

Bonuses & Campaigns — Copy & Design Brief

July 2026

How to use this brief: this is the MESSAGING layer — headlines, hooks, tone, and the channel for each campaign. **All numbers, wagering and caps live in the "Bonuses & Campaigns" spec deck** — pull any number from there, never from memory. One rule for all copy: whatever a banner, email or SMS promises must match the spec exactly. If it's not in the spec, it doesn't go in the copy.

BRAND VOICE — APPLIES TO EVERYTHING

Honest, plain, confident. Say the real thing simply. Short sentences. Second person ("you").

Our edge = transparency. Every rate published, rewards paid in cash, no wagering on cashback/rakeback. Lean on it.

No fake urgency. A real end date ("ends Sunday 23:59 UTC") is fine; a vague "hurry, only X left" is not.

No hidden terms. Full terms visible on the page, before deposit. We'd rather be trusted than clicked.

1 · WELCOME BONUS (FIRST DEPOSIT)

"100% up to \$10,000 + 50 free spins on your first deposit."

Hook: applied automatically — no code to hunt for; full terms on the page, no surprises.

Tone: generous but honest — "here's exactly what you get."

Channels: Website hero + bonus page · Day-1 welcome email · SMS reminder (STOP opt-out).

Emphasize: automatic · paid in cash · every rate on the page.

2 · NO-DEPOSIT TASTER (DAY 3, NON-DEPOSITORS)

"Free spins are already in your account."

Hook: ownership — they're sitting there, ready; try us before you commit.

Channels: Email (primary) · in-app notification.

Emphasize: no deposit, no catch — keep what you win.

Weekly Campaigns · Cashback · Rakeback

July 2026

3 · WEEKLY CAMPAIGNS

Monday Reload "Start the week"

"Your Monday boost is here."

Hook: deposit to start the week, we top it up — predictable, every Monday. Cap grows with VIP tier.

Channels: Website weekly promo slot · Monday email · SMS (VIP tiers).

Emphasize: every week · real end date (Wednesday) · VIP-scaled.

Midweek Spins "Wednesday boost"

"Midweek free spins on [featured game]."

Hook: the mid-week lift — deposit and spin this week's featured slot.

Channels: Website · Wednesday email · in-app.

Emphasize: fresh featured game each week · 48h to use them.

Weekend Race "Weekend tournament"

"The Weekend Race — \$5,000, no entry fee."

Hook: just play — no opt-in, no deposit needed to join the leaderboard.

Channels: Website tournament page (live leaderboard) · Friday email · weekend SMS.

Emphasize: automatic entry · prizes in cash, wager-free · everyone can climb.

4 · CASHBACK (WEEKLY)

"Your weekly cashback is in."

Hook: a safety net that grows with your VIP tier — in cash, no wagering, every Monday.

Channels: Monday email ("your cashback landed") · VIP page · in-app.

5 · RAKEBACK (DAILY)

"Earning on every bet — every day."

Hook: it never stops — you earn just by playing, win or lose; scales with VIP tier.

Channels: VIP page · in-app daily claim · email explainer for new depositors.

CHANNEL MATRIX — QUICK REFERENCE

CAMPAIGN	WEBSITE	EMAIL	SMS
Welcome Bonus	hero + bonus page	Day-1	reminder
No-dep taster	in-app	Day-3	—
Monday Reload	promo slot	Monday	VIP tiers
Midweek Spins	✓	Wednesday	—
Weekend Race	live leaderboard	Friday	weekend
Cashback	VIP page	Monday	—
Rakeback	VIP page	explainer	—