about the game/experience/charities.

WEBSITE — THE BIG NUMBERS

9,837

Total Sessions



Over 1K visitors / week

This is **above-par** compared to benchmark for Charity & Philanthropy websites

12,389

Pages Viewed



Total pages explored

This is the total pages viewed on our website within the 8 week campaign

2min 28s

Avg. Time on Page



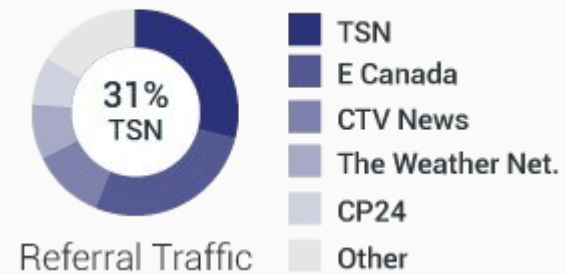
That's long!

This suggests that people are staying and reading our content

WEBSITE — HOW ARE VISITORS DIRECTED TO THE SITE?



Traffic Channel refers to the tool(s) used by the visitor to become aware of, and click to go to either the mobile or desktop version of the website.



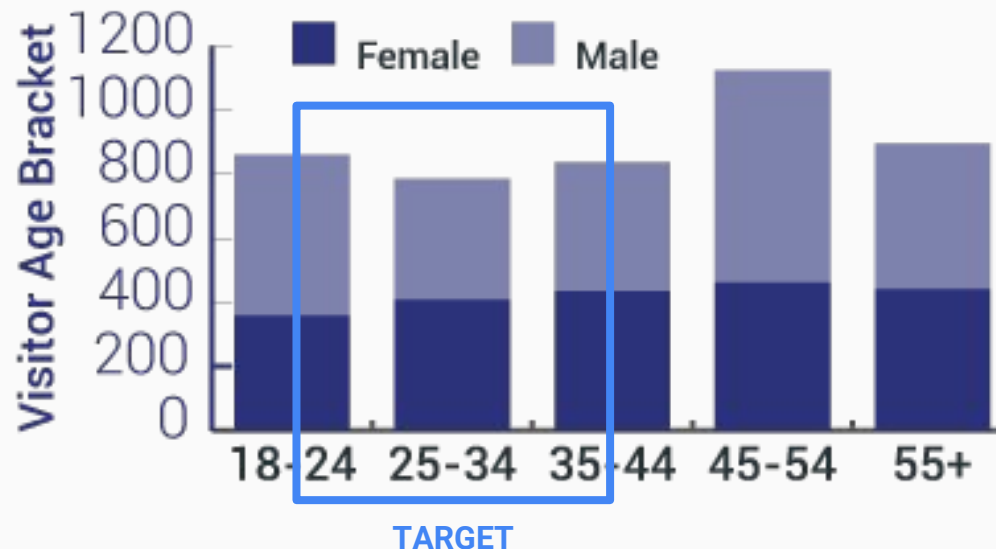
Referral Traffic is sources of visitors that lead directly to the website. The referrers were selected based on similarity to product, scrutiny of demographic interests and reach of network.

The More Ads → The More Site Visitors

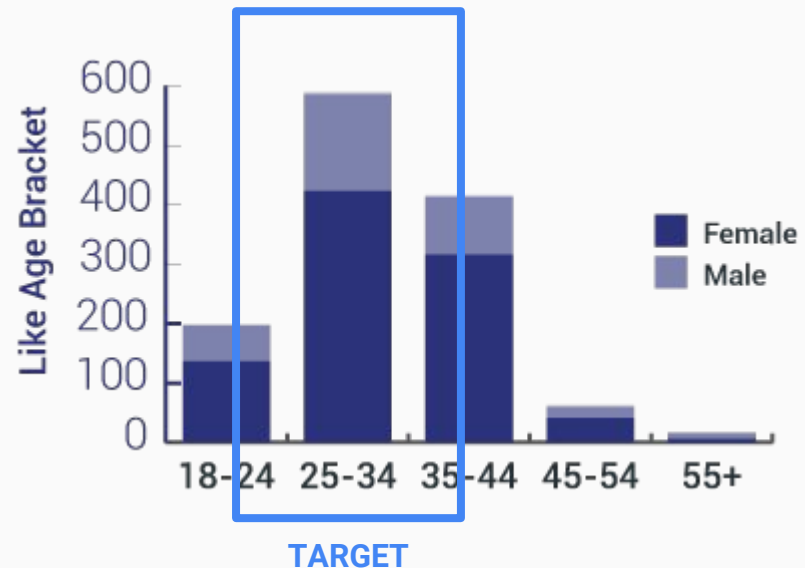
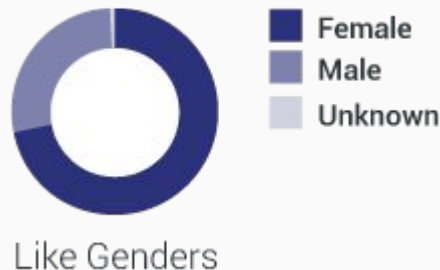
There is **positive** correlation between no. of ad impressions & traffic to the site.

Web Attracted More Varied Ages & Is Skewed Towards 44+

With Nearly Equal Gender Split (Male > Female)

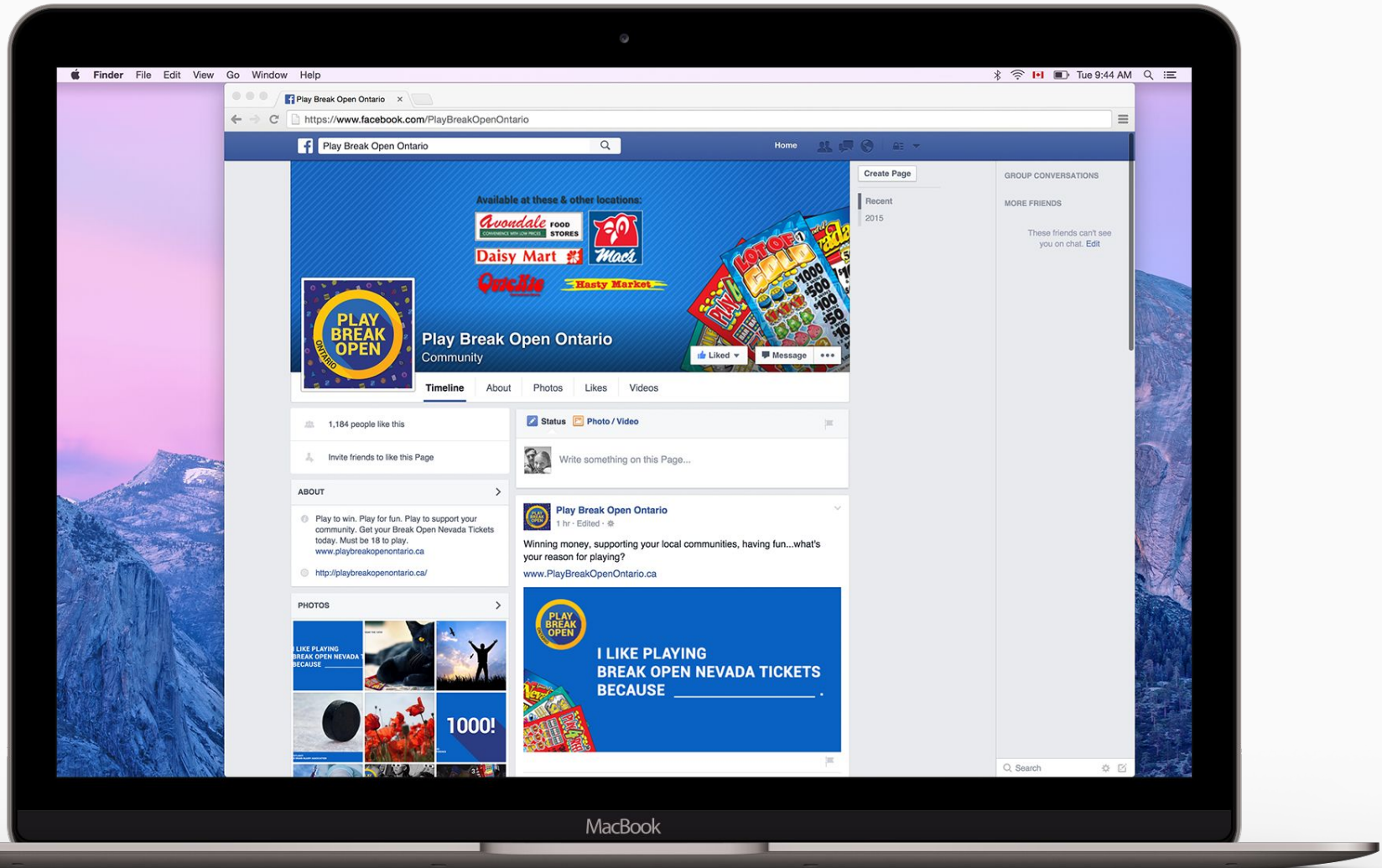


To Target a Younger Demographic, Facebook is a Great Medium



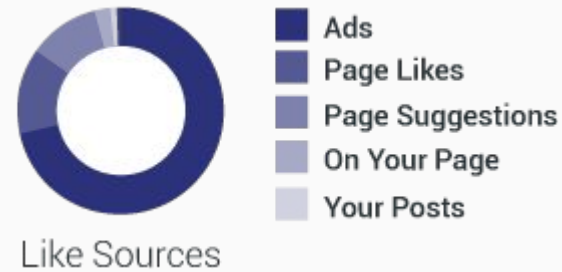
FACEBOOK INSIGHTS.

www.facebook.com/PlayBreakOpenOntario

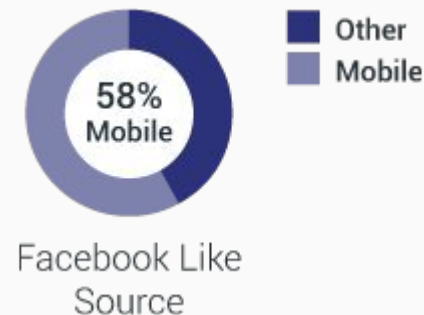


FACEBOOK — HOW DID WE DO?

>1.3K
Total Likes



~25
New Likes per Day



324,745
Page Reach Total



373,958
Page Views Total



Roughly 75% of Likes Were a Direct Result of Paid Facebook Advertising

**The Following Pages Are Facebook
Post Content Examples That Were
Successful**

CELEBRATORY POSTS

Communicate with the people who
Like our page and celebrate
milestones together.

Concurrently we provide relevant
content to push campaign message
(s) and our charity focus.

Provide the opportunity for 'Likers' to
share kudos to our charities through
Likes and comments.



Play Break Open Ontario

November 9 at 3:35pm · 🌟

On behalf of the 1000's charities and non-profit organizations Break Open Nevada Tickets supports across Ontario, THANK YOU for your ongoing support!

www.PlayBreakOpenOntario.com



👍 Like

💬 Comment

➦ Share

Play Break Open Ontario, Kyle Verge, Braedan Abbott, Viola Conner and 15 others like this.



Pat Johnson very nice guys!!!!

Unlike · Reply · Message · 👍 1 · November 11 at 6:46pm



Write a comment...



EVENT POSTS

Create and foster a sense of community by honouring major (and minor) events that matter to Canadians.



Play Break Open Ontario

November 11 at 8:00am · 🌟

Will you join us in two minutes silence at 11am? [#WeRemember](#)

(Photo Credit: wazimu0)



👍 Like

💬 Comment

➦ Share

Play Break Open Ontario, Gina Azucena and 322 others like this.

Chronological ▾

2 shares



Doug Dobias Lest we forget

Unlike · Reply · Message · 👍 1 · November 11 at 1:01pm



Write a comment...



INTERACTIVE POSTS

Encourage Facebook users to participate in fun and engaging posts.

Keeping these posts in line with calendar events that our community are already discussing allows us to join the conversation.

Example: This post where ask our community to find the Break Open Nevada tickets hiding in the pile of Halloween candy.



Play Break Open Ontario

October 31 at 10:00am · 🌟

Treat yourself to a Break Open Nevada Ticket this Halloween. 🎃👻

How many break open tickets can you find in the image?

www.PlayBreakOpenOntario.ca



👍 Like

💬 Comment

➦ Share

Kyle Verge, Stephane Guenette, Tim Stuart and 27 others like this.

Chronological ▾

View 16 more comments



Tammy Irwin 4

Like · Reply · Message · November 2 at 10:15am



Play Break Open Ontario Getting there Tammy 😊 Check out our most recent post. Which ticket did you miss??

Like · Reply · November 2 at 10:37am

➦ View more replies



Tammy Irwin I missed # 3 wahhhh

Unlike · Reply · Message · 👍 1 · November 2 at 10:41am

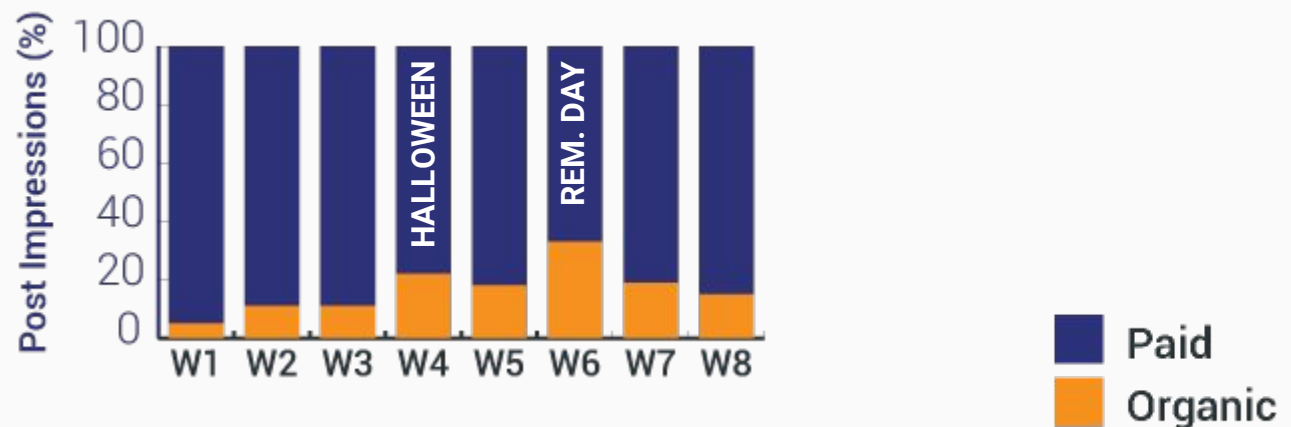


Write a comment...



Our Most Interacted/Talked About Posts Were Real Time and Current

We see our organic impressions grow during weeks 4 and 6 due to a higher number of post interactions (Likes, Comments, Shares, etc.), for posts that were centred more closely to current events.



Users Interacted With Every Post!

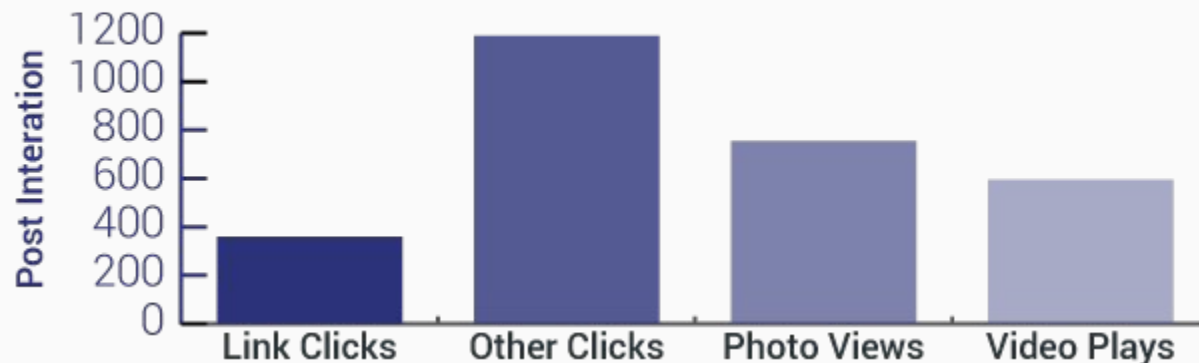
We observe better interaction in posts relevant to current events
& within games

>2.3K

Total Post Likes

596

Video Plays



SEARCH ENGINE MARKETING.

AD CAMPAIGN SPLIT

AWARENESS CAMPAIGN

- Targets new opportunities
- Eye-catching adverts to encourage clicks and gain new visitors to the site
- Expectation: a consistent number of impressions over time with a steady number of clicks

RETARGETING CAMPAIGN

- Targets visitors who have already been to the site
- Remarket adverts with new content and reiterate branding
- Expectation: a growing number of impressions – clicks are less important here

We Served More Than 3.1 Million Ads To The 3.6 Million Residents of South- Western Ontario

According to the 2006 Census. The More Ads = The Better Awareness

>3.1 Million

Total Impressions

>4K

Total Clicks To
Website From Ads

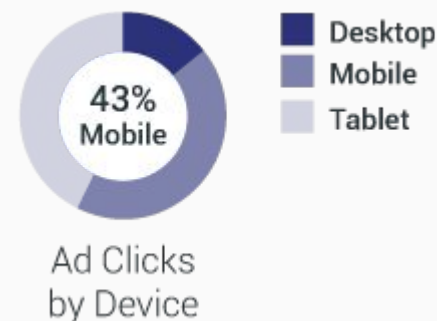
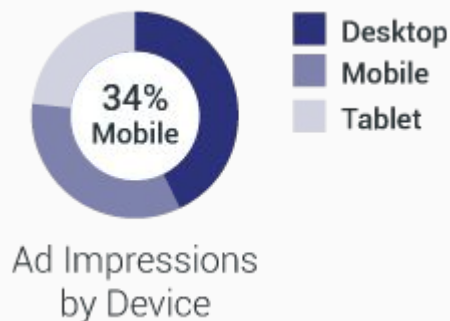
Gaming-Focused Websites Served 3 of 4 Our Ad Impressions

Algorithms automatically serve ads to placements with overall better user-responses; if users are clicking on a site, more ads will be served there



Our Ad-Viewers Better Responded to Mobile & Tablet Ads Than Desktop, 2: 1

Roughly the same number of clicks were received from mobile devices as tablets, and together comprise 80% of ad clicks — even though nearly an even split of impressions were served across all three.



SEM - WHAT DEVICES ARE OUR ADS SEEN ON?

	Awareness Campaign		Retargeting Campaign	
	Impressions	Clicks	Impressions	Clicks
FIRST CONNECT SET <ul style="list-style-type: none"> • Blue • Orange CTA • "Play," "Fun" 	706,202	413	120,024	224
SUPPORT SET <ul style="list-style-type: none"> • Purple • Orange CTA • "Support Your Community" 	1,902,874	2,553	166,328	401
CHARITY FOCUS SET <ul style="list-style-type: none"> • Blue, Indigo, Orange • No CTA • Information-based 	n/a	n/a	235,918	512
TTL:	2,609,076	2,966	522,270	1,137

“Support Your Community” Messaging Worked More Effectively at the Awareness/Procurement Stage

More Than six times as many clicks to support messaging, as opposed to play
and fun messaging

Larger Text Bodies and Charity-Focused Messaging Worked More Effectively During Retargeting

More Than six times as many clicks to support messaging, as opposed to play and fun messaging

**So, Messages in Ads Should be
Community-/Charity-Focused**

AD SET ANATOMY

1) FIRST CONNECT SET

- Bring awareness of the campaign and branding
- Highlight locations and PLAY

2) SUPPORT SET

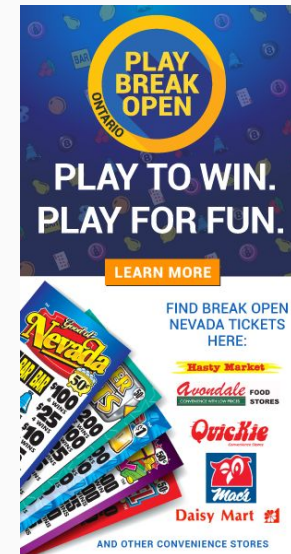
- Reiterate charity focus and emphasises supporting the community
- Used in both Awareness and Retargeting campaigns

3) CHARITY FOCUS SET

- Focus on individual charities/causes supported by Play Break Open Ontario
- Provide a larger body of text with no call to action

FIRST CONNECT SPECIFICS

- Released in/before first week of campaign
- Generated awareness of campaign tickets and locations
- Focus on keywords like “fun” and “play”
- Goal was to generate clicks to website and promote a playful and entertaining product



AWARENESS

659,536 (30%)
Total Number
of Impressions

39 (15%)
Total Number
of Clicks

RETARGETING

112,857 (29%)
Total Number
of Impressions

207 (26%)
Total Number
of Clicks

SUPPORT SPECIFICS

- Released during week 2 of the campaign
- Shift attention to community support and charity focus
- Focus on keywords like “support” and “community”
- Goal was to advertise how playing is fun and good for Ontario communities



AWARENESS

1,603,328 (70%)
Total Number
of Impressions

2,161 (85%)
Total Number
of Clicks

RETARGETING

135,943 (35%)
Total Number
of Impressions

284 (37%)
Total Number
of Clicks

CHARITY FOCUS SPECIFICS

- Released during week 3 of the campaign
- No call to action intentional — serve more ads per day
- Longer bodies of text publically communicating purpose of charity or organization
- Goal was to reiterate charity-focus message to previous visitors to site



AWARENESS

n/a
Total Number
of Impressions

n/a
Total Number
of Clicks

RETARGETING

141,692 (36%)
Total Number
of Impressions

284 (37%)
Total Number
of Clicks

AUDIENCE INTELLIGENCE CAMPAIGNS.

AUDIENCE INTELLIGENCE EBLAST

OBJECTIVE: Bring awareness to the OCGA Break Open Nevada lottery tickets which support local communities through funding for services that impact thousands of Ontarians every year

TARGET: South-Western Ontario

SUBJECT LINE 1: Support Your Community with Charitable Gaming

SUBJECT LINE 2: Play to Win & Support your Community

34,255
Total
Deployed

5,185 (15%)
Total
Opens



**PLAY
BREAK
OPEN**
ONTARIO

HOW MUCH WILL YOU WIN?

Did you know Break Open Nevada Tickets help to fund over 5,000 charities and non-profit organizations across Ontario? When you play to win, you support your community by providing funding for services that impact thousands of Ontarians every year.

WHERE TO BUY

Charities and non-profit organizations your purchase supports include:

THE AIR CADET LEAGUE OF CANADA (ONTARIO)

One of Canada's premier youth aviation programs with nearly 75 years of rich history and tens of thousands of graduates. Successful Air Cadets have graduated and moved on to take leadership roles in many fields of business and across society. Today, in Ontario, there are more than 8,000 girls and boys between the ages of 12 and 18 involved in all levels

THE CANADIAN DEAF BLIND ASSOCIATION ONTARIO CHAPTER

A registered charity that has provided services across the province to members of the deaf blind community for over 25 years. CDBA Ontario is recognized within Canada and around the world as a leader in the provision of Intervener Services.



Visit PlayBreakOpenOntario.ca to learn more about Break Open Nevada Tickets and the non-profit organizations we support.

Break Open Nevada Tickets are fun and easy to play - just head to your local convenience store, legion or bingo hall to buy them then 'break open' to see if you've won!

Please play responsibly. Must be 18 to play.

 PlayBreakOpenOntario **LEARN MORE**



Premium network programing for
affordable geo-targeted cost per
1000x views of 30s spot.
CP24, CityTV, TSN

94,011

Total 30s Video
Commercial Views

1,689

Total Clicks From 30s
Web Commercial To
Website

AUDIENCE INTELLIGENCE NETWORK DISPLAY ADS

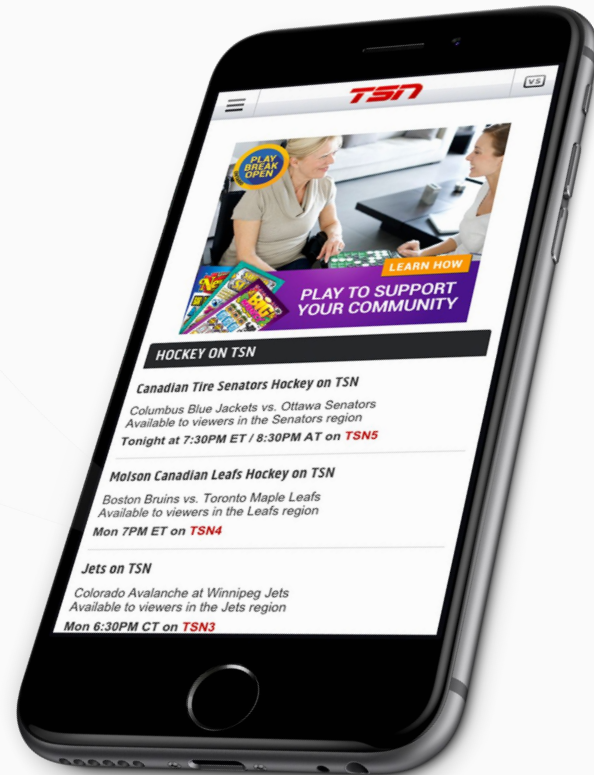
Premium Website
Networks with High Lottery
Index Based on Customer
Profile (TSN, E! Online,
CityNews, etc)

564,111

Total Impressions

1,371

Total Clicks



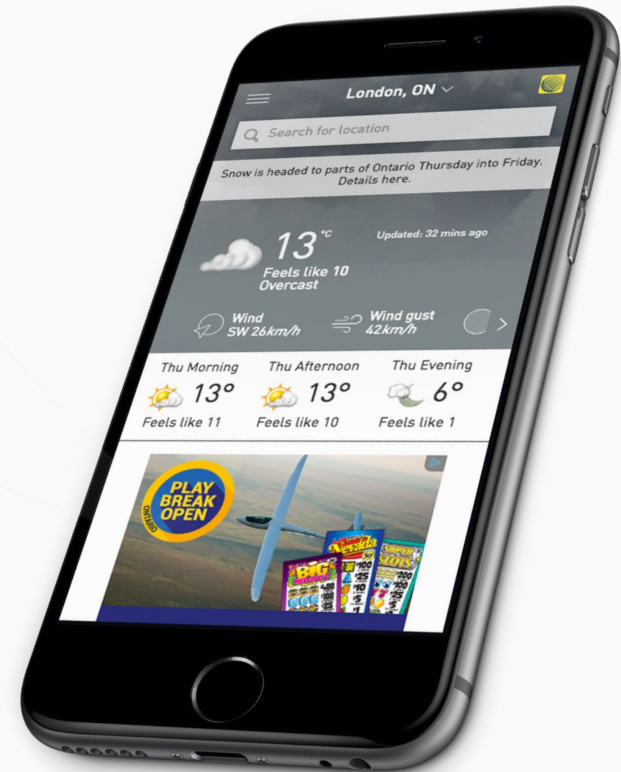
For geo-targeted brand awareness, we single out places with frequent visits: **Weather**. Therefore, we get daily **frequency**.

2,216,814

Total Impressions

1,554

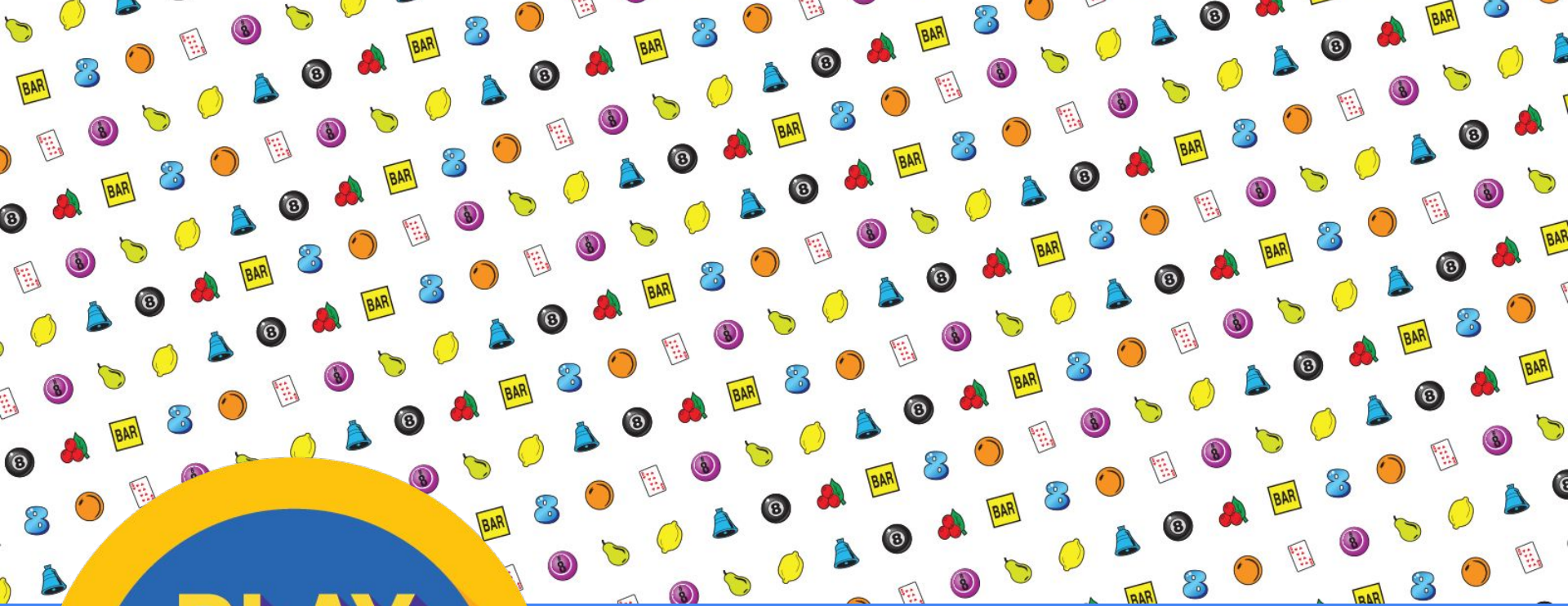
Total Clicks



6,788,926!

**TOTAL NUMBER OF GEO + BEHAVIOURAL TARGETED IMPRESSIONS - WEEKS
1-8 (FINAL), SOUTH WESTERN ONTARIO + NIAGARA**

*The approx. total number of digital views (eyeballs on ads) of
Play Break Open Ontario content, ads, videos, etc.*



THANK YOU.