

Fetch

William Hill bets on mobile success for Cheltenham Festival By Fetch

Background:

William Hill are owners of the most-downloaded betting app available. One of the most prestigious and eagerly-anticipated events in horse racing, the Cheltenham Festival is also one of the highlights of the sports betting calendar. In this exceptionally competitive field, online bookmakers strive to win the mobile apps download race.

It was critical for William Hill to maintain their number one positioning throughout the Festival. They leveraged the awareness-raising relevance of a spectacular out-of-home media campaign around Cheltenham rail station and the cabs around there taking Festival-goers to the event to drive experienced and novice gamblers alike to download the Sportsbook app to place bets at any point during the race meeting.

Challenge:

With a number of competing bookmakers promoting their betting apps across the festival period, William Hill charged Fetch with using mobile media opportunities to ensure that the Sportsbook app achieved the highest possible positioning in the App Store; driving people to place bets via the app; and bringing in a new audience of first-time depositors.

Mobile's role:

- Encourage existing depositors to place bets throughout the Festival via the Sportsbook app
- Acquire new Sportsbook app users
- Ensure these new users are active to deliver an additional revenue stream from new Sportsbook app depositors

The mobile strategy:

The three-stranded mobile strategy used a variety of different options via the mobile platform to engage and activate new and existing Sportsbook users.

Fetch ran a pre-Festival Sportsbook awareness campaign using pre-roll videos on iPhone, iPad and Android devices using video ad networks such as Yume and Brightroll. This brought the Sportsbook app back to top of mind for existing users and linked it to the upcoming Cheltenham Festival. It was also designed to engage potential new users and give them a taste of the excitement of the Sportsbook app.

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An app booster campaign on the first day of the festival with bursts on AppXpert by Surikate and AppGratis pushed the app to potential downloaders by ensuring that the Sportsbook app achieved the highest possible position in the App Store charts.

To engage and inspire new users to take part, display ads on premium mobile sites such as The Sun, The Telegraph, the Daily Express and the Daily Star, providing excellent access to an audience of existing and potential depositors, were used.

The results:

By securing the date in AppGratis Fetch ensured that William Hill competitors couldn't get the all-important spot. Through promotional offers we were able to target new depositors as a result of the campaign.

On the first day of the Festival William Hill achieved the highest number of active unique users across all mobile ecosystems. Throughout the 4 days of the Festival period the Sportsbook app was #1 in the iOS sports category, and #8 overall.

The campaign showed how mobile promotion works successfully as a strand of a multi-media campaign. William Hill achieved an astonishing one million bets placed via mobile devices during the four-day Festival – a very significant proportion of total online business. The opening day of the Festival saw William Hill app downloads match that of Grand National day.

