

# WORLD CUP

## Campaign Toolkit

Version 1 | October 2022

**betway**



Welcome to the Global Qatar World Cup 2022 toolkit. This Toolkit has been specially created for Betway for use during the Qatar 2022 World Cup. The toolkit sets out the core Visual Identity and globally approved activation assets for this tournament.

This is the final version of the Guidelines and are the more detailed version of the “Look & Feel” toolkit that was sent out earlier this year.

- These Guidelines should be used as the basis for all subsequent production relating to Qatar World Cup across all territories. Please share this with any relevant stakeholders internally, as well as external partners responsible for producing creative on behalf of Betway

- These Guidelines **do not** replace the current Sports Brand Guidelines – they should be seen as an addition for the time period stated

- Any changes or updates required to the World Cup Toolkit should be discussed with the Global Brand team

These Guidelines are available to use from **Friday 4th November** - 2 weeks prior to the start of the tournament, or when regional Leagues pause for the World Cup. The Toolkit can only be used until the final of the world cup on the **18th December**.

For activations prior this date please refer to the Quest To Qatar activation Toolkit or Global Brand team for additional requirements.

- **Briefing for World Cup assets are available from today**

- **The information in this Toolkit is correct as of the time of production. It is subject to change and can be updated as required. This will be communicated through Global Brand Channels.**

**All Creative Assets can be found on the following link**

**World Cup Creative Assets**

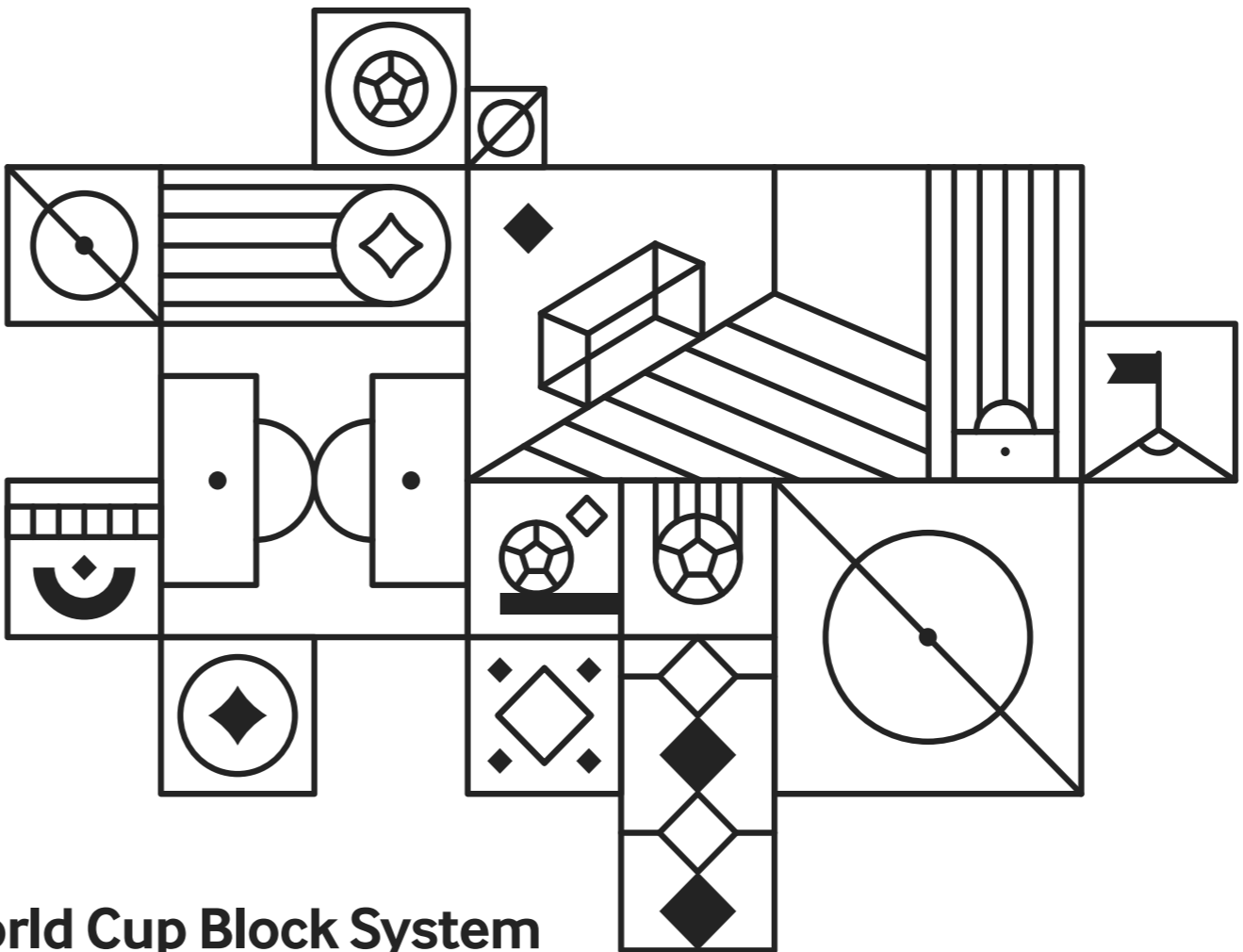
# QATAR WORLD CUP

Key visuals - Concept

The World Cup is the single most prestigious event in the sporting calendar. Excitement for the tournament often transcends football, generating huge excitement around the globe. To mark this special occasion, the creative department has designed a versatile toolkit that celebrates the unique personality of Qatar 2022 - and can be adapted to the action as the competition unfolds.

This has been achieved via a flexible modular system and a creative core that focuses on each competing nation's iconic aesthetic. Pillars for this creative

- **Betway World Cup Identity**
- **World Cup Modular Block System**
- **Defragmented Flags & Patterns**
- **Football/Qatar Icons & Elements**



- World Cup Block System



- World Cup Identity



- Defrag Flags



- Football Elements

The World Cup Identity badge is to be used on all imagery as an instantly recognisable tournament identifier. Badges can easily be swapped into any asset for maximum flexibility. Variants are available for both portrait and landscape assets.

The modular system means the Identity badge can be combined with various elements of the creative core (flags).

This Identity is subject to further location and size requirements in addition to the Betway logo. Please contact Center of Excellence for further information.

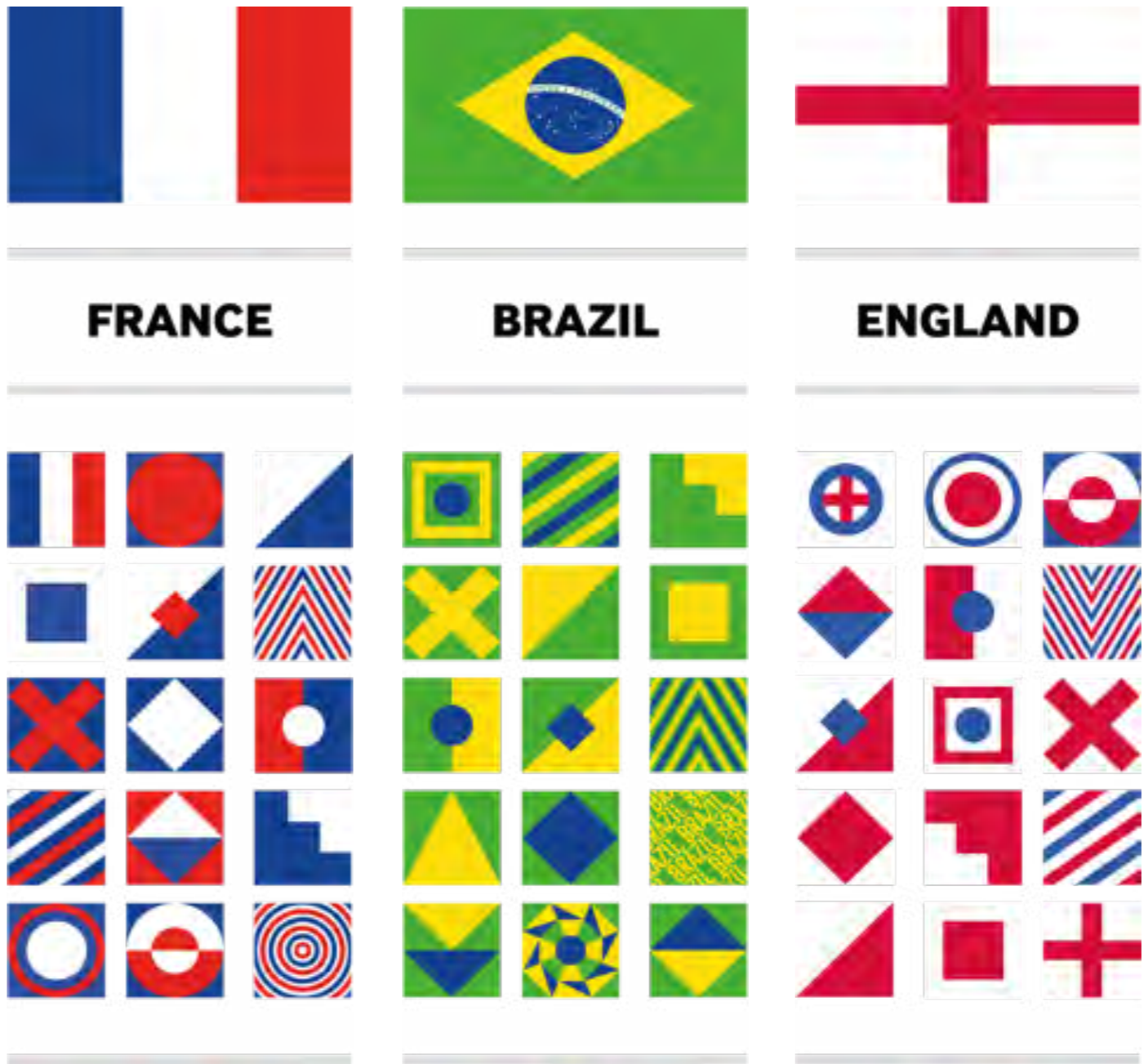


For our creative core, we designed team-specific, original patterns that represent each nation in the tournament.

Within the 15 unique shapes that create each country's pattern, one serves as each nation's primary identifier. (Defrag Flag)

All patterns for each country should be clipped into a rectangular shape within the artwork (with the exception of elements that would break out of the shape, adding depth to the artwork (TvT))

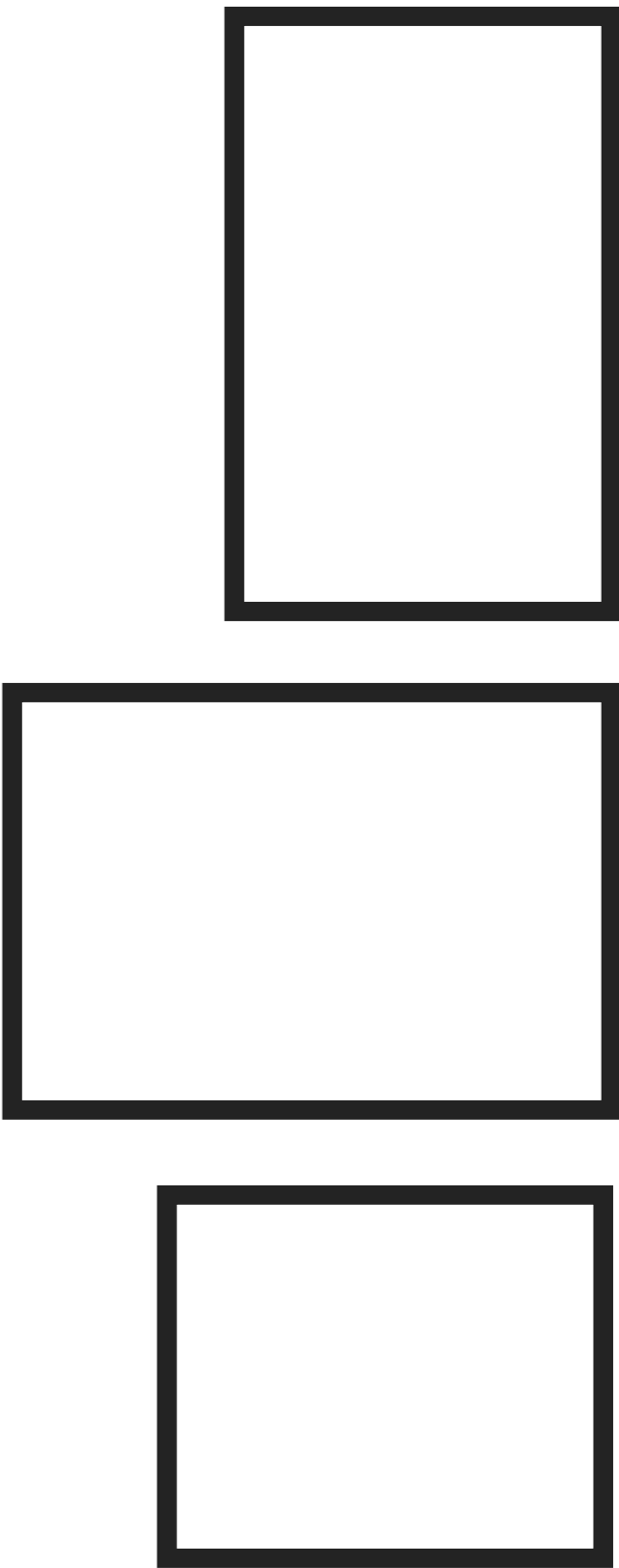
15 designs have been created for all teams that are participating in the tournament.



- Country Patterns



- Defrag Flags



- Modular Shapes

# QATAR WORLD CUP

## Key Visuals - Players

For our creative core, we designed team-specific, original patterns that represent each nation in the tournament.

Within the 15 unique shapes that create each country's pattern, one serves as each nation's primary identifier. (Defrag Flag)

All patterns for each country should be clipped into a rectangular shape within the artwork (with the exception of elements that would break out of the shape, adding depth to the artwork (TvT))

15 designs have been created for all teams that are participating in the tournament.



Original



Created

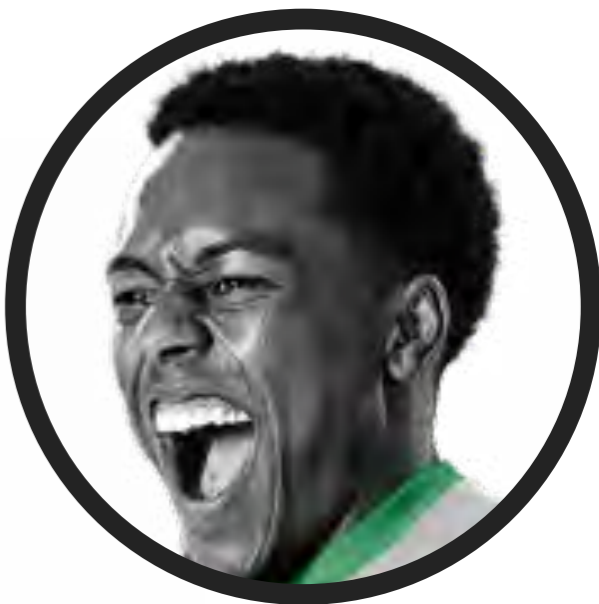
\* All badges have been pre-approved by Compliance



Kit Detail



Country Badge



B&W Treatment



Original



Created

# QATAR WORLD CUP

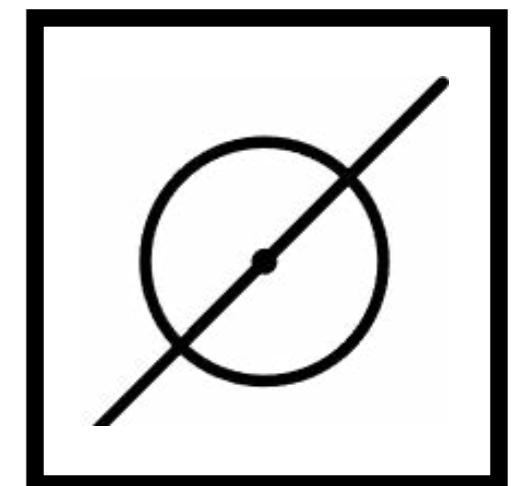
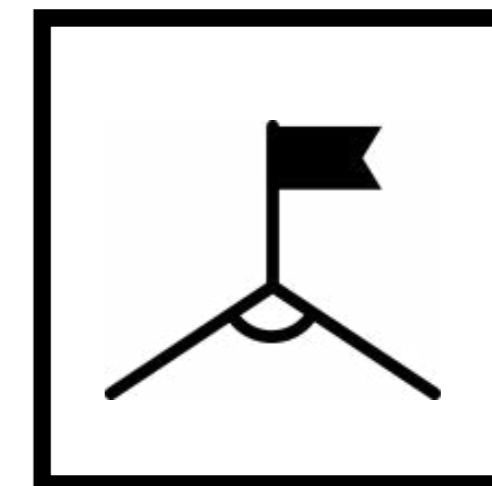
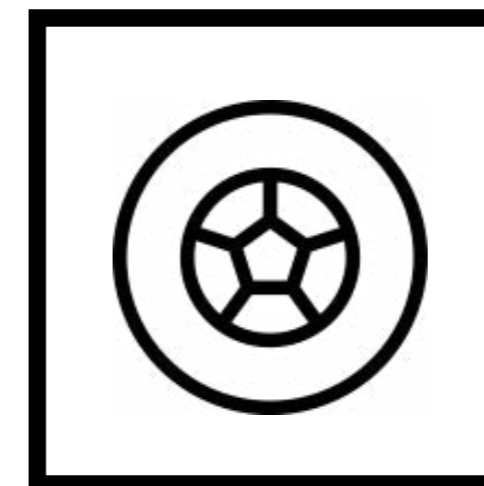
Key Visuals - Elements, Stadiums & Team Abbreviations

7

We have also created designs that encapsulate the broader aspects of the World Cup helps to sharpen realism and increase engagement.

These sketch elements comprise of all stadiums hosting games during the tournament which will help keep assets relevant by updating these for each asset. The football specific elements can be interchanged as well to keep the sport focus.

- **The modular system enables selection of the real-life stadium for each game**
- **Corner flags and football icons keep the sport in focus.**
- **Full sketches can be seen in the Asset Library**
- **Team Names/Abbreviations** – Each team's abbreviation is presented in national colours for customer recognition





# CREATIVE ASSETS

Generic Offer

For the Generic Offer version, we decided to apply a modular system. For this we applied a Grid to the artwork in which all elements will be displayed.

We have split this grid into three main areas which can be interchanged to provide additional localisation for regions and does not need to be produced only in the methods outlined in this toolkit.

**World Cup  
Creative Process**



**1** - Display Grid



**2** - Modular Structure:

- Identity
- Elements
- Defrag Flags



**3** - Final Artwork

WORLD CUP 2022

£10  
FREE BET

when you bet £10  
on any market\*

\*T&Cs apply

TEAM A V TEAM B / EVENT

£10  
FREE BET

when you bet £10  
on any market\*

betway

TEAM A V TEAM B / EVENT

£10 FREE BET

when you bet £10  
on any market

New UK customers only. £10 Min Deposit. 100% matched free bet on your first deposit of £10. 1 x wagering at odds of 1.75+ to unlock Free Bets. Debit Card & Paypal deposits only. This offer is valid for 7 days from your new account being registered. Full Terms apply.



WORLD CUP 2022

£10 FREE BET

when you bet £10  
on any market

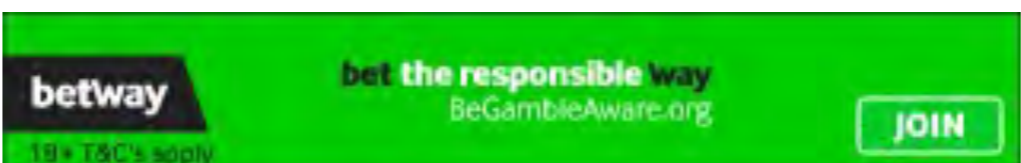
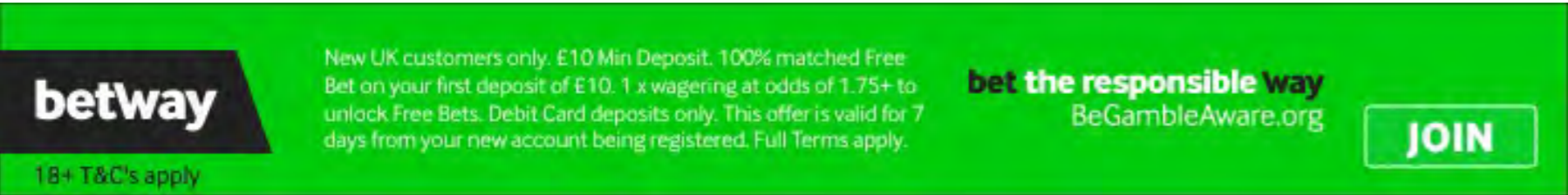
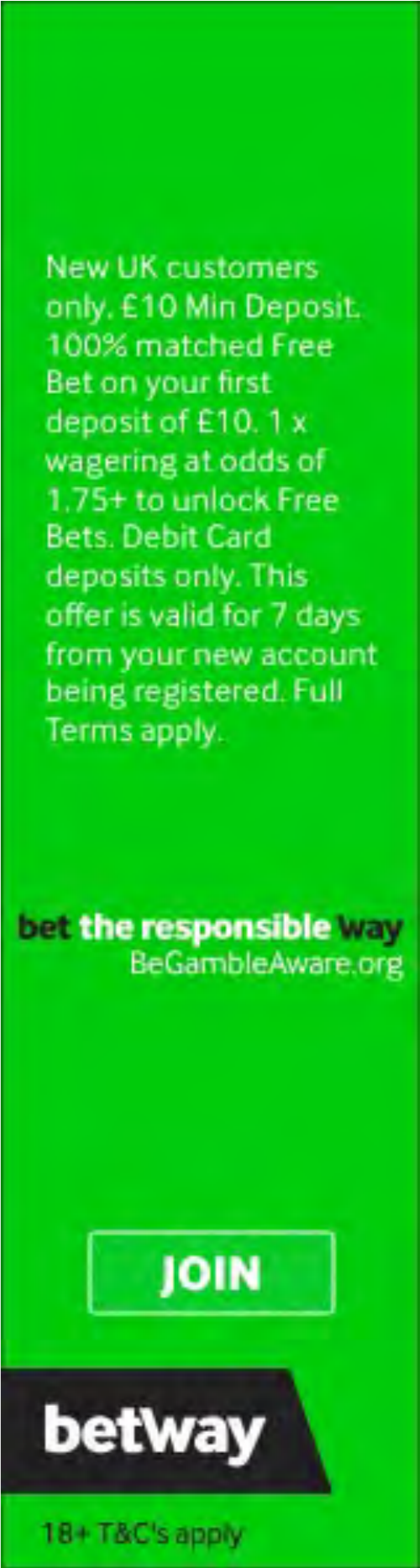
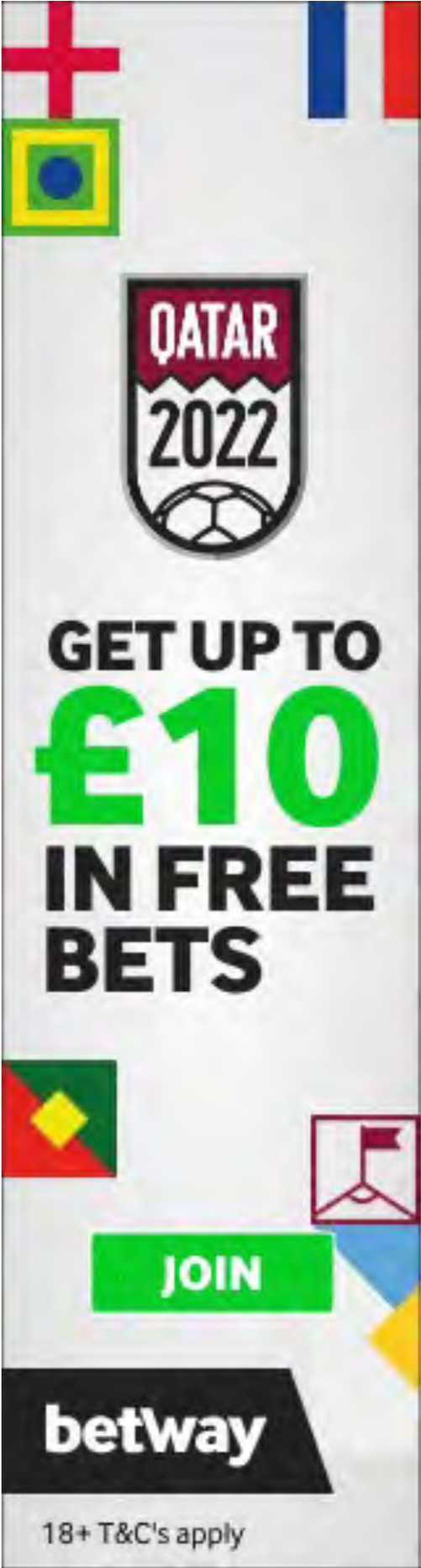
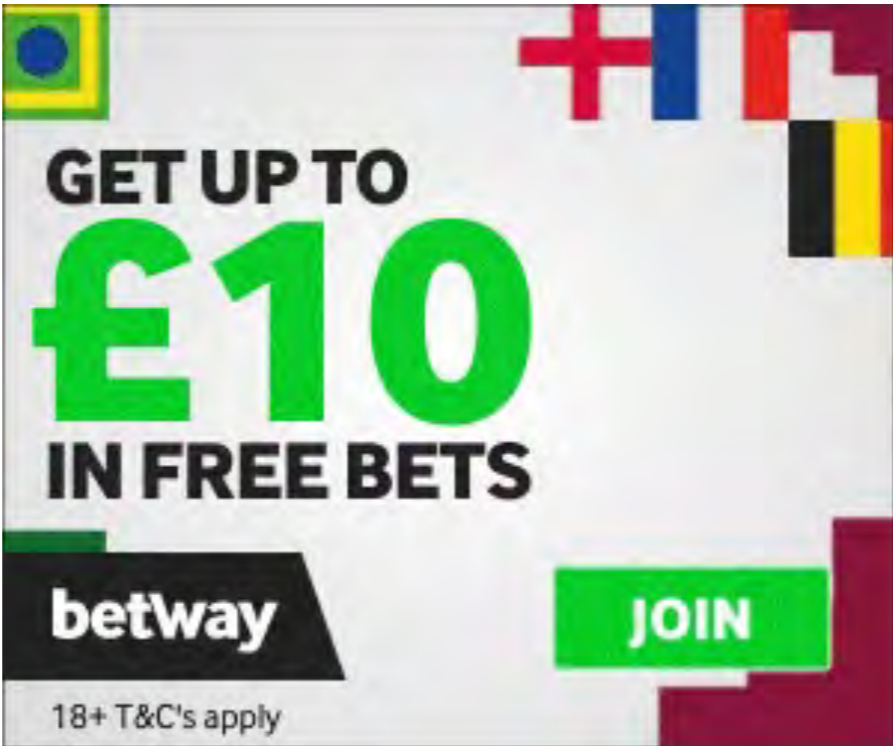
WORLD CUP 2022

£10 IN  
FREE BETS

when you deposit  
and bet £25

Play For Free

Selections must be submitted before the start of the first eligible match.



We also created a generic version including player imagery (3&5 Player option).

This creates a simplified grid that can be adapted to any given country by any region to again increase localisation options.

**World Cup  
Creative Process**

**1 - Display Grid**



**2 - Modular Structure:**

- Identity
- Elements
- Defrag Flags



**3 - Player imagery:**

- Region Specific Flag & Player
- Elementry Players

**4 - Final Artwork**

# QATAR WORLD CUP

## Generic Offer - Player Variation - SSR

WORLD CUP 2022

**£10  
FREE BET**

when you bet £10  
on any market\*

\*T&Cs apply

[illegible]

**WORLD CUP 2022**

**£10 FREE BET**

**when you bet £10  
on any market**

New UK customers only. £10 Min Deposit. 100% matched free bet on your first deposit of £10. 1 x wagering at odds of 1.75+ to unlock Free Bets. Debit Card & Paypal deposits only. This offer is valid for 7 days from your new account being registered. Full Terms apply.

A promotional banner for the World Cup 2022. On the left, the text 'WORLD CUP 2022' is in black, followed by '£10 FREE BET' in large green letters, and 'when you bet £10 on any market' in smaller black text. On the right, there is a collage featuring the Qatar 2022 logo, a soccer ball, and the flags of Brazil, France, and the Netherlands. In the foreground, three players are shown: a Brazilian player in a yellow jersey (number 10), an Argentine player in a white jersey (number 10), and a Belgian player in a red jersey (number 7).

[illegible]



# CREATIVE ASSETS

Team V Team

# QATAR WORLD CUP

TvT Offer - Concept

15

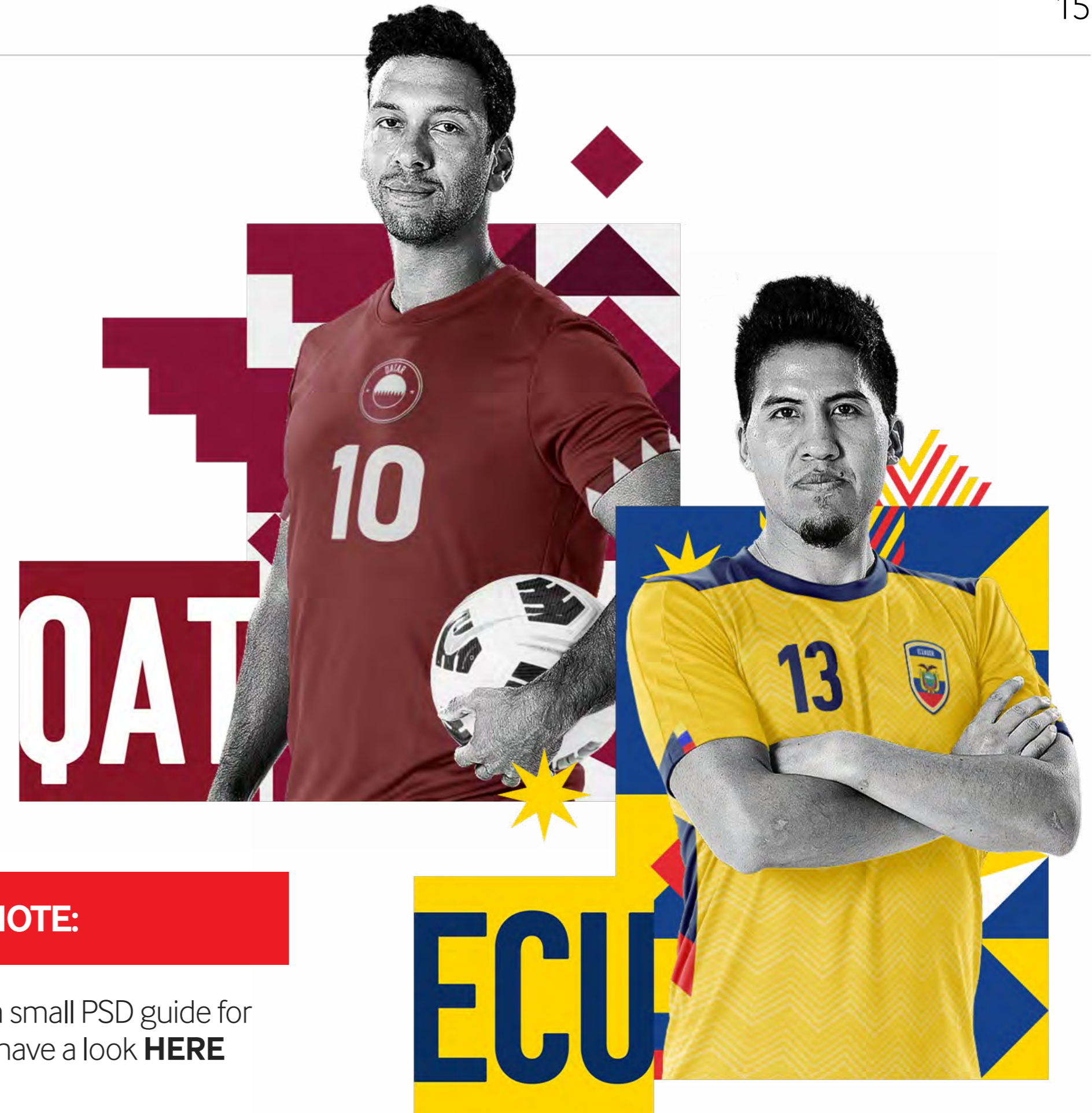
The TvT concept presents team-specific players in teams kits, paired with the deconstructed flag elements brought through from the “Generic” versions shown earlier.

To add World Cup characters to the concept, each match’s real-life stadium and other associated icons can also be included.

All team abbreviations are presented in their signature colors (Full team names can be used in small banners, substituting the fixture element)

## Key Elements:

- **Player Outbreaking modular shape**
- **Background Pattern (elements from the pattern can outbreak modular shape)**
- **Team Abbreviation in the corresponding colour**
- **Football kit can be edited according to the fixture**
- **Stadium can be edited according to the fixture**
- **Football/ Tournament Elements to add sports context**



## NOTE:

There is also a a small PSD guide for designers to have a look **HERE**

QATAR V ECUADOR

**£10  
FREE BET**

when you bet £10  
on any market\*

\*T&Cs apply



QATAR V ECUADOR

**£10  
FREE BET**

when you bet £10  
on any market\*



betway

QATAR V ECUADOR

**£10 FREE BET**

when you bet £10  
on any market

New UK customers only. £10 Min Deposit. 100% matched free bet on your first deposit of £10. 1 x wagering at odds of 1.75+ to unlock Free Bets. Debit Card & Paypal deposits only. This offer is valid for 7 days from your new account being registered. Full Terms apply.





QATAR V ECUADOR

**£10 FREE BET**

when you bet £10  
on any market




QATAR V ECUADOR

**£10 IN  
FREE BETS**

when you deposit  
and bet £25

**Play For Free**

Selections must be submitted before the start of the first eligible match.





**betway**

18+ T&C's apply

QATAR V ECUADOR

**£10 FREE BET**

when you bet £10 on any market

**betway**

18+ T&C's apply

**JOIN**

New UK customers only. £10 Min Deposit. 100% matched Free Bet on your first deposit of £10. 1 x wagering at odds of 1.75+ to unlock Free Bets. Debit Card deposits only. This offer is valid for 7 days from your new account being registered. Full Terms apply.

**bet the responsible way**  
BeGambleAware.org

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**JOIN**

**betway**

18+ T&C's apply

QATAR 2022

QAT

ECU

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QATAR 2022

QAT

ECU

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**£10 FREE BET**

when you bet £10 on any market

**JOIN**

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**JOIN**

**betway**

18+ T&C's apply

**bet the responsible way**  
BeGambleAware.org

**JOIN**



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**bet the responsible way**  
BeGambleAware.org

**betway**

18+ T&C's apply

**JOIN**



# CREATIVE ASSETS

Product

# QATAR WORLD CUP

Product - Predictor Games

Similar to the “Generic” World Cup approach, all products will be displayed within the modular grid. Changing the Qatar colours for our product colours and displaying the product identity.

Like the “Generic” version defragmented flag and sketch elements can be updated to localise any product offering.

We’ve also created a predictor games template where we can target a specific team which include player team creative.



# QATAR WORLD CUP

## Product - Predictor Games - SSR - Generic

20

4

TO SCORE

WIN A SHARE OF

£50,000


Just predict the first goal

scorers in 4 matches

on our free to play game\*

\*T&Cs apply

[illegible]




**4 TO SCORE**

**WIN A SHARE OF**


**£50,000**

**Just predict the first goal scorer in  
4 matches on our free to play game**

New UK customers only. £10 Min Deposit. 100% matched free bet on  
Full Terms apply.




A collage of soccer-related icons including flags, a '4 TO SCORE' badge, a 'QATAR 2022' badge, a soccer ball, and a goalpost.



# WIN A SHARE OF €50,000

Just predict the first goal scorer in 4 matches on our free to play game



4

TO SCORE

WIN A SHARE OF

£50,000

Just predict the first goal scorers in 4 matches on our free to play game\*

\*T&Cs apply

4

TO SCORE



4

TO SCORE

WIN A SHARE OF

£50,000

Just predict the first goal scorers in 4 matches on our free to play game\*

\*T&Cs apply

4

TO SCORE



4

TO SCORE

WIN A SHARE OF


£50,000

Just predict the first goal scorer in 4 matches on our free to play game

New UK customers only. £10 Min Deposit. 100% matched free bet on Full Terms apply.

4

TO SCORE



4

TO SCORE



4

TO SCORE

WIN A SHARE OF

£50,000

Just predict the first goal scorer in 4 matches on our free to play game

4

TO SCORE



NOTE:

When Creating some Player Specific  
please use Country/Region targeted  
Team if possible.

Leaderbord will have the same template approach used to create predictor games. The main difference is swapping the elements colour to a Betway Casino branded colour.

Similar to the predictor games we’ve also created a version for a Generic Leaderboard creative to be used with a team specific player.

Localisation is possible for these asset styles as well.



WORLD CUP LEADERBOARD

WHERE WILL YOU FINISH?

\$/€6000 in prizes to be awarded soon\*

QATAR 2022

ABIGAIL RATCHFORD'S TREASURE QUEST

BANANA DROP

TOP PLAYS

SAVANNAH FOX

\*T&Cs apply

WORLD CUP LEADERBOARD

WHERE WILL YOU FINISH?

\$/€6000 in prizes to be awarded soon

QATAR 2022

ABIGAIL RATCHFORD'S TREASURE QUEST

BANANA DROP

TOP PLAYS

SAVANNAH FOX

betway

WORLD CUP LEADERBOARD

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ABIGAIL RATCHFORD'S TREASURE QUEST

BANANA DROP

TOP PLAYS

SAVANNAH FOX

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QATAR 2022

ABIGAIL RATCHFORD'S TREASURE QUEST

BANANA DROP

TOP PLAYS

SAVANNAH FOX

WORLD CUP LEADERBOARD

WHERE WILL YOU FINISH?

\$/€6000 in prizes to be awarded soon

QATAR 2022

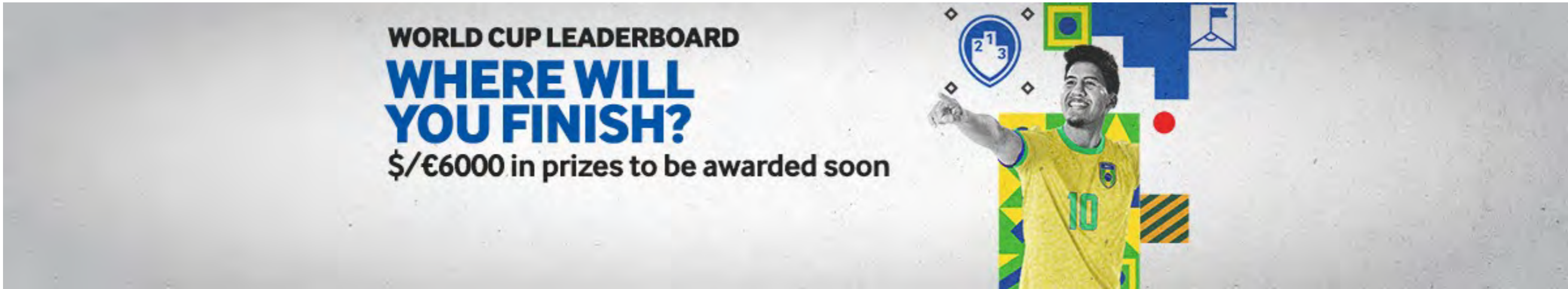
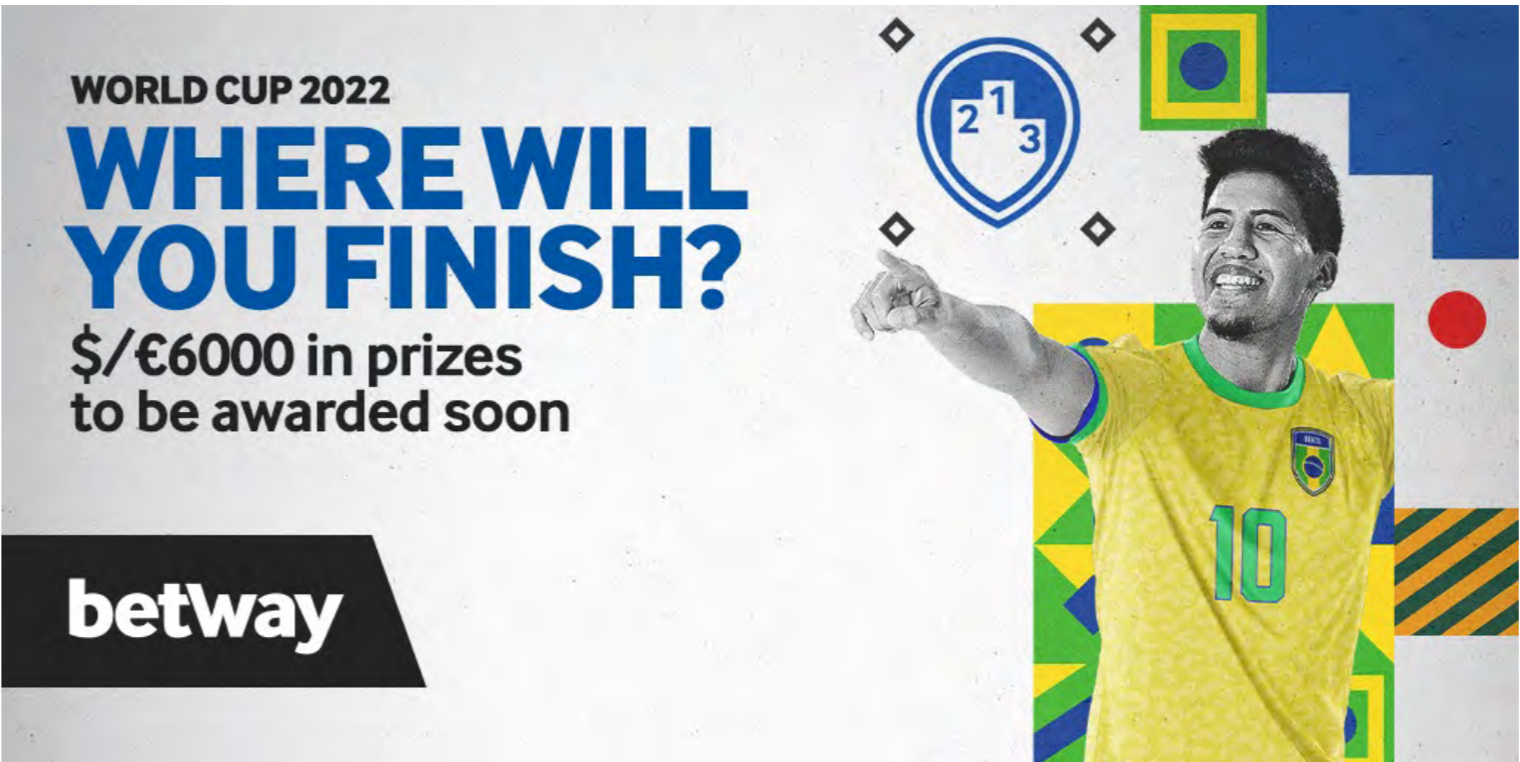
ABIGAIL RATCHFORD'S TREASURE QUEST

BANANA DROP

TOP PLAYS

SAVANNAH FOX

Qatar World Cup 2022 - Campaign Toolkit



**NOTE:**

When Creating some Player Specific please use Country/Region targeted Team if possible.

The Qatar World Cup 2022 is also going to introduce the brand new redesign of our Prize Wheel product.

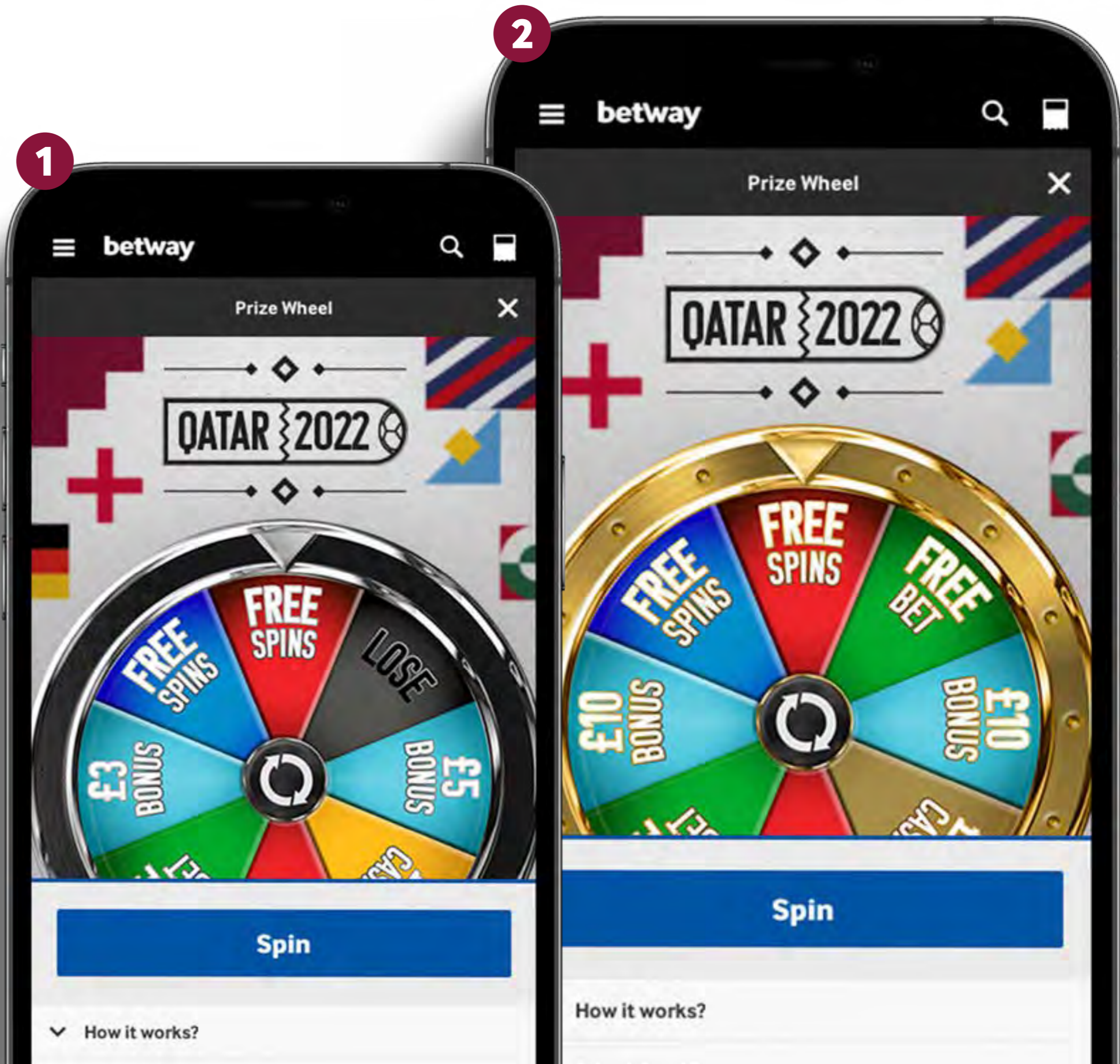
For this we are introducing a 3D Prize Wheel element within marketing comms. This aligns with the direction taken in our redesign of our current product offering.

The wheel can be easily integrated onto any campaign without compromising the wheel identity because the only element that can be swapped out is the background that is sitting on.

**(images 1&2)**

There is also an SSR for both Prize Wheel and Super Prize Wheel to be created upon Design Job Request (Please see next Page)

**More information will be added when the Prize Wheel Toolkit is launched**





**NOTE:**

Super Prize Wheel will also be available for designers to use

# QATAR WORLD CUP

Product - Xsell

Leaderbord will have the same template approach used to create predictor games. The main difference is swapping the elements colour to a Betway Casino branded colour.

Similar to the predictor games we’ve also created a version for a Generic Leaderboard creative to be used with a team specific player.

Localisation is possible for these asset styles as well.

**NOTE:**

When Creating a Sports to Casino please note that on the Elements\_Casino.psd there are Casino elements to be activated on the artwork



- Casino To Sports Xsell



- Sports To Casino Xsell

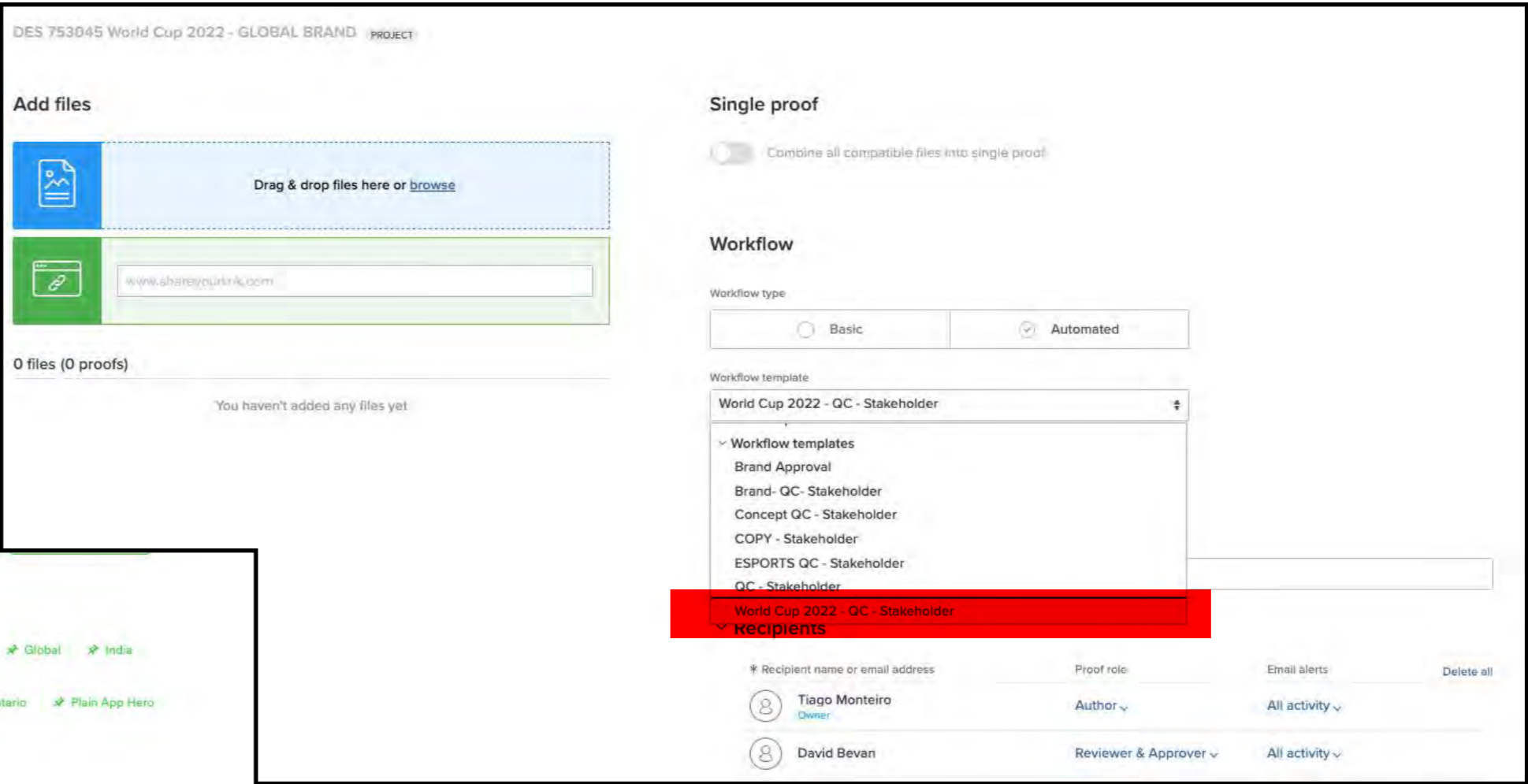
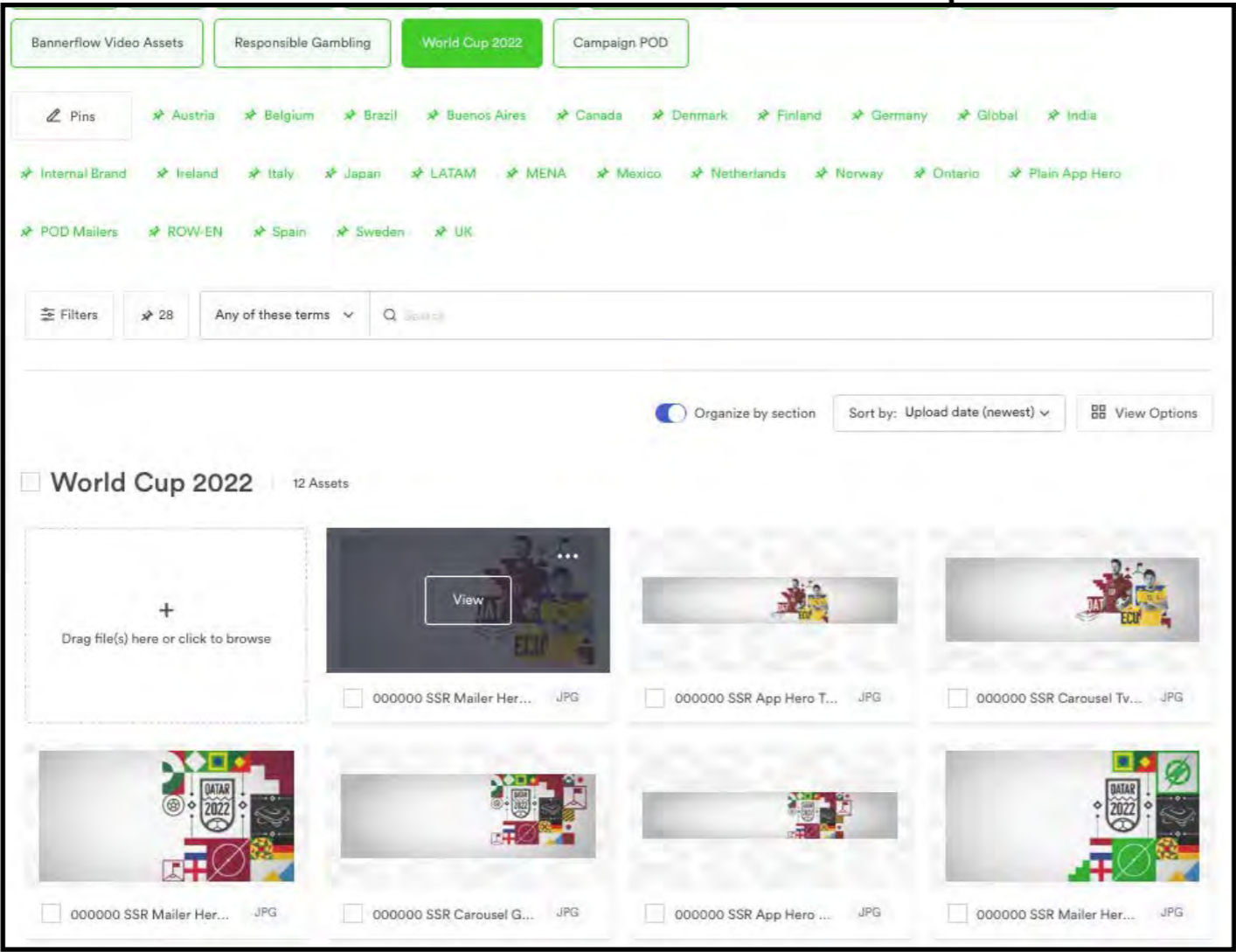


# QUALITY CHECK & BRANDFOLDER





When uploading any Qatar World Cup job to WorkFront please make sure you select the **World Cup 2022 - QC - Stakeholder** tab, this will allow for the team that worked on the Campaign to Quality Check your work quicker and in a more efficient way.



There is also a dedicated area in Brandfolder where we should be uploading and viewing all the creative for this campaign.

Make sure when adding any creative to Brandfolder you are adding the files to the section **World Cup 2022**



# CREATIVE ASSETS

POD



For the World Cup we are utilising the POD function for:

- **Generic Boost/Super Boost** (1)
- **Team or player Specific Offer** (2&3)
- **Team v Team imagery to offer match-specific Boosts** (4)

**NOTE:**

Normal Boost also available in POD

1



2



3



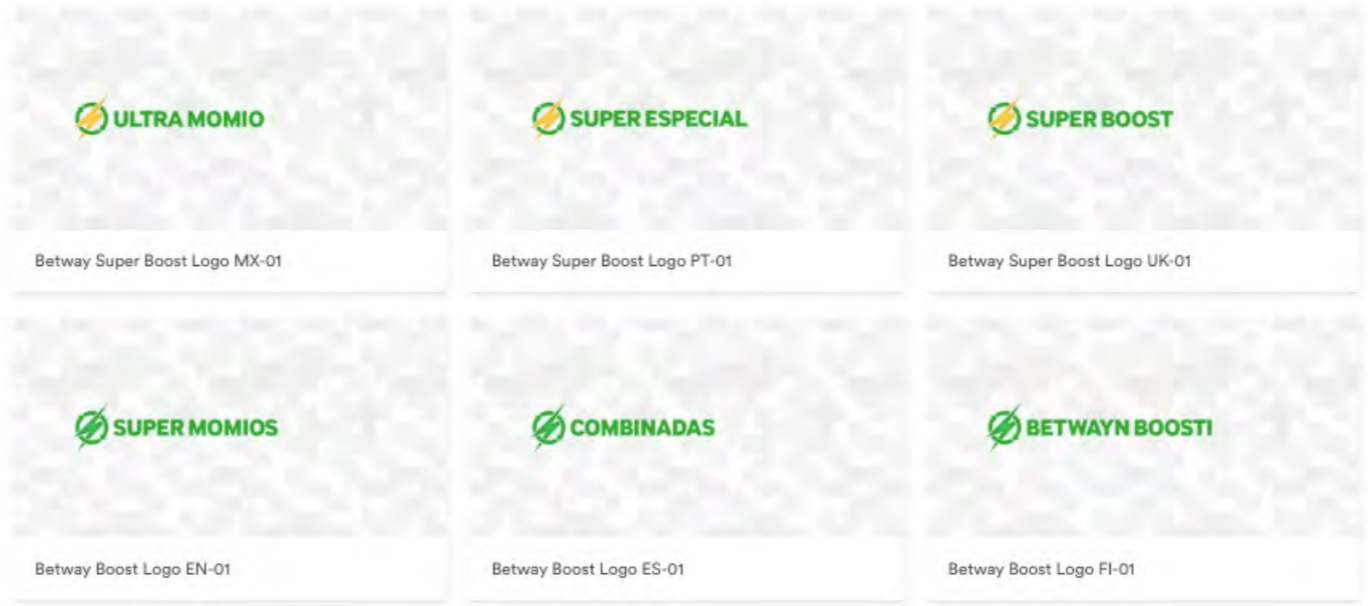
4



When using POD function for Boost or SuperBoost, please consider the following:

**- When choosing the Logo, please make sure you go via “Select from BrandFolder” there you will find all regions logos for Boost and SuperBoost**

**- The same thing when Background images need to be swapped please access it via “Select from BrandFolder”**



000000 SSR Mailer Hero POD SB



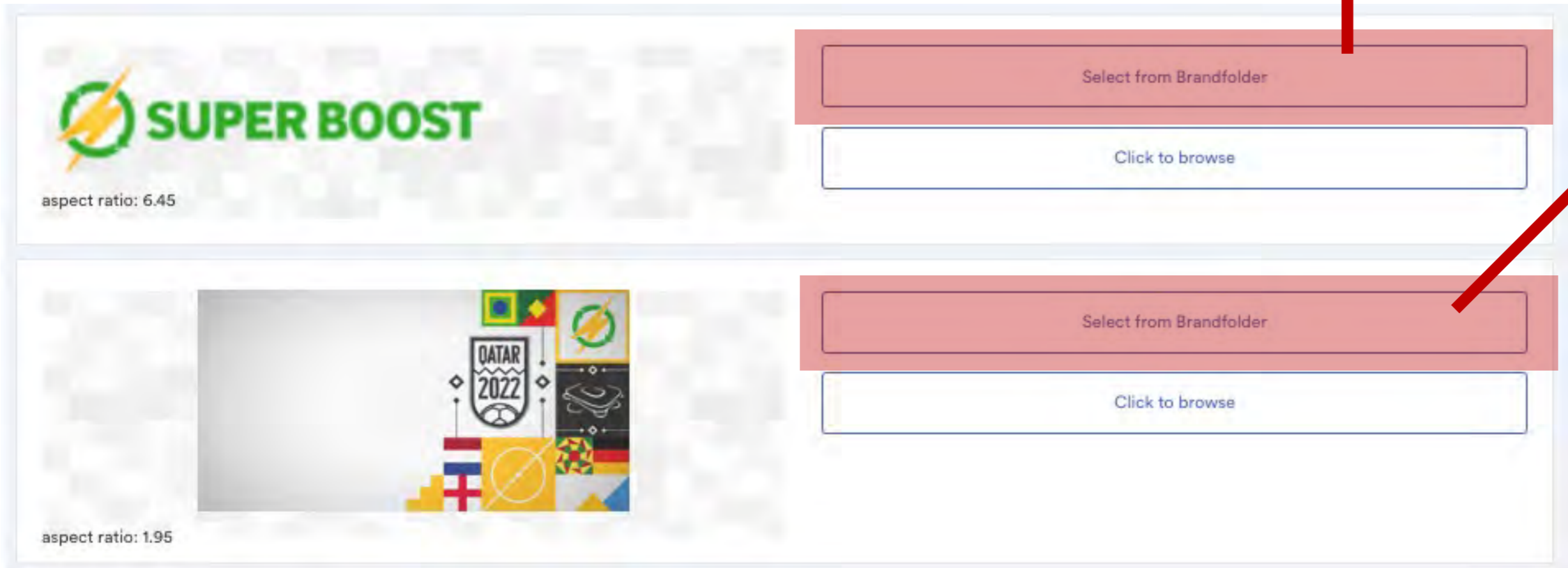
000000 SSR Mailer Hero Boost POD



000000 SSR Mailer Hero Generic POD



000000 SSR Mailer Hero TvT POD



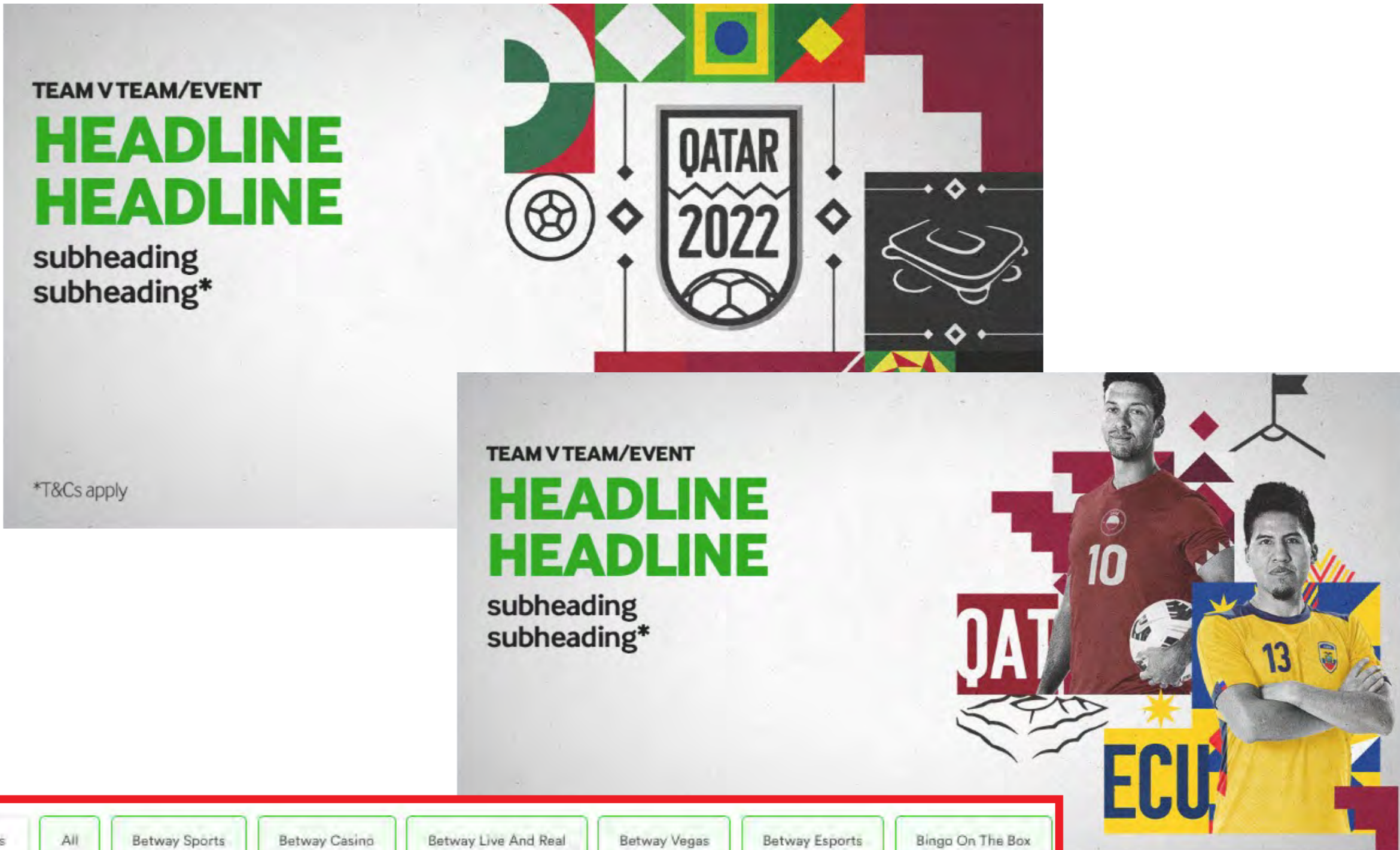
**NOTE:**

Designers must tag the following to the images when uploading to Brandfolder:

- POD\_Mailer\_Campaign\_BG
- POD\_Carousel\_Campaign\_BG
- POD\_AppHero\_Campaign\_BG

Also to be used we created POD Generic Mailer Hero's, Carousel and App Hero.

These creatives have been planned to serve Generic offers or Team v Team offers.



**NOTE:**

When needed a TvT image to be uses in POD and it is not available in brandfolder please ask Studio to create the specific fixture for POD

\* Please see new POD Campaign Section in Brandfolder



# CREATIVE ASSETS

Dynamic Odds Banners

# QATAR WORLD CUP

Dynamic Odds Banners - TvT


The Dynamic Odds Live Banners are available to engage with customers and provide not only the visual engagement but showcasing dynamically the fixtures for the Qatar World Cup.

All creative will be populated with a 3D shirt modules with the Team patterns on the Background.

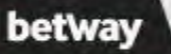
Where are creating with Dynamic Odds specific offers such as:

- 1 - Team v Team Fixtures
- 2 - World Cup Outright Winners
- 3- World Cup Top Goalscorer

1




CHECK OUT OUR LIVE ODDS  
WORLD CUP SPECIAL



Sun, 20 Nov  
**Qatar**  
17:00  
**Ecuador**

1  
13/5  
x  
23/10  
2  
1/1

Stake £10  
Possible Winnings £17.70




BET

18+ T&C's apply

Mon, 21 Nov  
**England**  
14:00  
**Iran**

1  
30/100  
x  
7/2  
2  
10/1

Stake £10  
Possible Winnings £17.70



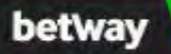
BET

18+ T&C's apply


Odds subject to change. Max stake applies. T&Cs apply.

mga  
MGA/B2C/136/2006  
bet the responsible way  
Dunlewey.net

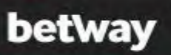
BET



2




CHECK OUT OUR LIVE ODDS  
WORLD CUP WINNER



**ARGENTINA**  
15/2  
TO WIN THE WORLD CUP

BET



18+ T&C's apply



**BELGIUM**  
11/1  
TO WIN THE WORLD CUP

BET



New UK customers only. £10 Min Deposit. 100% matched Free Bet on your first deposit of £10. 1 x wagering at odds of 1.75+ to unlock Free Bets. Debit Card deposits only. This offer is valid for 7 days from your new account being registered. Full Terms apply.

bet the responsible way  
BeGambleAware.org



3




CHECK OUT OUR LIVE ODDS  
TOP GOALSCORER



**TIMMO WERNER**  
14/1  
GOLDEN BOOT WINNER

BET

18+ T&C's apply



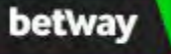
**LIONEL MESSI**  
15/2  
GOLDEN BOOT WINNER

BET

18+ T&C's apply

New UK customers only. £10 Min Deposit. 100% matched Free Bet on your first deposit of £10. 1 x wagering at odds of 1.75+ to unlock Free Bets. Debit Card deposits only. This offer is valid for 7 days from your new account being registered. Full Terms apply.

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# CREATIVE ASSETS

Paid Social Content

# QATAR WORLD CUP

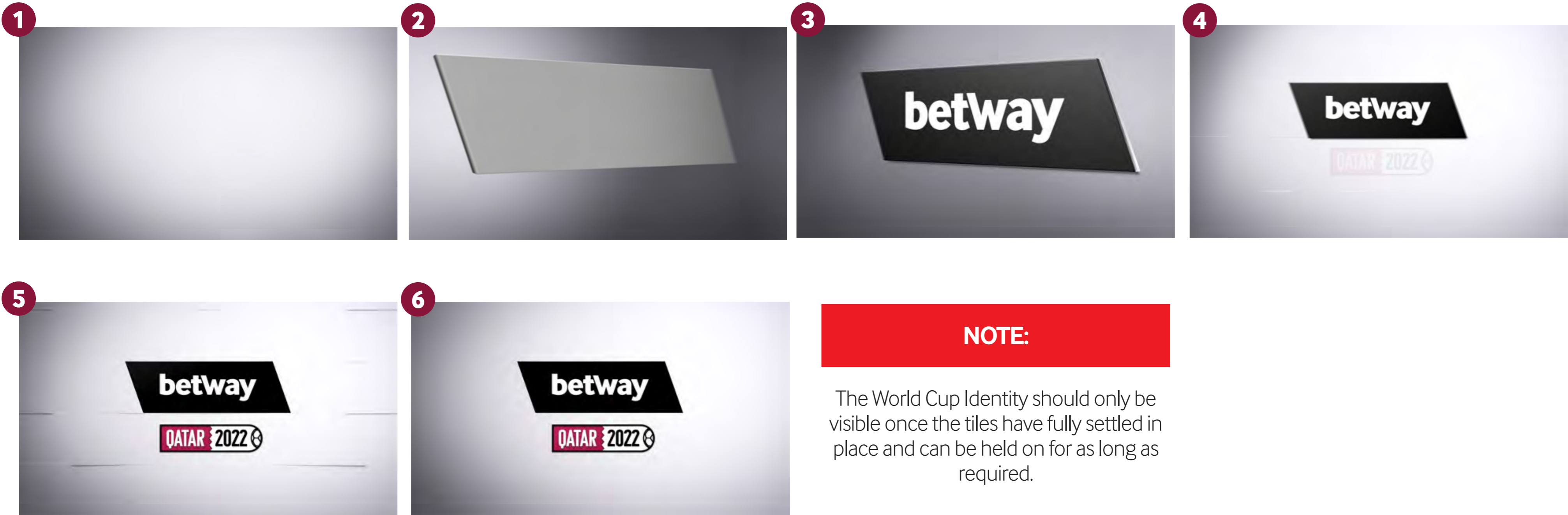
Paid Social Content

A video has been created for Social Media using an After Effects template. Regions may change the placeholder text sections to accommodate their local offers and languages.

This video can also be used for “generic” World Cup offerings if required as well.



Any video related to the World Cup can utilise a version of the CGI end frame which has been specially created and includes the Qatar 2022. It should be used with the same Brand Sonic as outlined in the Brand Guidelines. The special CGI end frame includes the Qatar 2022 logo and can be used on all video assets during and related to the world cup.



**NOTE:**

The World Cup Identity should only be visible once the tiles have fully settled in place and can be held on for as long as required.



# CREATIVE ASSETS

Organic Social Content

### Social Templates

Social templates have been provided by the Global Content Team for use across social media channels in the build-up, and during the tournament. These templates cover a range of topics to help drive social engagement throughout the course of the tournament.

- Stats based
- Odds based
- Engagement driven
- Reactive

Templates will each consist of 3 social media sizes:  
**16x9, 1x1 and 9x16.**

**\*These templates are for use across organic social channels only. Not paid acquisition.**

**All Creative Assets can be found on the following link**

**Organic Social Content Assets**



A table titled "WORLD CUP 2022 OUTRIGHT ODDS" listing the odds for the winning team. The Betway logo and "bet the responsible way" tagline are at the bottom.

Team	Odds
BRAZIL	26/5
ENGLAND	8/1
FRANCE	7/1
SPAIN	44/5



**\*More social templates will be provided in the build-up to the tournament. The referenced assets are references purely for aesthetic context.**

**White World Assets**

These assets should be the benchmark of social feeds throughout the tournament. They should be used to provide insight into stats, odds and Betway products like Bet Builder or Boosts.

Examples such as:

- Player head-to-head stats
- Customer betting highlights
- Forward's chances of scoring
- Outright odds of the tournament or group



**White World Assets**

These assets should be utilised around the bigger talking points and the main aim should be to drive engagement and take part in the World Cup conversation.

These can easily be adapted to be made relevant for localised regional talking points.

For example:

- **A nation’s route to the final**
- **A relevant star player’s stats in the group stage**
- **Team of the group stage XI**



## BreakDown

Templates are provided in 2 different styles – light and dark – to coincide with the look and feel of the World Cup and differentiate the social feed from standard BAU content.

## Weighting

70% of posts should still feature the Betway Universe (White World background) whilst 30% can utilise the dark Maroon background when highlighting key moments during the tournament. The templates will only be provided in the correct variation, and these should not be deviated from.



**Specifications - White World**

When using these templates to create graphics for organic social media it is important to only edit the information on layers labelled as “edit.”

This includes the:

- **Shape Patterns**
- **Text**
- **Player names / Kits**

Note, that all copy is placeholder and should be localised and translated based on the region and audience in question.

**Text Colours:**

 **Title Text**  
Hex Code: #89143a

 **Sub Text**  
Hex Code: #49ceb2

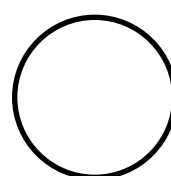
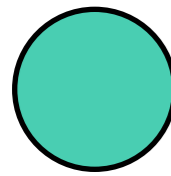
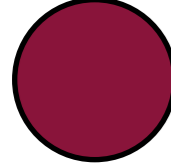


**Specifications - Dark World**

All rules mentioned prior still apply, the only difference being the background colour and main Title colour. All graphical elements, patterns and kits should remain the same. Ensure that compliance logos are always legible.

White bounding boxes can be utilised on certain templates such as Team XIs and Tournament Brackets.

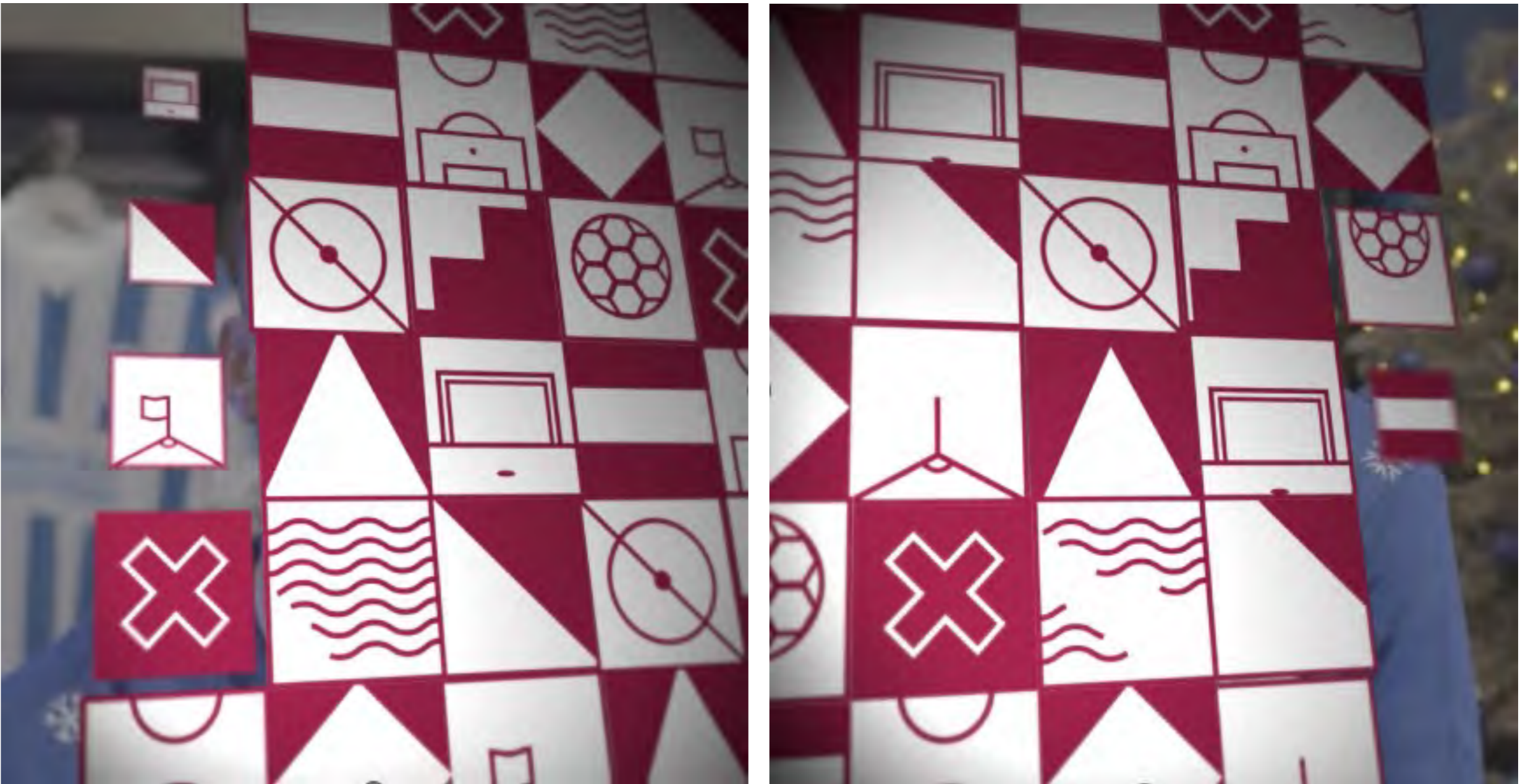
**Text Colours:**

-  **Title Text**  
Hex Code: #ffffff
-  **Sub Text**  
Hex Code: #49ceb2
-  **Sub Text (Bounding box)**  
Hex Code: #89143a



**Animations**

3D animated transitions can also be utilised in video content across social channels. These are provided as transparent MOV files to be dropped into relevant After Effects or Premiere projects for use across various formats on social.





# CREATIVE ASSETS

Movable Ink Poster Email

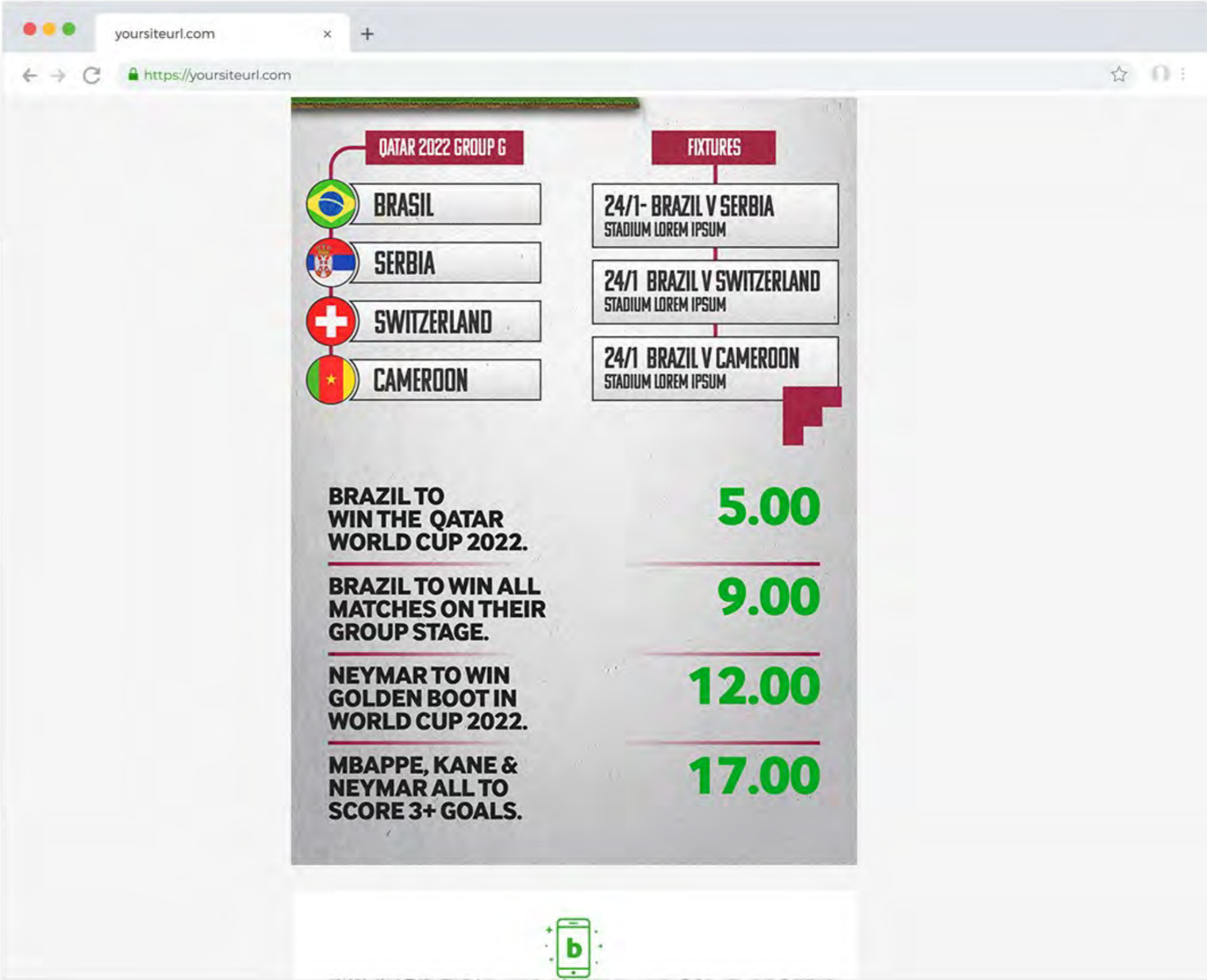
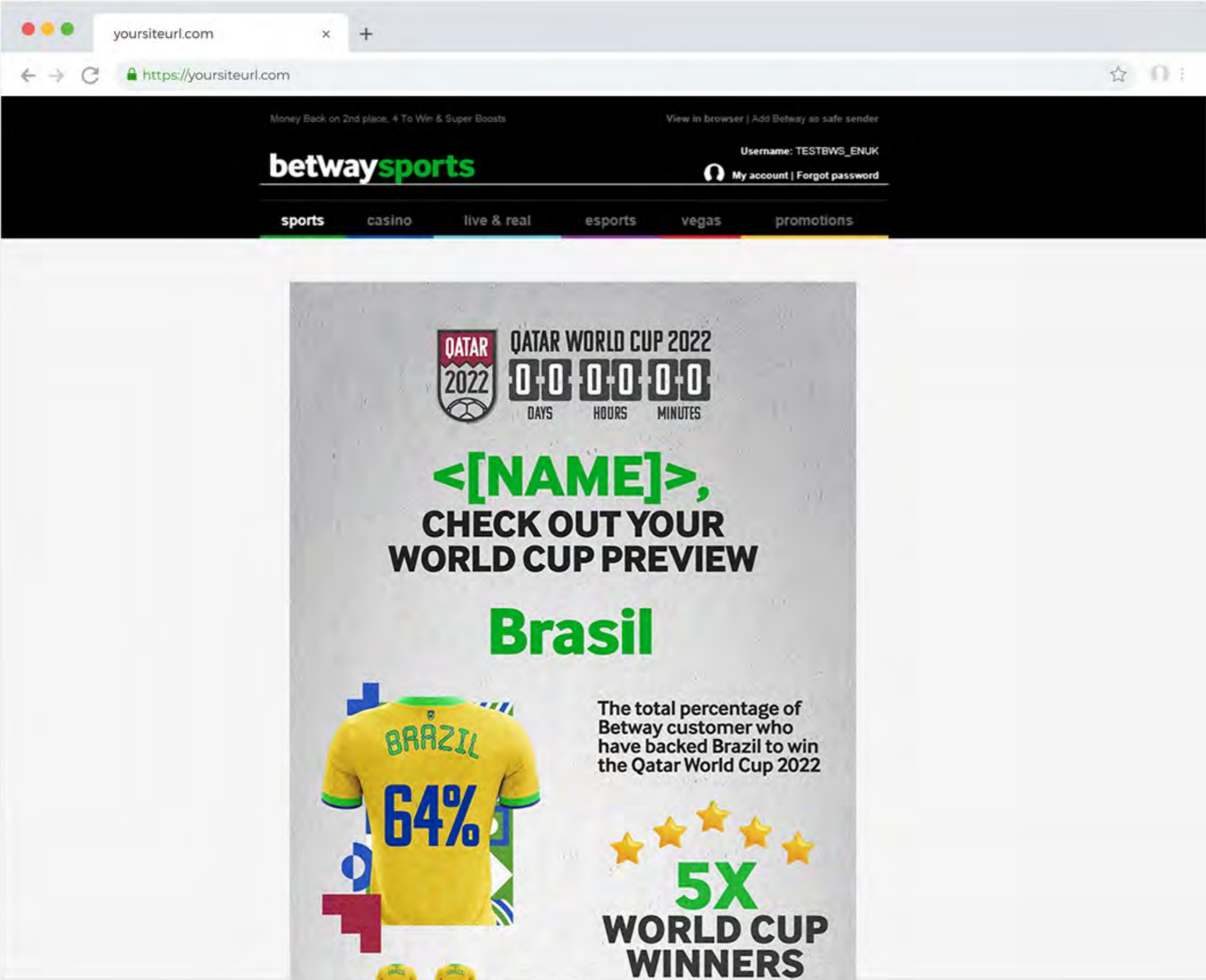


A dynamic, modular and editable moveable ink email template is available to engage with customers and provide pre-game statistical content.

This is available for CRMX in all regions and allows them to target and inform customers in the build-up to the tournament and games.

Dynamic customer fields and team specific content allows us to inform customers while providing specific offers and odds to encourage click through.







# CREATIVE LIBRARY

Qatar World Cup assets







QATAR WORLD CUP

Creative Library - Country Badges A/Z







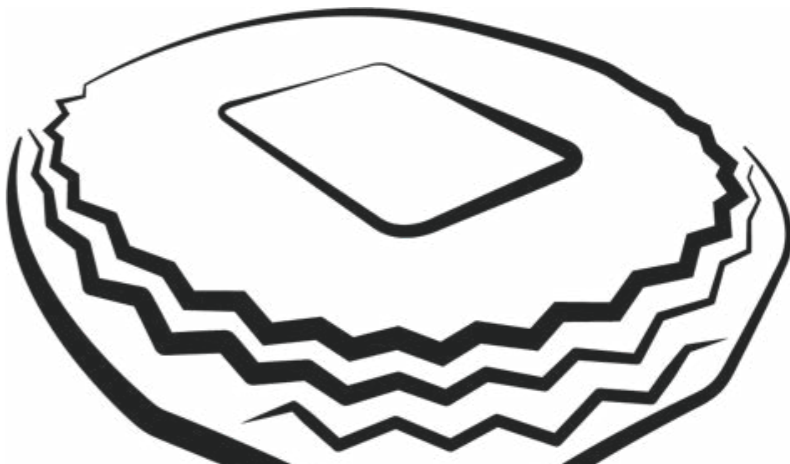
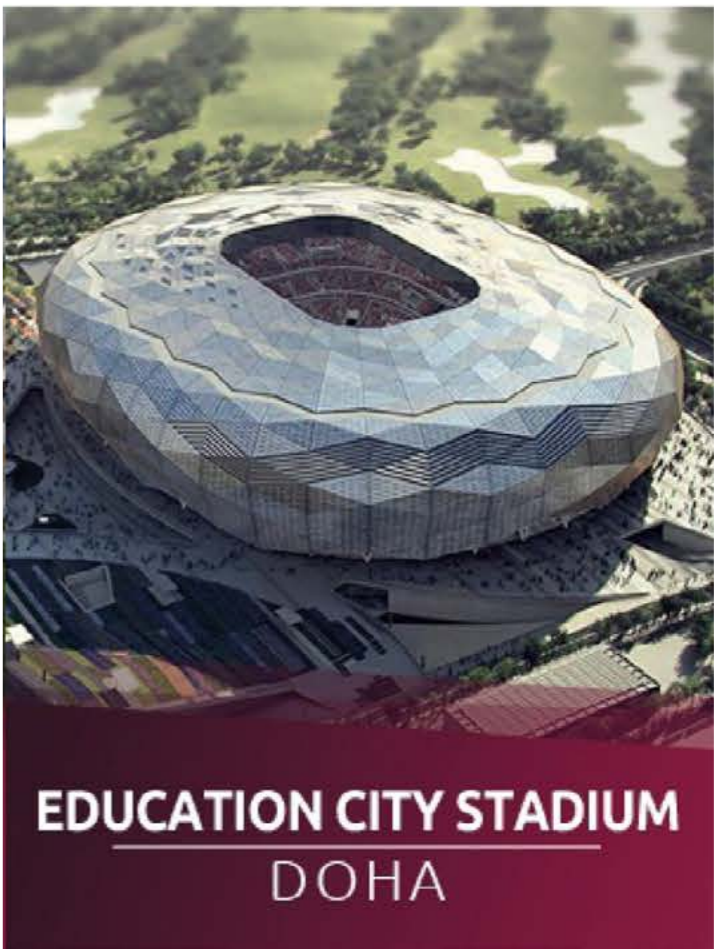
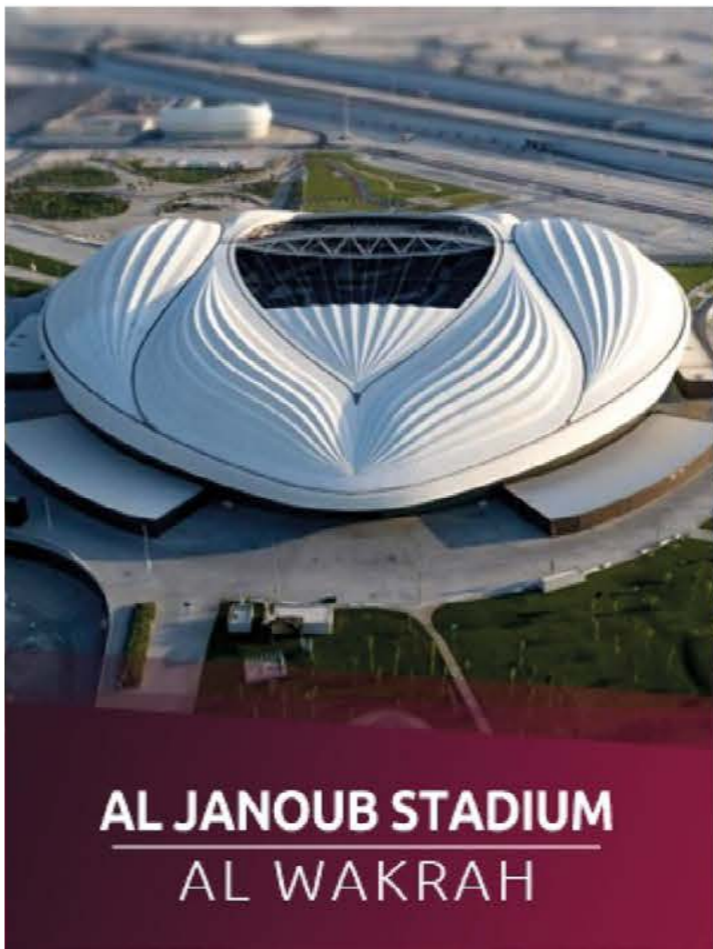
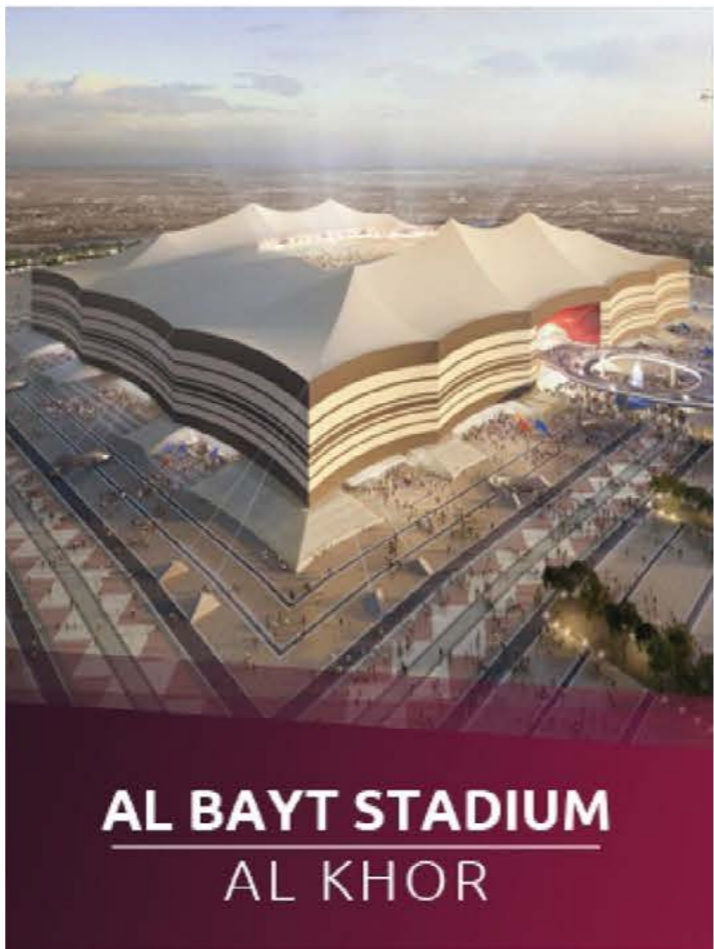
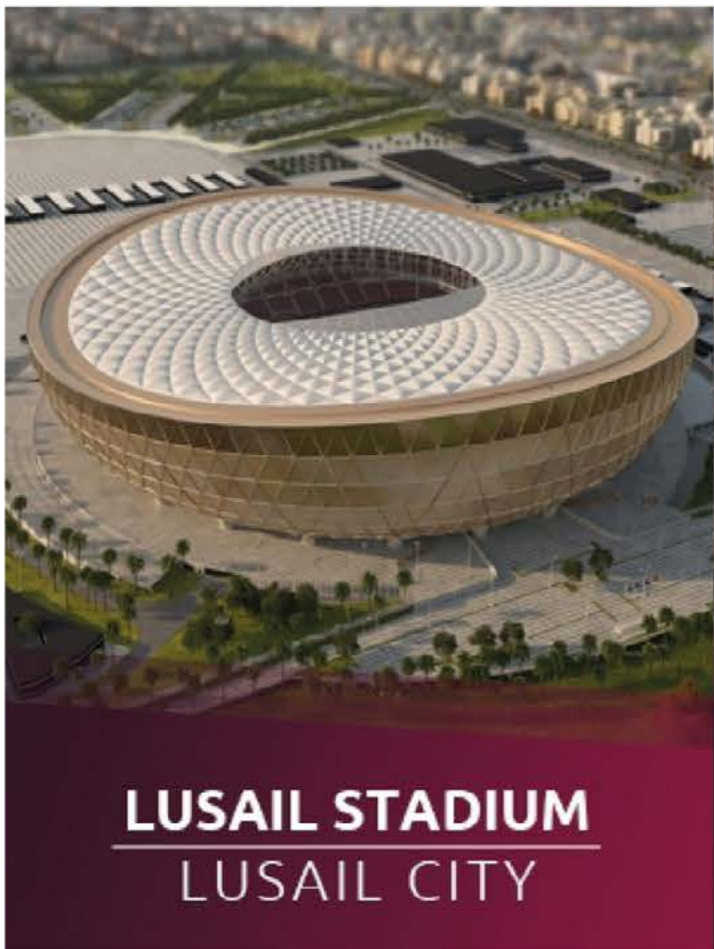


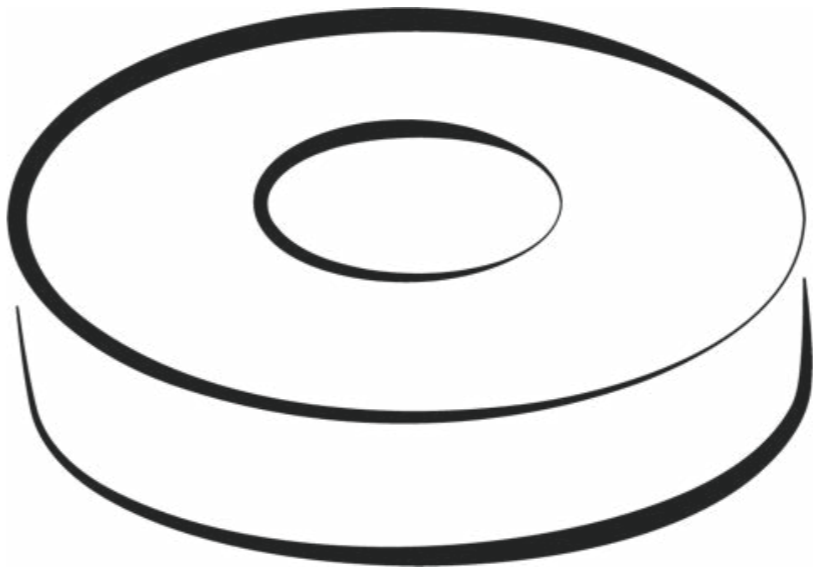
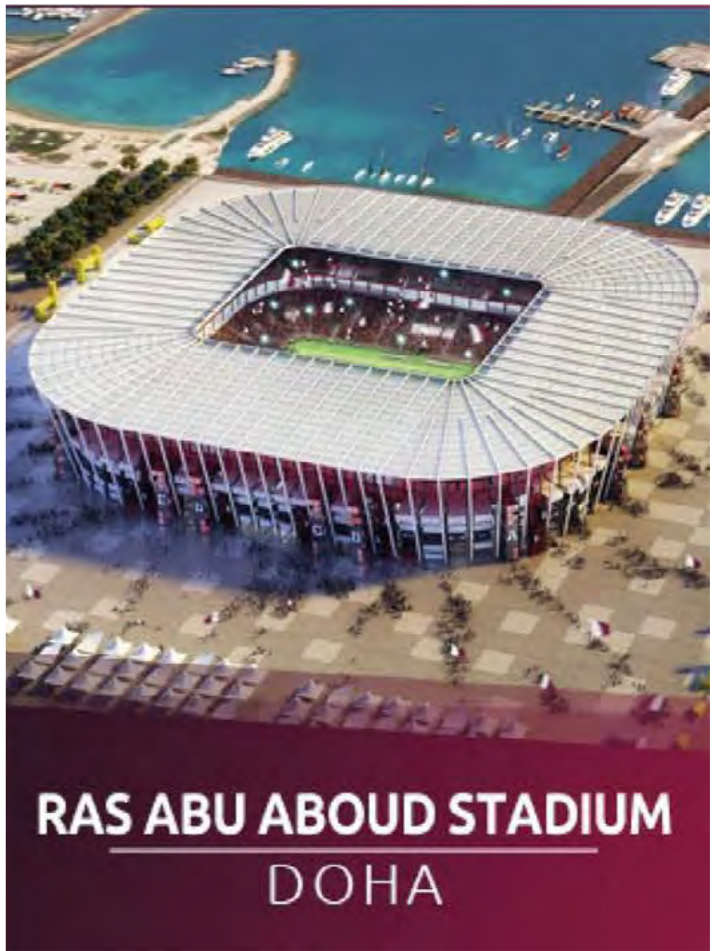
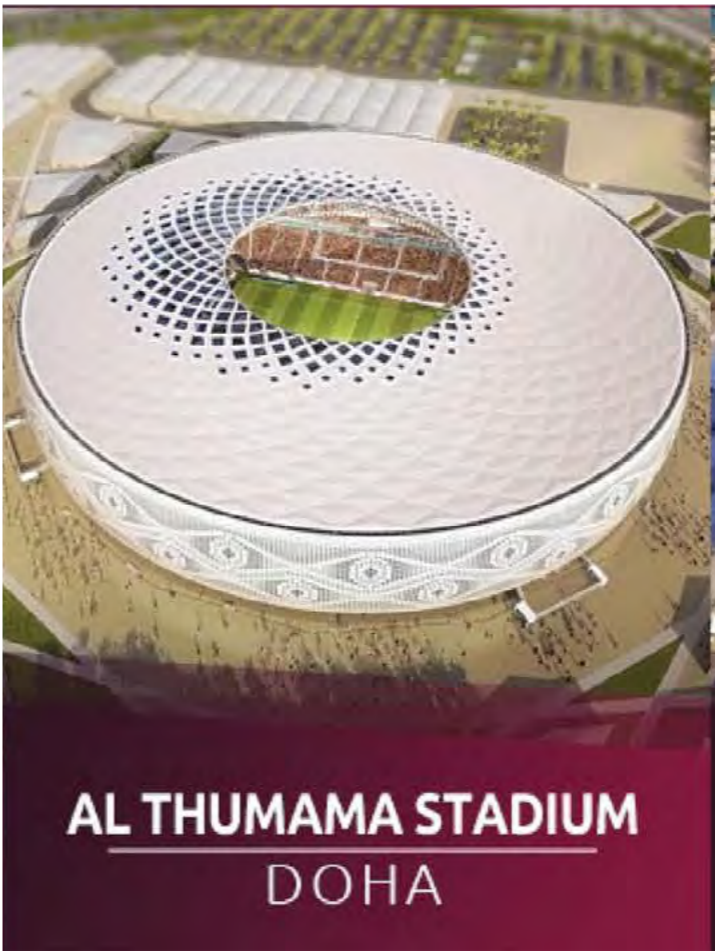
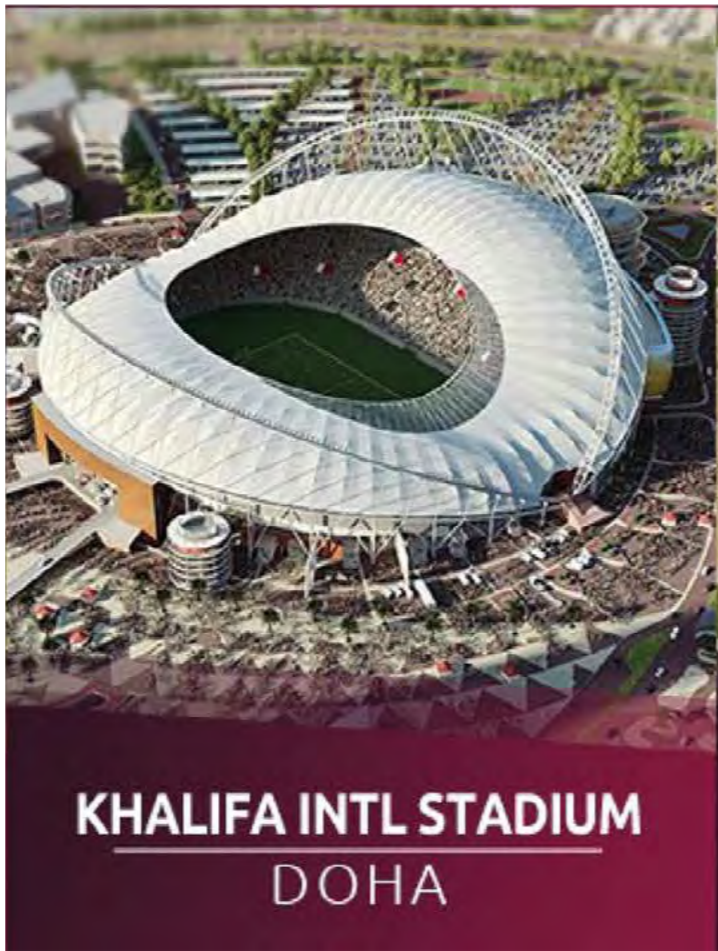
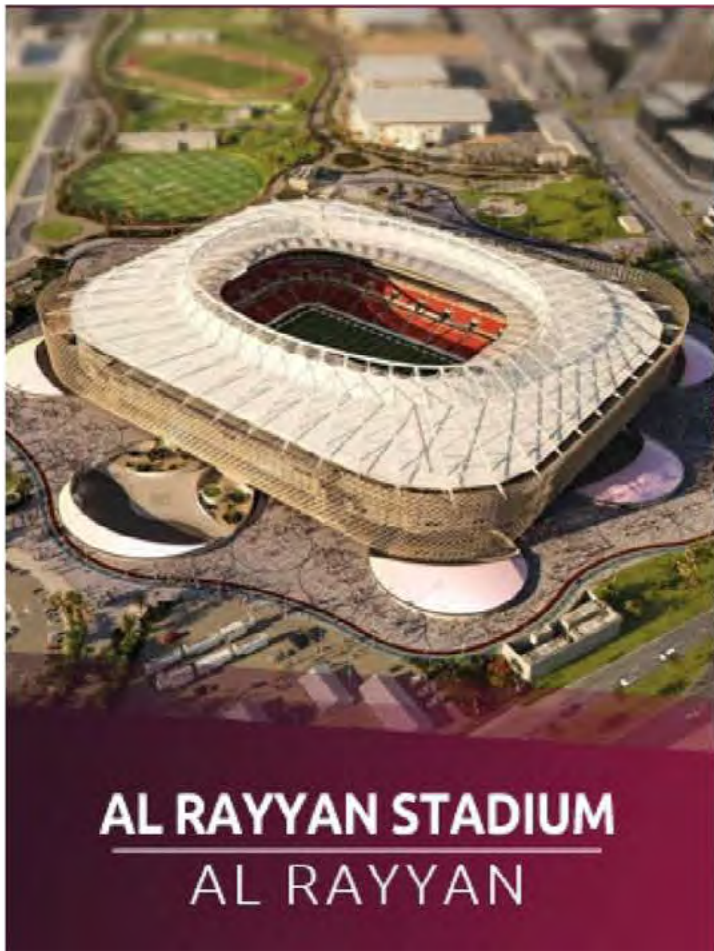


# QATAR WORLD CUP

Creative Library - Dynamic Odds Shirts A/Z







# THANK YOU

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## CONTACT US

These guidelines have been created by the Global Brand team and the Studio.  
For any queries relating to any areas within the guidelines please contact:

### GLOBAL BRAND TEAM

[GlobalBrand@betwaygroup.com](mailto:GlobalBrand@betwaygroup.com)

### STUDIO

[StudioOperations@betwaygroup.com](mailto:StudioOperations@betwaygroup.com)

## COMPLIANCE

A key business goal is to maintain **'A Clean Sheet'** and this is applicable for all marketing communications that fall under the Betway brand. It is the responsibility of those that are leveraging these guidelines to ensure that the communications are 100% compliant and meet the local regulations and standards. We are always responsible with our marketing.

The Compliance Team can support and give guidance and we encourage you to liaise with them early on in the creative development process:

### COMPLIANCE TEAM

[compliance@betway.com](mailto:compliance@betway.com)

