



FOOTBALL PREDICTOR

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Since 2017: A Proven Track Record

With 1,000's of players participating on personalised platforms for some of the world's largest businesses during the 2023 Women's World Cup, 2022 World Cup and Euro 2020





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About Noise

At Noise Agency, there's nothing we enjoy more than creating original and unusual ways for our clients to communicate.

From carefully crafted corporate films to exciting, interactive experiences, we have developed a range of creative, cost-effective ways to reach a target audience more effectively than ever before.

Not only do we have a proud track record of innovation, but we've also been winners in the past with our football predictor, helping numerous new and existing clients to engage with their colleagues and customers.





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Euro 2024 Predictor Proposal

Euro 2024 will be an event that people across the globe will be ready to engage with.

To maximise this opportunity, we propose the activation of an interactive Football Predictor game that will deliver key brand, business and social goals.

The aim is to benefit from significant brand engagement, to increase revenue, satisfaction and loyalty from partners, suppliers, fans and participants.

How can you improve fan engagement?

The activation of a Football Predictor and the creation of more related content will increase the possibilities for fans to engage with your business whilst enjoying the event.

This platform provides the sponsor with additional brand communications, thereby increasing the fans exposure to the brand pre or post-match, through gamification.



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Euro 2024 Predictor

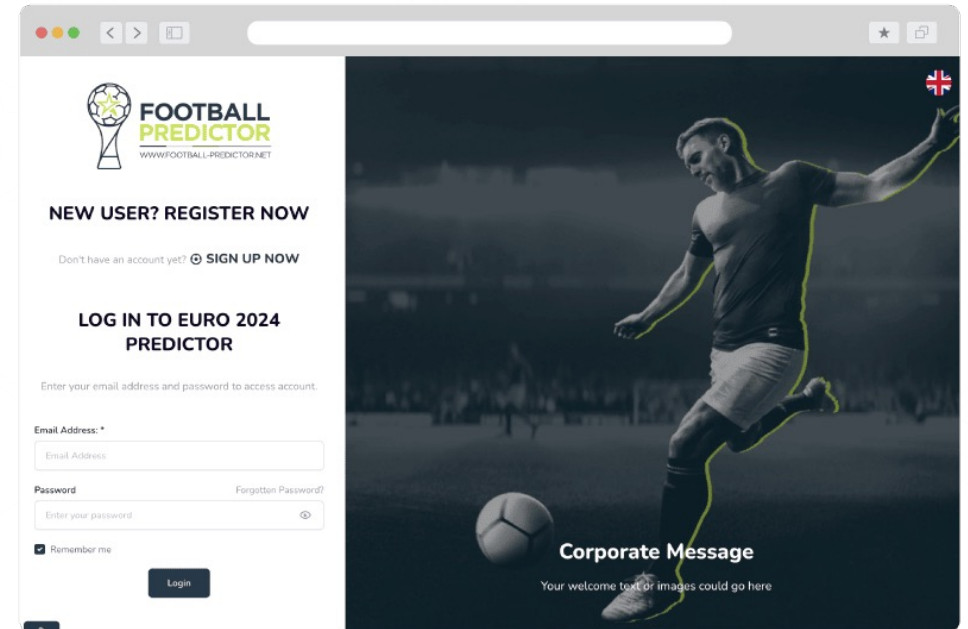
The EURO 2024 predictor will engage and build friendly competition and can be hosted on a domain of its own or a subdomain.

Individuals and players can compete within their own leagues or be segmented by:

- Locations
- Departments
- Teams
- Authority

Players can be given the opportunity to win a range of exciting Euro 2024 prizes.

*The number players is entirely scalable, and we can accommodate any volume of participants.





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Entertaining Engagement

Participating in the Euro 2024 Predictor competition is a great way to engage with your team.

- Start conversations
- Building teams
- Encourage healthy competition between individuals, departments and even different sites across the country and around the world

Who do you need to connect with?

- Engage with employees
- Building Business Relationships
- Customer Engagement





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Football Predictor Features

- **Easy to play**
- Mobile Friendly
- **Realtime Reporting**
- Message Board
- **Leaderboards**
- Custom Branded & User Dashboards
- **Multilingual**
- Email Reminders & Notifications
- **Match Trends**
- Secure Management System



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About The Platform

Easy to play

You don't have to be a football fan to take part in the Euro 2024 predictor

The screenshot shows the 'Who will win the Euro 2024?' page. It features a navigation bar with 'Predictions', 'How to Play', 'League Table', 'Results', 'Prizes', 'Messages', and 'Contact'. A user profile 'Hello, Noise' is visible. The main content area displays the current prediction: 'You have predicted Denmark to win the tournament.' Below this, there are filters for 'View games by' (Dates, Group Order) and a date selector for 'Thursday, 20 July 2023'. Two match cards are shown: 'Group A - Match 1' (New Zealand vs Norway) and 'Group B - Match 2' (Australia vs Ireland). Each card includes a 'Winner Prediction' bar chart, 'Prediction Trends', and 'Most Predicted Results' bar chart. A 'Game in progress' indicator is visible for the Australia vs Ireland match, showing a 'Live Score - 45'' and 'Live Score - 1:0'. A third match card for 'Friday, 21 July 2023' (Nigeria vs Canada) is partially visible at the bottom.

Realtime Reporting

Updated in real time as each game takes place. Points will be added to your leader board as soon as the final whistle blows

The screenshot shows the 'Results' page. It features the same navigation bar and user profile as the previous screenshot. The main content area displays a 'Results' section with a toggle for 'Groups'. Below this, there are two group leaderboards: 'Group A' and 'Group B'. Each group has a table with columns for 'Pos', 'Team', 'GP', 'W', 'D', 'L', 'GF', 'GA', 'GD', and 'Points'. The data for Group A is as follows:

Pos	Team	GP	W	D	L	GF	GA	GD	Points
1	Switzerland	3	1	2	0	2	0	2	5
2	Norway	3	1	1	1	6	1	5	4
3	New Zealand	3	1	1	1	1	1	0	4
4	Philippines	3	1	0	2	1	8	-7	3

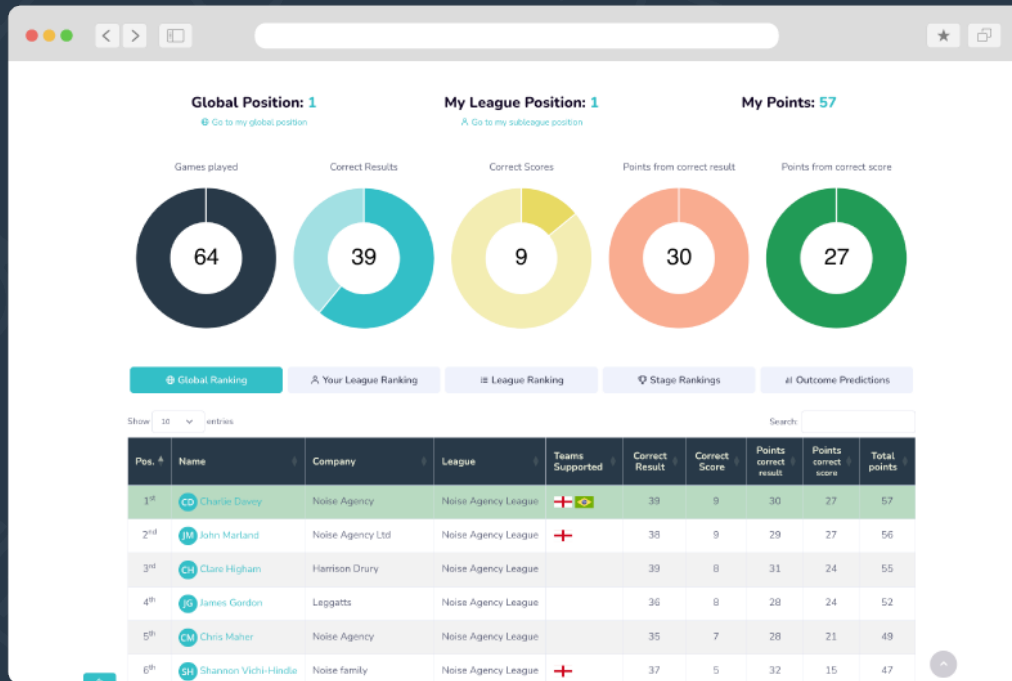
The data for Group B is as follows:

Pos	Team	GP	W	D	L	GF	GA	GD	Points
1	Australia	3	2	0	1	7	3	4	6
2	Nigeria	3	1	2	0	3	2	1	5
3	Canada	3	1	1	1	2	5	-3	4
4	Ireland	3	0	1	2	1	3	-2	1

About The Platform

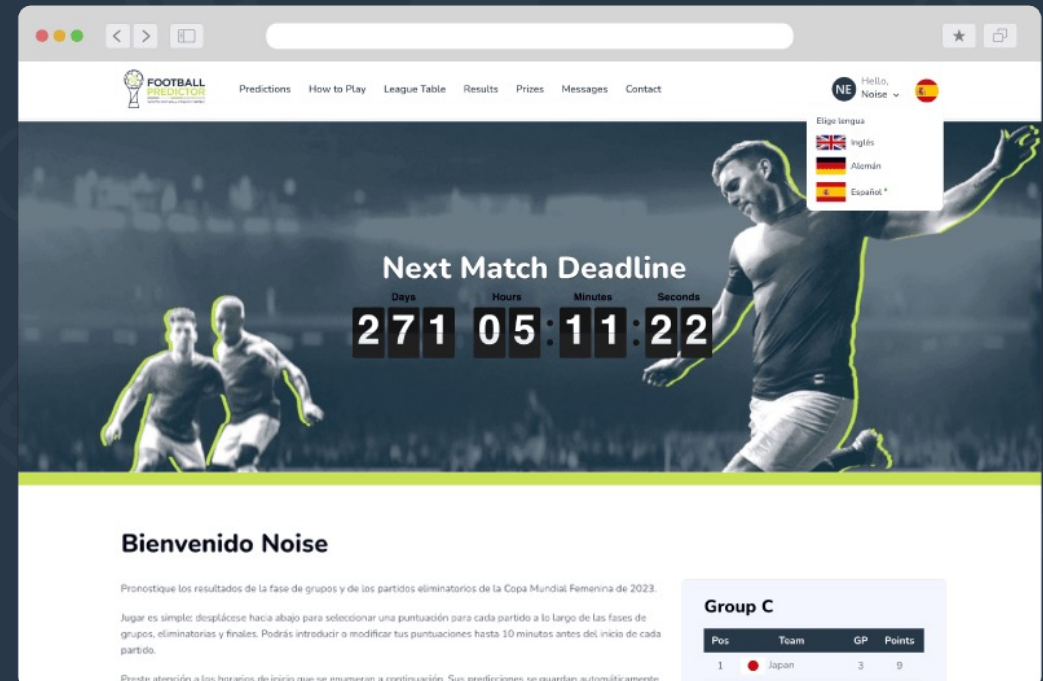
Leader boards

Create sub-leagues within your overall competition for departments, divisions or even countries



Multilingual

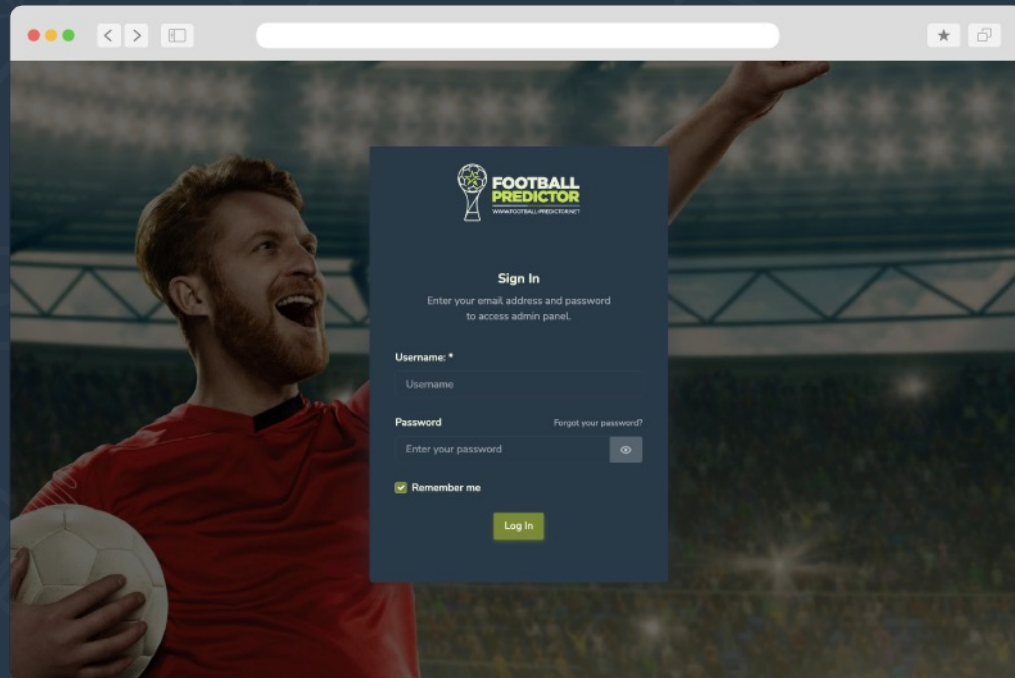
Comes with a comprehensive translation service



About The Platform

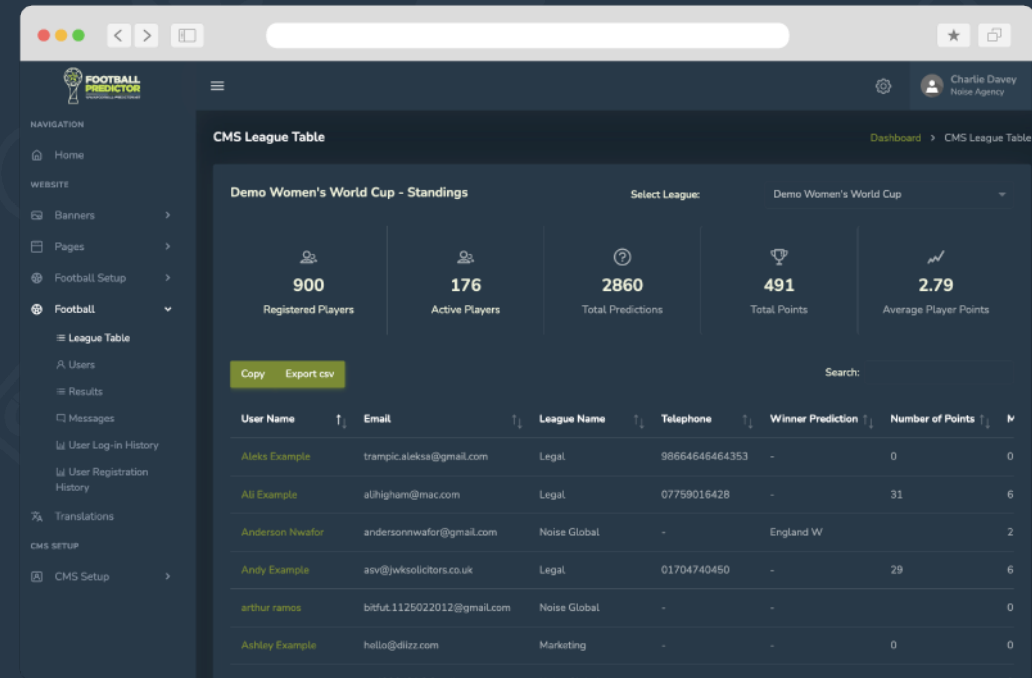
Secure CMS

Dedicated secure Content Management System lets you update your platform in real-time.



CMS Reporting

Top down reporting allows you to administer your leagues, users and statistics.



About The Platform

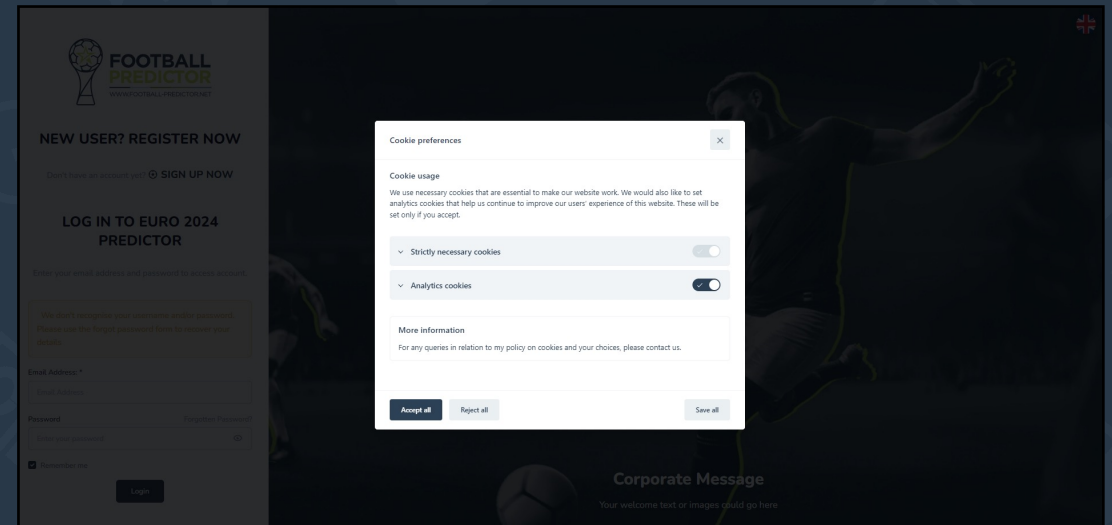
PCI DSS Compliant Servers

Noise Agency's UK based dedicated servers are regular scanned and maintained to The Payment Card Industry Data Security Standard.



GDPR Controls

Users can control their data, contact preferences and usage reporting.



Euro 2024 Predictor



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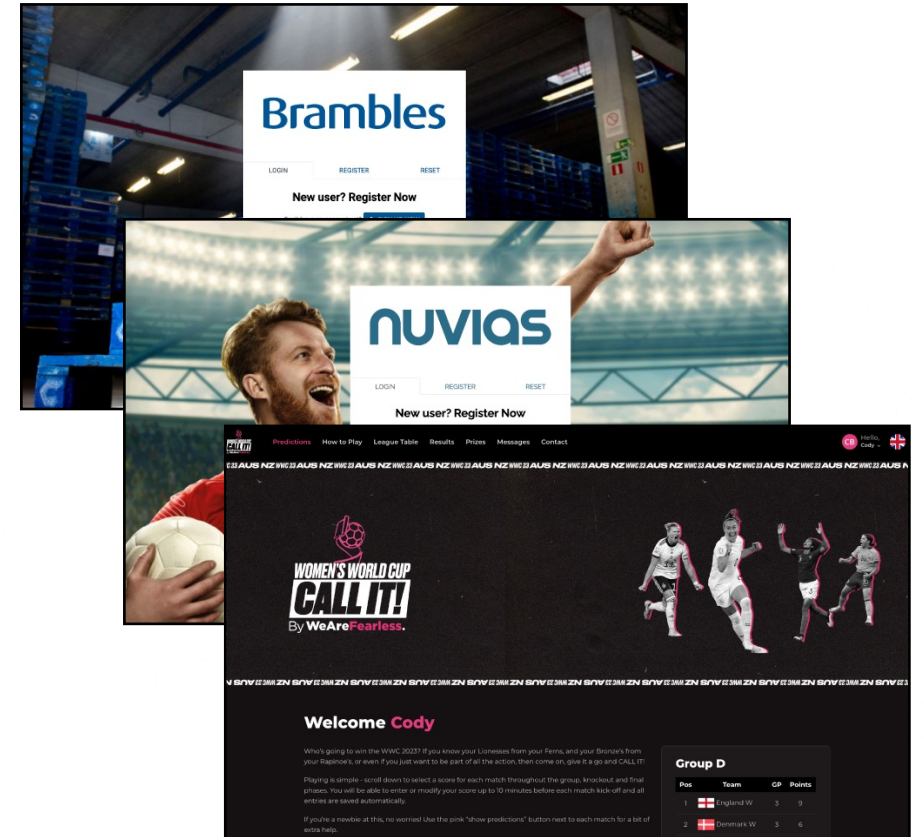
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Your Branding

Your Euro 2024 predictor will be custom branded and can be updated internally by your team, or externally by Noise Agency.

At present, the custom branded selections are preset to select locations, however, additional locations can be programmed.

From page headlines to the footer contact details, every single aspect of the site can be tailored to your company, with bespoke images, logos and slogans.





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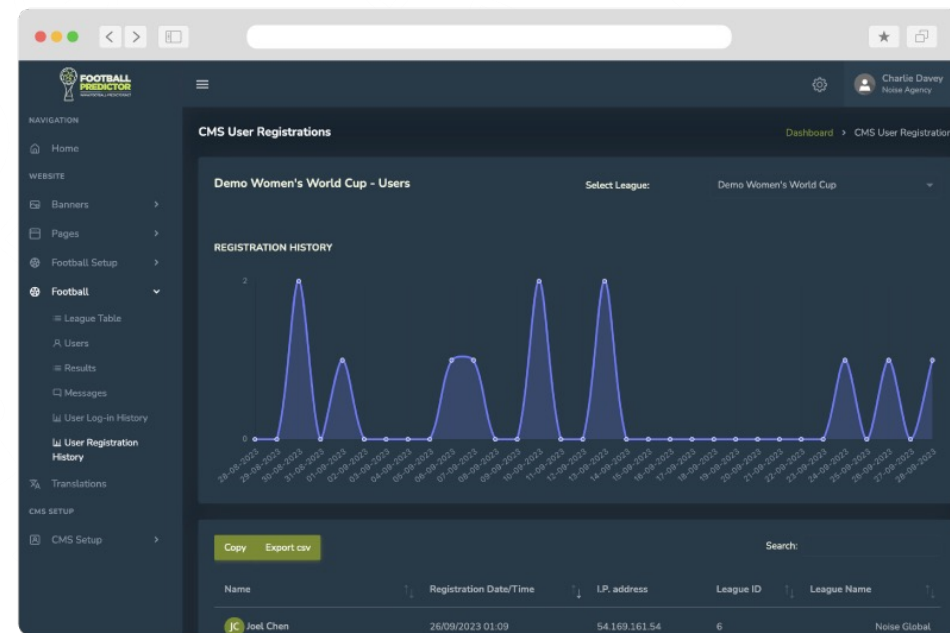
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Your Domain or Subdomains

You can choose branded URLs for your Euro 2024 platform and even personalise the page content in line with your channel tone of voice.

If you are running your competition both internally and externally, we can create multiple distinct sites, one for your colleagues and one for your customers, each working in different ways to communicate different benefits of your brand.

It's your game, your way and our team will work closely with you to make sure your 2024 Football Predictor is both personal and professional, exciting and engaging, to maximise the return on your investment.





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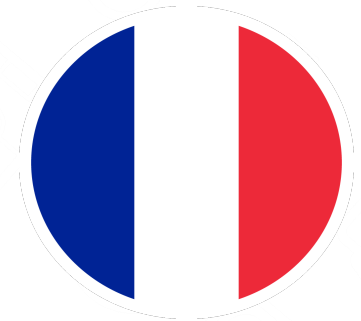
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Personalisation

As a global corporation, with offices and customers worldwide, we understand that our Football Predictor platform will need to align with multiple time zones and languages for players to achieve optimum success.

We have several excellent translation partners on hand who can ensure that the content of our mobile friendly sites is in the preferred language of the location in which they are being accessed.

Each user's time zone can be set in their profile to display the local kick-off time.





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Notifications & Management

Message Board

Competitors enjoy friendly rivalry and competition and are encouraged to participate on the message board, increasing the sense of competition through challenges, bragging rights and more. Naturally, all comments can be easily moderated by administrators.

Branded Email Reminders

While some of your players will be avidly following the football from day to day, we also know that not everyone is such a fan. So, to make sure no one misses out, the system sends all players a reminder email that tells them which games are taking place, what predictions are required and when they need to be made by.

Notifications

We understand that administrators will be busy with their day jobs, so we keep them fully informed of all site activity, such as new user registrations, and message board activity. These notifications make managing your game simple and straightforward, taking up as little time as possible.



MESSAGE BOARD



EMAIL REMINDERS



NOTIFICATIONS



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Working with Noise Agency

Noise Agency will work to provide a custom branded Football Predictor platform to share

- We can provide different registration options for participants:
- Email asking them to register (we can include bespoke information such as company information)
- Upload users from .csv file and send through randomly generated password
- Deliver full CMS access to enable real time editing and management

Prize fulfilment will be handled directly by your team

Register to play

Forename: *
Forename

Surname: *
Surname

Email Address: *
www@noise.com

Company: *
Company

Select League:
Noise Global

Password
Password

Your password must be 8-20 characters long, must contain special characters "@#%&*~", numbers, lower and upper letters only.

Re-enter Password
Re-enter Password

I agree to the terms and conditions.

I agree to the Privacy Policy.



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Try Our Demonstration

Now it's your turn, visit our Football Predictor website at :

<https://demo.football-predictor.net>



PLAY NOW

Next Match Deadline

Days: 271 Hours: 05 Minutes: 11 Seconds: 22

Welcome Noise

Predict the group stage and knockout match results for the Euro 2024.

Playing is simple - scroll down to select a score for each match throughout the group, knockout and final phases. You will be able to enter or modify your scores up to 10 minutes before each match kickoff.

Pay attention to the kickoff times listed below. Your predictions save automatically on this page. If you rarely watch football and are unsure what to predict, don't worry, football is unpredictable and you still have a chance to win the

Group C			
Pos	Team	GP	Points
1	Japan	3	9

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Visit: <https://demo.football-predictor.net>
Email talk@noise.agency or call +44 (0) 1524 68446

This proposal is confidential

Please Note: The concepts and ideas submitted to you by Noise Agency Ltd are of a confidential nature and are submitted to you on the understanding that they are to be considered by you in the strictest confidence and that no use shall be made of the said concepts and ideas, including communication to a third party, without Noise Agency Ltd's prior written consent. Copyright in this proposal remains with Noise Agency Ltd.