

silentmanagertm

the home of interactive fantasy and predictor games

■ **United Kingdom Office**

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SilentManager (Australia) Pty. Ltd - ABN: 79 124 375 668
SilentManager TM is a division of Silentworld Ltd.

SilentManager Ltd Company No: 4029752 Vat No: 777 4635 81

you get exactly what you need
and we do all the hard work!
...what could be easier?



Who **We Are**

- SilentManager are a global **Fantasy and Predictor** games specialists.
- We were formed by Fantasy Games players in 2002.
- We produce interactive games to be used as strategic marketing campaigns.
- We work with **brands** and **media partners**.
- Our products are delivered across both **online** and **mobile phone** technology.
- The '**White Label**' games are an 'off-the-shelf' template product.
- A game is **branded** in accordance with a company's guidelines and specifications.
- A game is customised to **help a client** achieve their **marketing goals**.

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we've built games for....



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brand + game = close relationship with your audience



What can a fantasy or predictor game **do for you?**

✓ Increases **web traffic** to your site.

✓ Develops and reinforces **awareness** and recall of **your brand whilst generating brand loyalty.**

✓ Builds and maintains an **online community.**

✓ Captures extensive **audience data.**

✓ Strengthens your web-presence via social networking.



40% of users set our game sites as their homepage.

8.27 minutes is the average site log-on time with significant engagement.

55% of users are referred to our game sites by friends.

40% opt-in rate across games.



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 Our game formats

Fantasy - create your ultimate sports team.

Predictor - guess the scores of live games.

Streak - make consecutive correct predictions.



All of our games are fully accessible across a variety of platforms and devices including mobiles and tablets.



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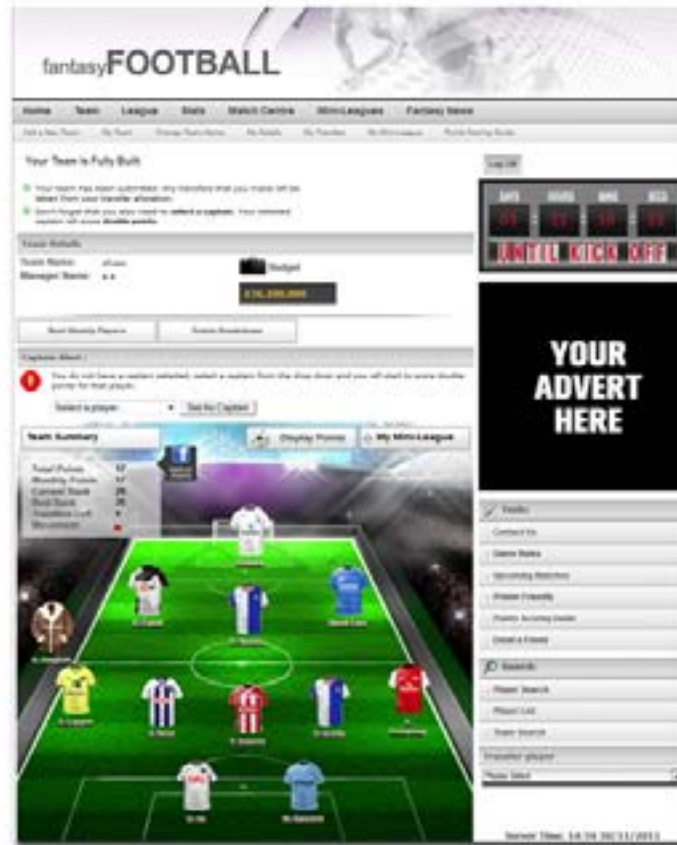
before

after



The White Label process

- ✓ Your brand colours and styles replace our standard white placeholders.
- ✓ Your targeted adverts can display across the site.
- ✓ The finished result looks and feels like your online content.





predictor example

Ads and header menu content served up from client site.

Fixtures separated into weeks. Active weeks are highlighted and scores for both team scores can be predicted.

Login facility for this game was integrated with the client's own login in application and database.

Key Game Stats	
Overall Activated Accounts	43,848
Average weekly log on count	42,140
Total Page Impressions	8,268,156
Unique IP Address visits	529,470
Total Use of Email a Friend facility	9,450
Email Open Rate	42.97%

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fantasy example

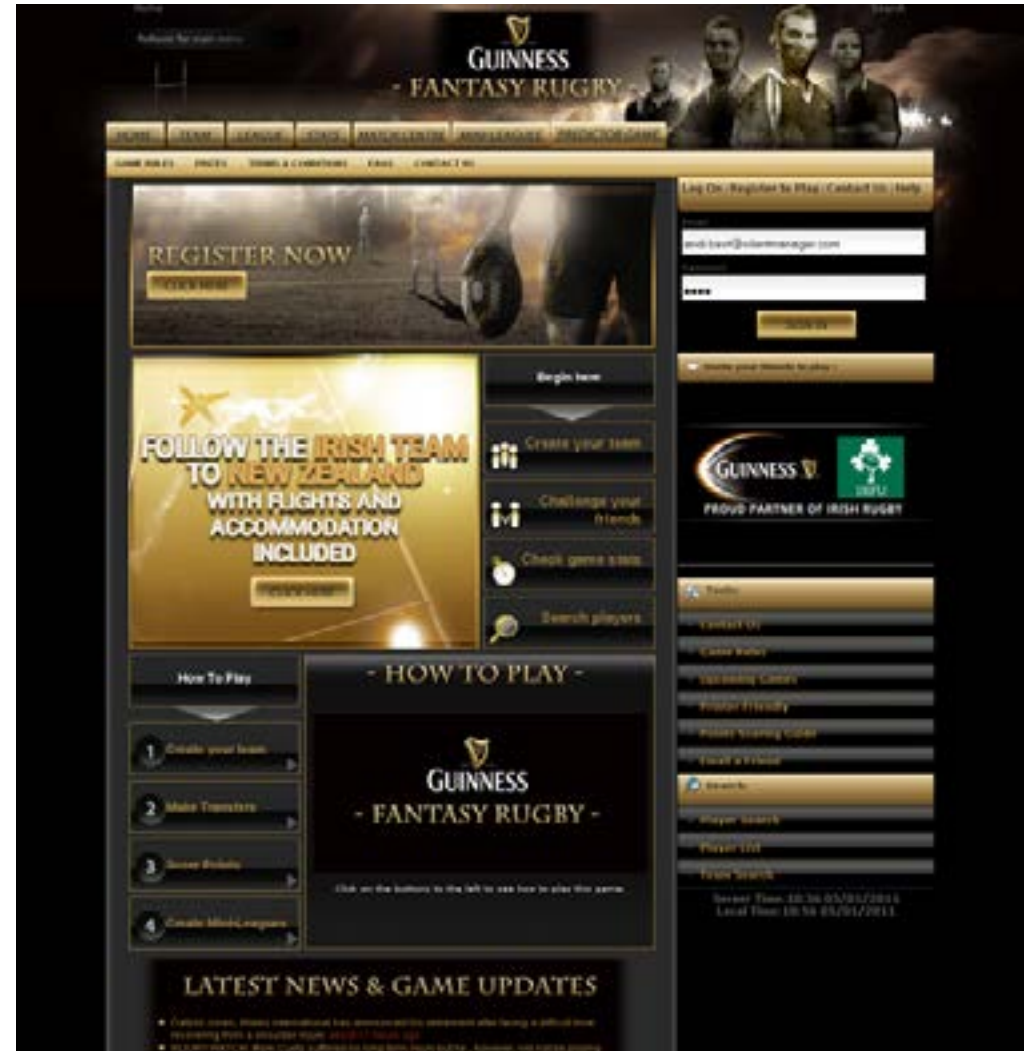
Guinness (Diageo)

Ads and header menu content served up from client site.

Team building was enhanced with bespoke trophy system.

Age verification was built into the site to prevent minors from entering.

Key Game Stats	
Overall Activated Accounts	15,497
Average user dwell time	10mins 48secs
Total Page Impressions	2,173,328
Unique IP Address visits	96,657



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Predictor Game Costing

- **“Predictor”** is a test of skill and knowledge and, just like the real world of sport, a healthy dose of good fortune.
- The format is a simple **“Win, Lose, Draw”**, with points awarded for correct predictions, and an **“Accuracy League”** kept over a set period of time.
- Predictor appeals to both the serious sport fan who prides themselves on their knowledge - and now has a league table to back up their boasts - and to the casual fan, who fancies that they know just enough.

Additional fees include:

Production of artwork **£500 + VAT**

Multi-Lingual/additional visual site (not inc. translation) **£1250 + VAT**

■ What do these fees include?

- ✓ Game setup and hosting of the game
- ✓ Site maintenance
- ✓ Customer Services department to answer all user queries
- ✓ Facility to talk to the game database via SMS/email
- ✓ Customisation
- ✓ Hosting
- ✓ Data updates
- ✓ Marketing Emails

Number of unique users	Fee per user	Maximum Cost
Setup and first 1,000 users	£4,000 + VAT	£4,000 + VAT
1,001-17,000	£1 + VAT	£20,000 + VAT
17,001-50,000	FREE	£20,000 + VAT

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Fantasy Game Costing

■ How much will it cost?

Unlike other marketing costs, this service works on a success related basis (see right)

■ What do these fees include?

- ✓ Game setup and hosting of the game
- ✓ Site maintenance
- ✓ Customer Services department to answer all user queries
- ✓ Facility to talk to the game database via SMS/email
- ✓ Customisation
- ✓ Hosting
- ✓ Data updates
- ✓ Marketing Emails

User Licence	Cost per User (ex. VAT)	Total Cost (ex. VAT)
Up to 1000 users	£4.95	£4,950
1001-3000	£3.85	£11,550
3001-5000	£3.00	£15,000
5001-7000	£2.70	£18,900
7001-30000	Set Fee	£22,000
30,001-100,000	£0.50 per each additional user	£22,000.50-£55,000

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Testimonials

SilentManager's quality of work and ability to turn around the project has been fantastic. The ability to use multi-skinned games enabled Guinness to run this activity across a number of different markets.

**Sponsorship Manager Guinness
Brands, Diageo GB**



We have found SilentManager to be creative, co-operative and pro-active partners in revamping our Fantasy Football offering, resulting in a higher than normal take-up for our game.

**Director of Content
ESPN Star**



The custom creative allowed us to "brand" the site as an internal Microsoft one and even use it to push the key message in a new and exciting way.

**Internal Communications Manager
Microsoft**



The addition of a Fantasy Football program has allowed us to retain contact with our core football fan demographic and represents a significant tool in maintaining our relationship with them.

**Community Manager,
Electronic Arts**



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