

# **Building a Brand in the Betting Sector**

2019 and Beyond

What is a  
**Brand?**

Is it a name?

a logo?

a product/service?

It's all that and **more**...

Me  
myself  
&

Me  
myself  
&

Me  
myself  
&

Me  
myself  
&

Me  
myself  
&

Me  
myself  
&

Is **NOT** what **YOU** think  
and say it is

Me  
myself  
&

Me  
myself  
&

Me  
myself  
&

Me  
myself  
&

Me  
myself  
&

Me  
myself  
&

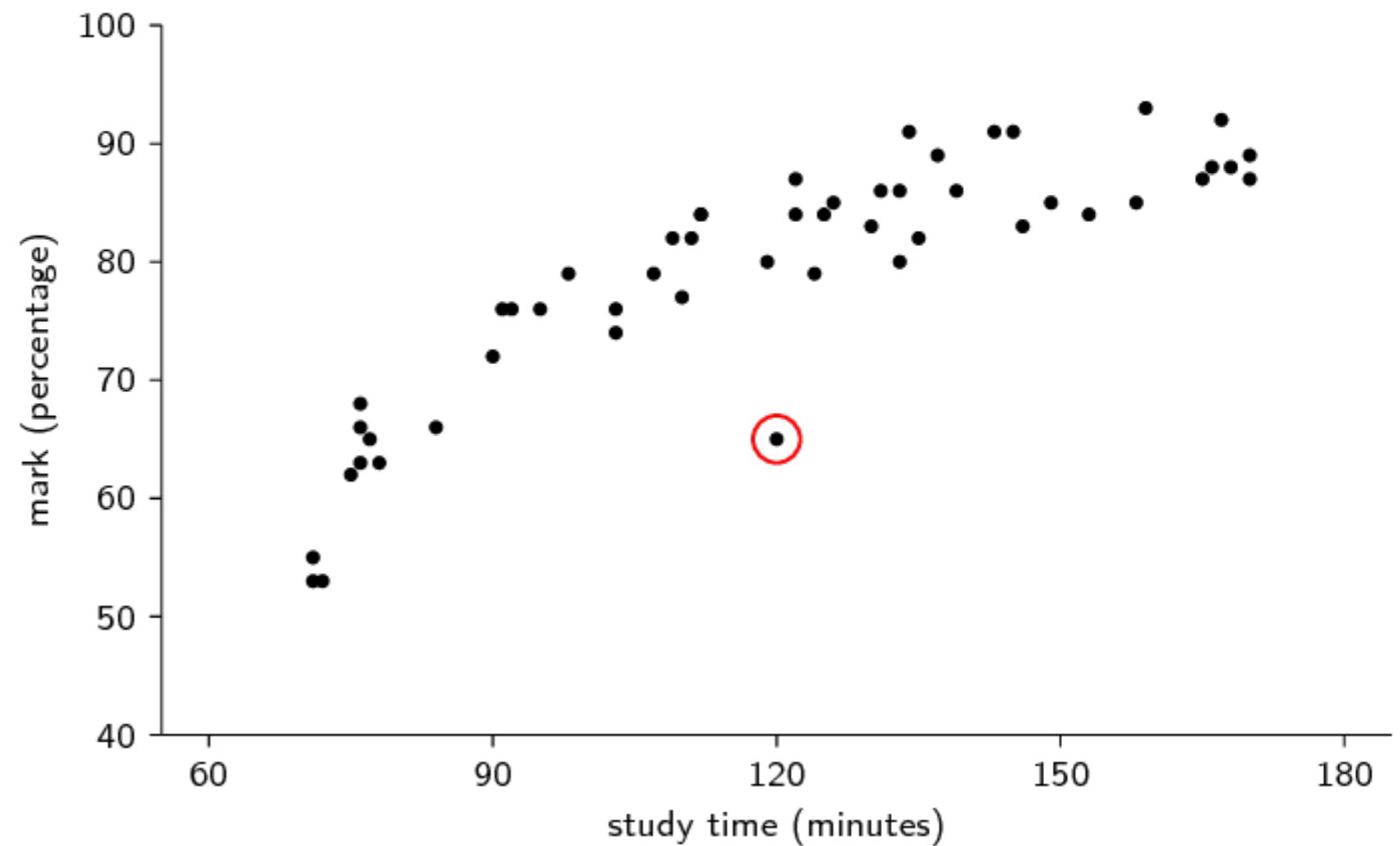


**It's how they feel  
about you!**



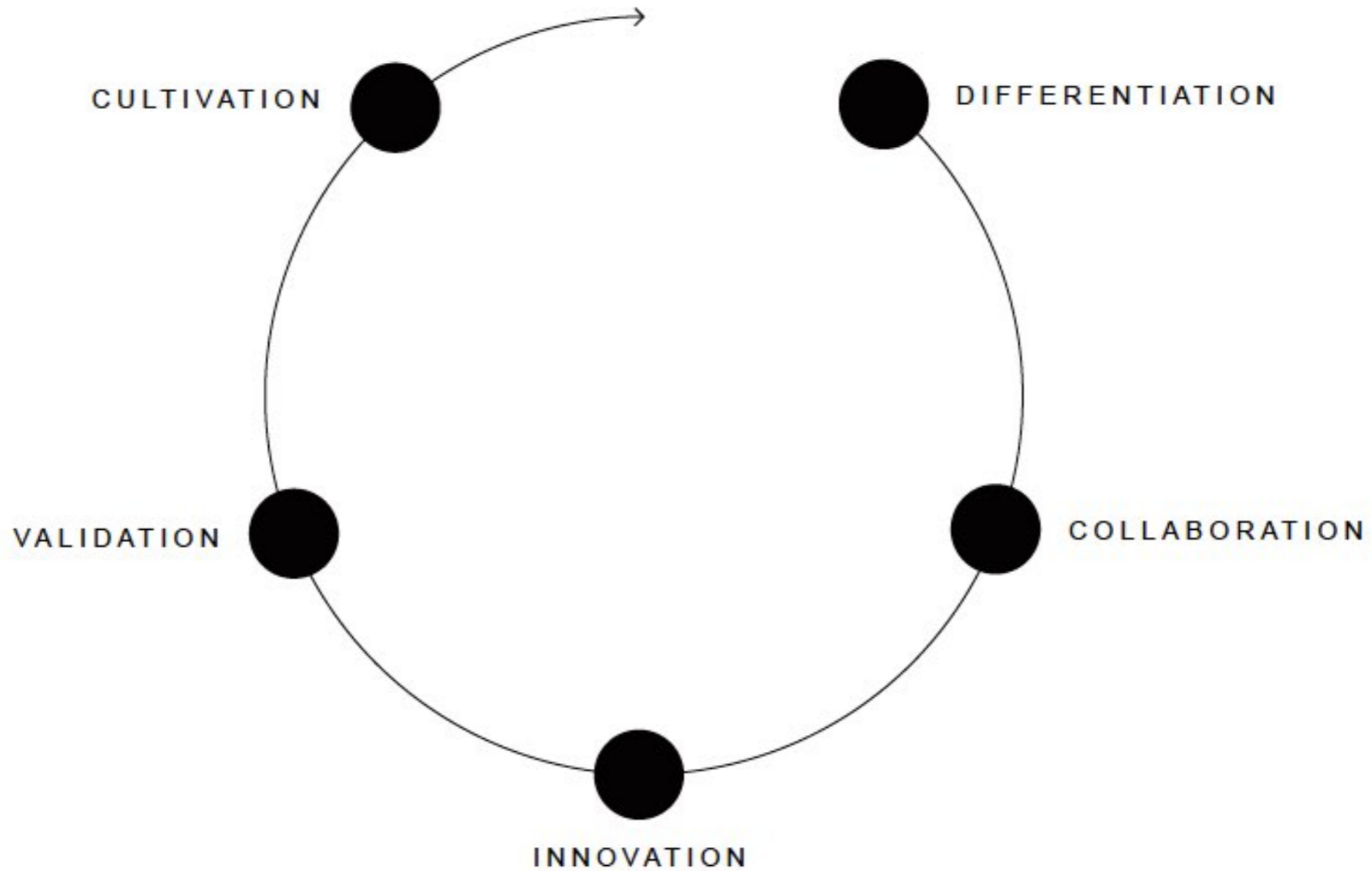
# And definitely,

how they don't feel about **the others**



stand **OUT.**

# Branding Virtuous Circle



# The Good Old Days



# Producers & Consumers



We are  
Social



# Mobile is the answer





COOPS!

GOOD LUCK!

Content



# Celebrity Endorsement

**NAIRABET**.COM  
*The home of sports betting*

HOME 0 90:00 0 AWAY

**GOALLESS DRAW  
MONEY BACK**

GET 100% CASH BACK  
IF THE FINAL SCORE IS  
0:0

**PLACE YOUR BET**

**“NAIRABET**  
*is Africa's*  
**NUMBER**  
**ONE**  
Phyno

The advertisement is displayed on a laptop screen. The background of the ad is a football stadium at night with bright lights. In the foreground, a man in a dark suit and sunglasses sits on the grass, looking thoughtful. To his right, a lion stands on the grass with a soccer ball at its feet. The overall theme is sports betting, specifically focusing on a goalless draw.

A woman's head is shown in profile, facing right. The top of her head is covered by a transparent, futuristic brain interface. Inside the interface, various colored wires (red, yellow, green, blue) are visible, along with a small white component and a circular opening. The woman has a neutral expression and is wearing a dark blue top. The background is dark with some blurred white text.

# AI in Personalization & Automation

**Security**



# Generation Z vs Generation Y



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