

Dmitri Gornakov Lead Graphic Designer Presentation

Presentation of Marketing banners design

Campaign Objective:

To support and promote gambling, with an emphasis on personalization and exclusivity. The campaign aims to increase player engagement by attracting both cautious and risk-averse players. Through vibrant visuals and dynamic ads, the campaign aims to highlight the elements of excitement, speed and chance to win, highlighting the individuality of each player.

Market Research

Note

To complete the assignment, I conducted a study of bets, odds, payouts, and winning strategies. The main findings of the study were that the first type of players are cautious and the second type are risky. I also studied the impact of personalization and engagement.

Kaggle datasets used for research: – [Online Casino Dataset](#) (bets, odds, winnings), [Casino Marketing](#) (effectiveness of advertising mechanisms) and [Online Casino Data](#). This data helped shape the concept and visual style of the advertising campaign.

Conclusions of the study:

- Most players are **making small bets** (according to the betting histogram).
- There are **some high rollers** who are betting up to 10,000.
- Most players came in **small or negative**.
- Clusters show that players are divided into **cautious** and **risky**.
- The relationship between the bid and BustedAt can reveal the **strategy of the winners**.
- The overall balance of wins / losses and determine how many people win or lose most often → more players **lose**.
- Possible bans, kicked players or suspicious transactions, users with large bets **attract the attention of moderators**.
- You can understand how popular the skin market is among players. If most have few → **you can improve monetization**.
- Determines whether there is a relationship between the number of skins and the money of players. The dots form an **upward trend** → more skins = more money.
- You can understand whether skins are related to victories (for example, top players have more skins) → **skins do not affect victories**.
- Helps to understand whether the presence of skins is related to the attention of moderators → **moderators do not pay attention to skins**.

 **This data helped shape the concept and visual style of the advertising campaign.**

Key Findings of the Study: - **Typical Players:** Most players place small bets, while a group of high rollers place bets of up to 10,000 €.

- **Behavior:** Players often exit early with small wins, while some expect high odds with high risk.
- **Risks and motivations:** The main motivations of players are the search for winning (medium stakes) and the thrill of high risks (high stakes and expectations of odds of 100x and higher).
- **Advertising:** The campaign should be tailored to two types of players - cautious and risky, with an emphasis on bonuses and cashbacks for cautious players and hype offers for gamblers.

Campaign Concept Development

Campaign Main Idea:

"Feel the Excitement. Get Your Winnings on Time!"

⌚ Key Message:

"Bet. Wait. Win. Or Lose It All. It's Up to You!"

Graphic Style: - Dynamic Neon Colours (Blue, Purple, Red, Green).

- Cyberpunk Style with "Tron" and "Blade Runner" Elements.
- Gorgeous Fonts with a Light Glow.
- Visual Elements: Digital Odds, Speed, Risk.

Moodboards:

- Cyberpunk aesthetic.
- Graphics and Prices.
- Emotions: Tension, Excitement, Risk, Victory.



Testing banners using Bayes' theorem

⌚ To calculate the optimal number of banner variants, you need to consider:

- The probability of success of each variant ($P(A)$)
- How often a specific variant converts users into clicks/actions ($P(B|A)$)
- The overall probability of a click/action among all variants ($P(B)$)

Using Bayes' theorem:

$$P(A|B) = \frac{P(A) \times P(B|A)}{P(B)}$$

1. Determining the number of banners to test

Title	Color	BG	Format	CTA
A1 (Excitement)	Red+Black	Chart with sharp growth up	Static	Cash Out Now!
A2 (Excitement)	Red+Black	Animated odds x5, x10	Animated	Cash Out Now!
A3 (Excitement)	Green+Black	Chart with sharp growth up	Static	Win Fast!
A4 (Excitement)	Green+Black	Animated odds x5, x10	Animated	Win Fast!
B1 (Big Wins)	Purple+Black	Chart with sharp growth up	Static	Win Big!
B2 (Big Wins)	Purple+Black	Animated odds x50, x100	Animated	Win Big!
B3 (Big Wins)	Blue+Black	Chart with sharp growth up	Static	Go To The End!
B4 (Big Wins)	Blue+Black	Animated odds x50, x100	Animated	Go To The End!

Considering that we have 2 types of players, as well as 2 options for color scheme, background and headings, the test groups will be: Total: 16 banner options

2. How to calculate the effectiveness of testing?

Launch testing on a specific sample of users. For example, 1,000 impressions for each banner.

Calculate the conversion to clicks (CTR) and then the conversion to registrations/deposits.

For each combination, calculate $P(B|A)$ — the probability that this banner will lead to a click.

Compare $P(A|B)$ (the most likely best banner).

As a result, you can:

- Keep the best 2-4 options
- Discard the least effective banners

🔗 Summary:

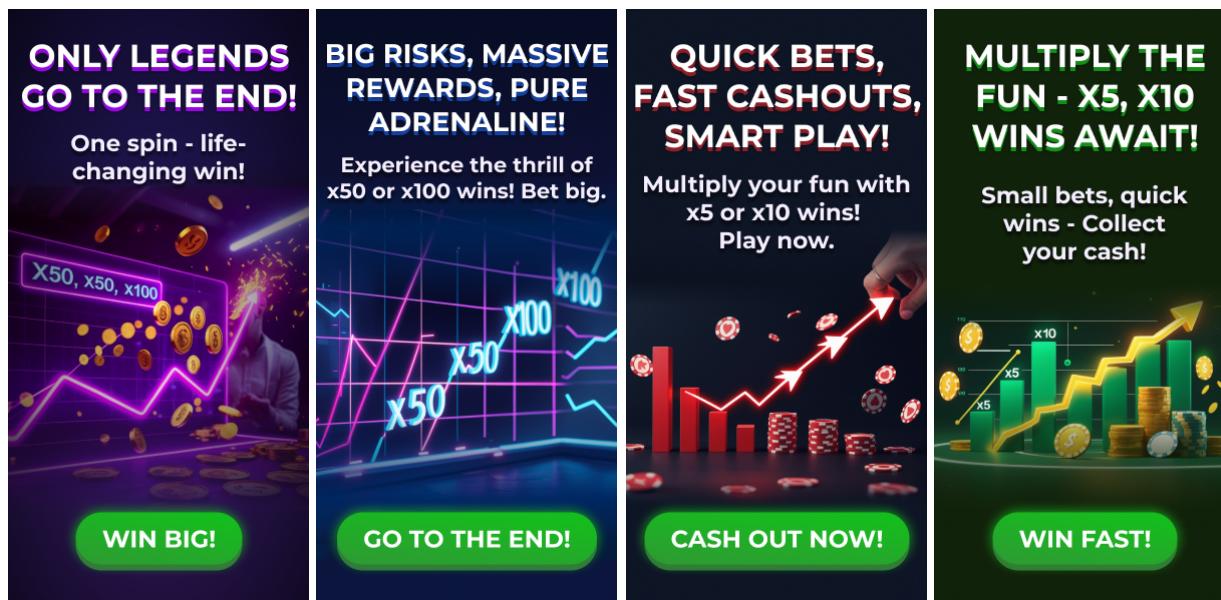
Create **two promotional banners** targeting different gambling audiences:

1. **Casual Players (x5, x10 wins)** – Focus on **quick bets, fast cashouts, and smart play**.
2. **High-Risk Players (x50, x100 wins)** – Emphasize **big risks, massive rewards, and adrenaline**.

Each banner should include:

- **Headline & Main Message** – Engaging, clear, and action-driven.
- **Call to Action (CTA)** – Encouraging immediate action (e.g., "Cash Out Now!").
- **Color Scheme & Background** – Option A (Green + Black), Option B (Blue + Black).
- **Visuals** – Casino-themed graphics (chips, cards, multipliers, winning moments).
- **Animation & Static Variants** – Dynamic elements for engagement, minimalistic static for clarity.
- **Layout** – Large CTA, concise text, balanced composition.

Static Banners:



Animated Banner (GIF or HTML5):

– **Game Visualization:** Dynamic change of skins and bets with rapid increase in odds.

- **Focus on dynamism:** Smooth transitions with changing odds, emphasis on risk and speed.
- **Animation Elements:** Flashes of light, glitch effects, digital elements.

Examples of animated banners: [Animated Banners](#)

banner-1.html, banner-2.html, banner-3.html

🔗 Conclusion:

The success of an iGaming advertising campaign depends on personalization and exclusivity. The use of unique skins and bright visual elements helps to attract both cautious and gamblers. Banner designs that emphasize speed, risk, and opportunities for individual expression of players ensure high engagement and attractiveness of the advertisement. It is important to integrate branding and graphics to create a unified visual identity.