

## LIVESCORE BET LAUNCHES TOTAL BETTING TVC IN IRELAND

LiveScore Bet, a leading brand in the sports betting industry and a key component within the LiveScore Group sports ecosystem, today launches its brand-new Total Betting television commercial (TVC) in Ireland.

Created by creative agency Amigo Partnership, LiveScore Bet's TVC takes viewers on a journey into the world of Total Betting, LiveScore Bet's new campaign. The Total Betting experience seeks to showcase the LiveScore brand's 25-year heritage of fuelling fans' passion for sport with a simple, insightful, live and rewarding offering.

In conjunction with the launch of LiveScore Bet's new TVC, the brand is excited to announce a comprehensive media plan leveraging premium sports programming across Sky Sports and RTE platforms, ensuring extensive visibility for the campaign.

Collaborating with media agency SparkFoundry, LiveScore Bet has partnered with Sky Sports to ensure the TVC will feature around top-tier sports broadcasts, including the English football, major golf tournaments, Premier League darts and additional entertainment content. In line with existing codes and regulations, the package encompasses both linear and on-demand platforms, reaching an estimated 1.5 million male viewers throughout the season.

In addition to Sky Sports, a package has been secured with RTE, Ireland's national broadcaster. This includes advertising around 22 European Championship free-to-air matchdays, covering all knockout games as well as the Final, enabling substantial audience figures, reaching approximately 40% of LiveScore Bet's target demographic in Ireland.

By aligning the ad placements with these high-profile sport events, LiveScore Bet is strategically positioned to engage a dedicated sports audience, enhancing brand recognition and engagement.

The strategic placement around one of the most prestigious football tournaments ensures that LiveScore Bet's new TVC will capture the attention of sports fans during pivotal moments of the season.

Following the announcement of the TVC, LiveScore Bet is set to unveil a host of upcoming product and promotional initiatives as part of their Total Betting platform.

**Sam Sadi, CEO at LiveScore Group** said:

*"We are incredibly excited to launch our Total Betting TVC campaign in Ireland, and demonstrate LiveScore Bet's seamless, informative, live and rewarding offering."*

*"Total Betting will allow our users to enjoy a unique, seamless and market-leading product at the heart of all the action, truly fuelling fans' passion for sport."*

**Nick Withersby, Executive Creative Director at Amigo Partnership** commented:

*"Mention Total Football and it conjures visions of the beautiful game being played effortlessly. Our job was to creatively connect that ease and fluidity to the great features and experience of the LiveScore Bet app, and the concept of Total Betting. Fast, fluid, connected, easy on the eye - the TVC does that job beautifully."*

**Ends.**

**Notes to Editors:**

For any questions, please contact [press@livescoregroup.com](mailto:press@livescoregroup.com) for further information.



## About LiveScore Bet

LiveScore Bet™, is a sportsbook offering customers in the UK, Ireland, Nigeria and the Netherlands a new and improved betting experience within the LiveScore ecosystem. Building on the existing user relationship with the trusted LiveScore brand that is already a core part of the live sport experience, LiveScore Bet seeks to deliver a best-in-class product and represents a new opportunity for customers to bet responsibly. LiveScore Bet has been able to emerge from the crowd with a vibrant personality, a world-class product and demonstrable growth that has set it apart from the chasing pack.

It is one of the fastest-growing sportsbook in the UK and the recent winner of several prestigious industry awards including International Gaming Awards 2023 'Best Mobile Product of the Year', EGR Operator 2022 'Rising Star', SBC 2022 'Rising Star', EGR Marketing Awards 2022 'Innovation in Sports Betting'.

## Credits

### **Creative Agency: Amigo Partnership**

Hugh Johnson, Director, Global Client Partnerships

Nick Withersby, Executive Creative Director

Harriet Stallard & Adam Pinder, Creative Team

Arthur Bowen, Copywriter

### **Production Company: TEEPEE FILMS**

Tom Precey: Exec Producer

Director: Johan Barrios

Producer: Amara Rossell

### **Post-Production: TK FX**

Motion Graphics Lead: James Worsley

VFX: Axio World

Layout/Animation: Nathan Stefen

Compositing/UI Animation: Emmanuel Bobineau

Compositing : Frederick Vallee

Online: William Pope

### **Audi Post: Locked London**

Sound Design, Mix & Master: AJ Johnson

### **Media Agency: SparkFoundry**

Business Director - Gary Royal

Account Manager - Ethan O'Mahony

Digital Account Manager - Chaitanya Kulkarni

Video Director - Elaine Cashen