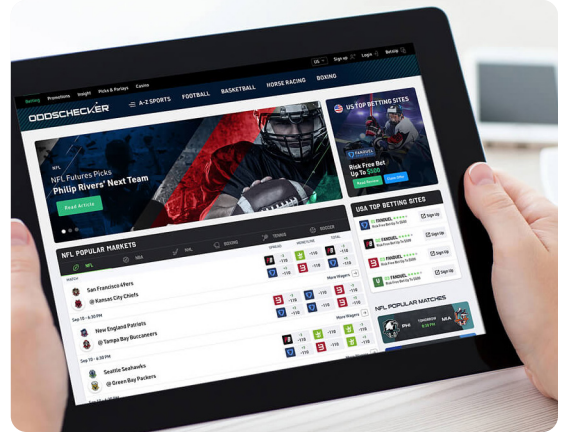




www.xhilarate.com

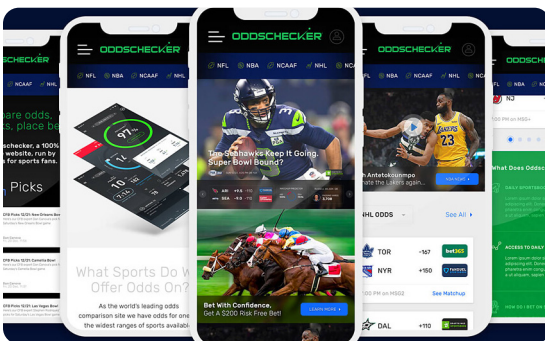
ODDSCHECKER

THE COLLABORATIVE BRANDING EFFORTS BETWEEN THE US AND UK TRIUMPHANTLY CONTRIBUTE TO BEATING THE ODDS TOGETHER.



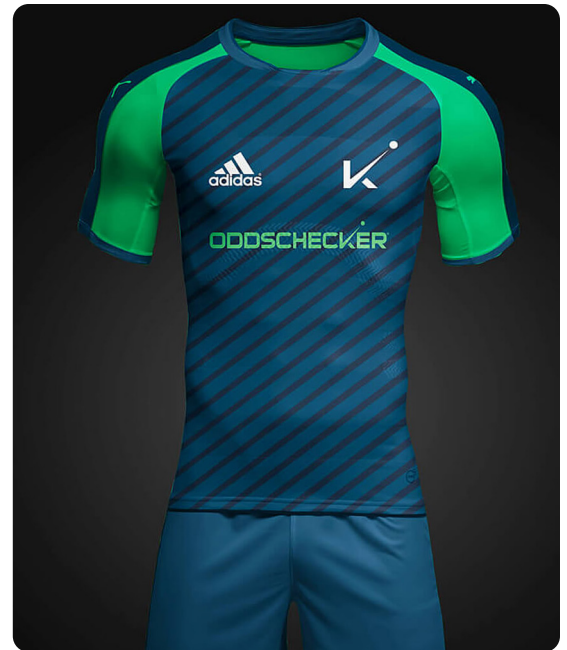
OVERVIEW

OddsChecker, a venture under the ownership of Flutter Entertainment, embarked on a substantial revamp of its sports betting odds comparison platform in the United States. This extensive overhaul included a comprehensive rebranding initiative, introducing a strikingly new logo, a compelling tagline, and a redesigned aesthetic aimed at elevating the user experience, ensuring optimal functionality, and delivering an enticing visual appeal for its audience.



ENGAGE

OddsChecker meticulously executed several rounds of research involving nearly 15,000 participants from various regions across the U.S., providing invaluable insights to deeply connect with and comprehend our users' needs. To ensure a comprehensive grasp of the necessary messaging and concurrently craft a distinctive visual brand encounter, an exhaustive audit was conducted. This encompassed a thorough examination of the NJ sports betting market, comprehensive scrutiny of general sports media across digital, print, TV, and radio platforms, as well as detailed analyses of sportsbooks and sports odds. OddsChecker's commitment to user-centricity continued with a granular analysis of emerging trends and consumer preferences, further informing the strategic roadmap. Collaborations with experts and innovative analytics software helped create user-friendly interfaces and data-driven content, reinforcing our leadership in sports betting.



SERVICES

- Brand Strategy
- Brand Identity / Look and Feel
- Art Direction / Design
- Competitive Analysis
- Stylescapes / Mood Boards
- Brand Styleguides
- Content Creation
- Visual Assets
- Storytelling

EXCITE

Understanding the prevalence of mobile platforms in online sports betting, we deliberately fashioned a bold, dynamic appearance that remains effortlessly navigable. The design ethos prioritized an interface that exudes vigor and facilitates seamless navigation for users. Introducing the revamped logo, we strategically incorporated an amalgamation of elements: a fused check mark symbolizing energy, action, and enthusiasm, with the ball positioned at its apex, serving as both a focal point and a representation of ambition, drawing attention and setting a target for users to aim toward. This redesign optimally aligns with the modern user's preferences, fostering engagement and elevating their overall experience.

INSPIRE

Xhilarate produced numerous taglines for evaluation, with research findings highlighting "Beat the odds" as the most captivating. This chosen tagline profoundly imbues a sense of assurance, reinforcing the emotional gratification experienced when utilizing a platform offering quantified odds comparisons. It instills confidence, reflecting the rewarding sensation users derive from a system that succinctly presents comparative odds, enhancing their decision making process and overall experience.



Russ Napolitano / Partner, Creator of Opportunities
russ@xhilarate.com
215 983 9990