

oddschecker

FRISSON

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Scope of work

Acting as an extension to the in-house team, supporting the social media output with bespoke graphic design, stat driven content and eye catching reactive posts

Challenges and tasks

To create a new and unique brand identity

To deliver engaging content that is seamlessly tied in with a betting angle

To position the brand within sports conversation and as a channel to engage in the latest sports news and discussion

To introduce effective influencer amplification

To work within compliance guidelines

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Results

Introduction of unique player animations giving the brand a clear identity on social

Significant engagement around reactive graphics and betting threads

