

The Development of Effective Advertising for the Armenian Betting Industry

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to the Department of English & Communications
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Bachelor of Arts
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**This applied research proposes
an advertising campaign for the
Armenian betting industry.**

Introduction
Campaign Development
Campaign Research
Goal and Strategy
Target Audience
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Budget
Schedule
Conclusion
References



INTRODUCTION

The purpose of the advertising campaign is to introduce the new product that Vivarobet an Armenian based online betting company offers – horse race betting online.



CAMPAIGN INTRODUCTION

Name: “Your Horsepower”

Purpose: Raise awareness
about the new product

Product: online betting on
horse racing

Client: “Vivarobet”

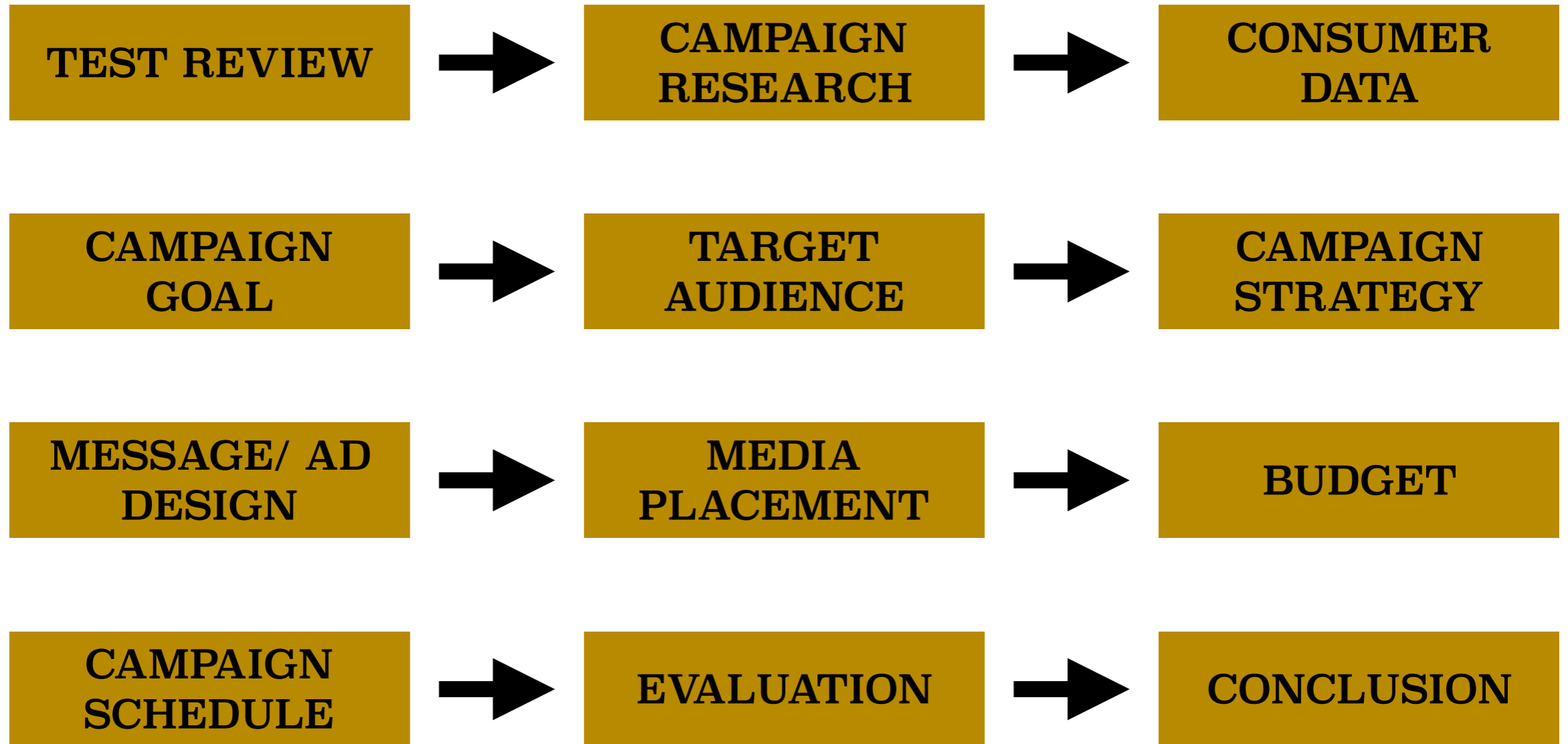
Date: August - October 2020



**YOUR
HORSEPOWER**



DEVELOPMENT STAGES

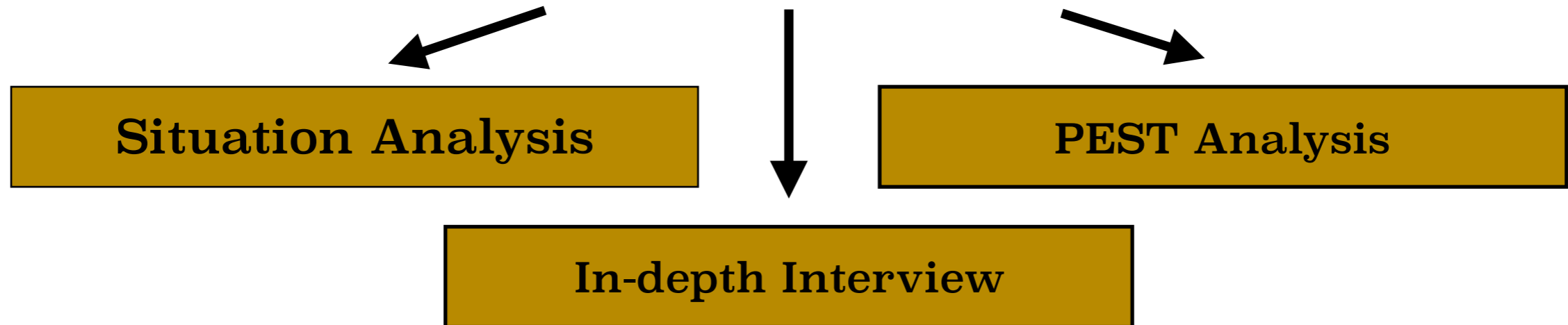


METHODOLOGY

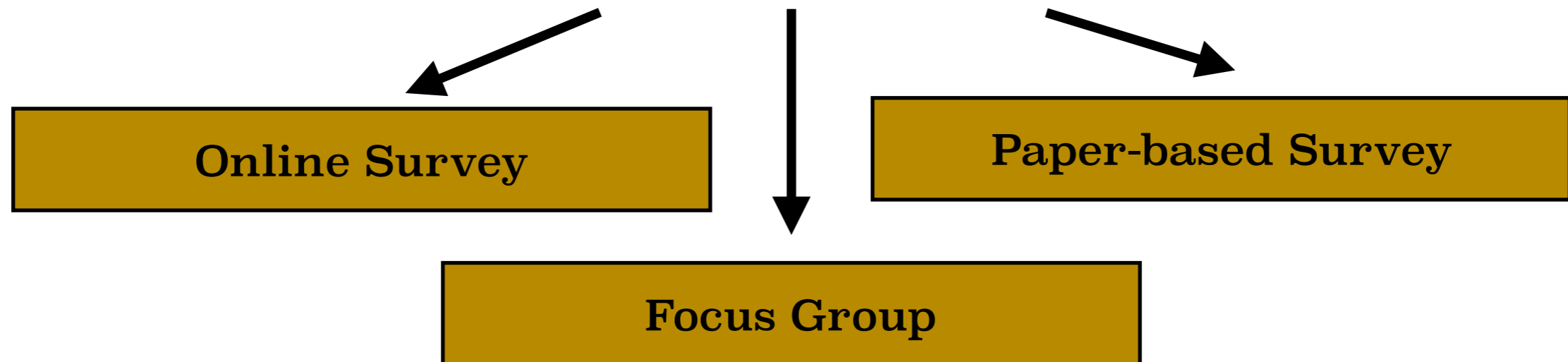
The development of a professional campaign using industrial research methods and professional practice.



CAMPAIGN RESEARCH



CONSUMER DATA



FINDINGS/RESULT

The results of consumer data showed that using strong word choice, appealing colors and objects have huge impact on customer and raise the possibility to attract customers.



CAMPAIGN GOAL

The goal of the “Your Horsepower” campaign is to raise awareness about the company, by introducing the new product, and persuade to buy, which leads to increase of sales.



TARGET AUDIENCE

The target of “Your Horsepower” campaign are male, aged 21-40, who are a student, employed or retired and have low or middle income.



CAMPAIGN STRATEGY

The strategy of “Your Horsepower” campaign is placing digital banners in the news channels, and launching an event to introduce the new product.



MESSAGE AND AD DESIGN

The slogan of the “Your Horsepower” campaign is
“Measure Your Horsepower/ Չափիր քո Ձիաուժը”.



Billboard Design

Posters for Event

**Measure Your
Horsepower**
with
VIVAROBET

Օր, ժամ

VIVAROBET



**YOUR
HORSEPOWER**

Չափիր քո
Ձիաուժը
ՎԻՎԱՐՈԲԵՏ-Ի
հետ

Օր, ժամ

VIVAROBET



**YOUR
HORSEPOWER**

Digital Banner Design

[https://drive.google.com/drive/
folders/](https://drive.google.com/drive/folders/)

[123S1WRSMIInEW6cWRTzXOG8HV
UIJC17B?usp=sharing](https://drive.google.com/drive/folders/123S1WRSMIInEW6cWRTzXOG8HVUIJC17B?usp=sharing)

MEDIA PLACEMENT

The media placement plan for the “Your Horsepower” campaign includes placing digital banners in the online media.



BUDGET

Overall budget for the campaign is 4,000,000 AMD.



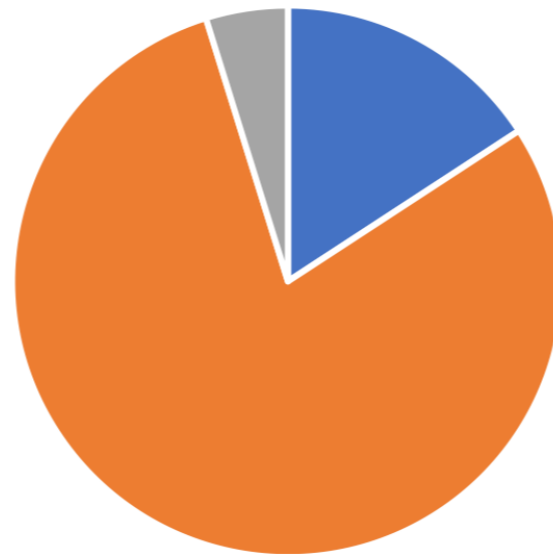
SCHEDULE

The process of the implementation of the launch event will start at August 2020, and the event will take place in October 2020.



EVALUATION

Does the advertisement make you interested in the offer?



■ Yes ■ No ■ Maybe

Most of the participants typical of the target audience were interested in the offer when looking at the banner. That was the goal that banners were supposed to achieve.

CONCLUSION

This applied project proposed an advertising campaign for the betting industry in Armenia. The aim of the campaign is to raise awareness about the new product offered by Vivarobet. The development stages of the campaign included conducting campaign research, identifying the campaign goal and strategy, constructing ad design and message.



REFERENCES

About VivaroBet. (2017). Retrieved from <https://bookmaker-ratings.am/review/vivarobet-buqmejqerakan-ynkeruthjan-tesuthjun/>

Nikoghosian, A. (2016, October 28). Հայաստանում խաղադրույքների միջոցով սպորտի շուկայը "պտտվում է" առնվազն 60-65 միլիարդ դրամ. Retrieved from <https://www.armtimes.com/hy/article/96077>

Reinartz, W., & Saffert, P. (2014, August 01). Creativity in Advertising: When It Works and When It Doesn't. Retrieved May 05, 2020, from <https://hbr.org/2013/06/creativity-in-advertising-when-it-works-and-when-it-doesnt>