Elite Gaming Inc

ODDS ON 5

Sub-brand
UNDER NDA

INDUSTRY
Regulated Crypto Gaming

723%

SIGN UPS, FROM 44 TO 362
MONTHS 1 AND 2

Executive summary

Elite Gaming Inc entered the World Cup 2026 window with a low social baseline and a regulated crypto gaming category. Zen Management® built the positioning, sponsor and sales assets, affiliate programme and investor decks that supported USD $250K and USD $1M in funding for two of their brands.

PUBLISHED

88

posts in Month 1

SIGN UPS

723%

from 44 in the 39 day baseline to 362 across Months 1 and 2 (70 days)

FUNDED

2 raises

USD $250K and USD $1M

THE RETURN, BEFORE TO AFTER



Client overview

Elite Gaming Inc. owns a portfolio of online Crypto iGaming entities.

Odds On 5 (OO5) is a next generation online casino and sportsbook offering live sports alongside a full casino experience, built around a simple promise of fair, fast and reliable play.

CLIENT

Elite Gaming Inc

INDUSTRY

Regulated Crypto Gaming

Testimonials

“Within the first month, we increased our publishing cadence from fewer than 10 posts to 88 strategic posts across Facebook, Instagram, and X, resulting in measurable growth across every key performance indicator that matters.”

ELITE GAMING INC

Objectives

01

Grow Social Presence

Lift visibility and reach across Facebook, Instagram and X.

GOAL ACHIEVED

02

Build a Content Engine

Create a scalable strategy and promo calendar with one brand voice.

GOAL ACHIEVED

03

Support Investor Decks

Keep the investment deck current for investor conversations.

GOAL ACHIEVED

04

Support the Lotus Raise

Equip sales and sponsors with one approved Media Kit.

GOAL ACHIEVED

05

Build Affiliate Program

Source and enable social influencers, promoters, and strategic organizations.

GOAL ACHIEVED

06

Support Sponsorship Opportunities

Plan and activate event sponsorships with assets, broadcast mentions and reporting.

GOAL ACHIEVED

06 | THE JOURNEY

From challenge to result

Follow each challenge through to its return

CHALLENGE	STRATEGY	TACTIC	EXECUTION	RESULT
Social Media Inconsistency Under 10 posts before the engagement	One brand voice and promo calendar	Content engine across Facebook, Instagram and X	88 posts published in Month 1	**173%** sign ups in Month 1, from 44 to 120
Tight Turnaround World Cup 2026 activation window	Time every channel to the window	Sponsor asset plan, paid Meta and display ads	Redhat Black Tie Affair V, Meta live 6 to 31 Aug	**501** paid sign ups at $16 each on $8,030
Highly Regulated Earn user and investor trust	Position the brand on clarity and trust	Clear category messaging and trackable affiliate promo codes	Sign ups and deposits tracked to source	**11%** of 411 sign ups came through promo codes
Materials Gaps Investor and partner materials needed	One approved source for every audience	Investor decks, Media Kit, sales and sponsor assets	Offshore sales team outfitted on brand	**$1.25M** raised in two rounds, USD $250K and USD $1M

Positioning

01 **One Brand Voice**

One voice and promo calendar across Facebook, Instagram, X and Telegram.

02 **Category Credibility**

A regulated crypto gaming brand positioned with clarity and trust.

03 **Sign Up Demand**

Sign ups rose 173% from 44 to 120 in Month 1 against the baseline, then reached 242 in Month 2.

Sponsorships

01	Official Event Sponsor	Sponsor asset plan built for Redhat Black Tie Affair V.
02	Featured Bout Sponsor	Brand placement on the featured bout.
03	Broadcast and Podcast	Mentions across the event broadcast and podcast.
04	Social and Reporting	Sponsor content on social, with reporting back to the client.

Media engine

01

Organic Social

88 posts in Month 1 across Facebook, Instagram and X.

02

Paid Meta

Lift reports 501 sign ups at $16 each on $8,030 spend.

03

Display Ads

Programmatic live 31 Jul in AUS and NZ across Games and Racing.

04

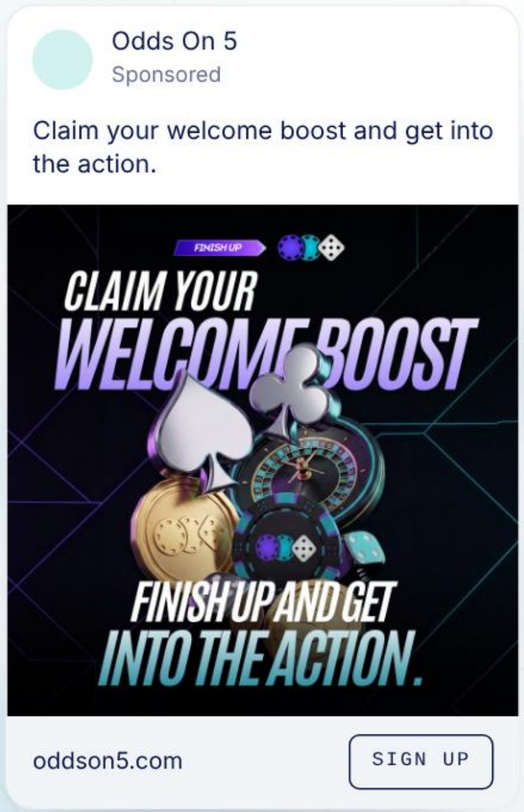
Measurement

Sign ups and deposits tracked against a baseline.

Paid ads

CASINO | HORSE RACING





SIGN UPS

501

from paid Meta

COST

$16

per sign up

SPEND

$8,030

Lift report

Actualised outcomes

✓ GOAL ACHIEVED

ASSETS

93

Total

25 carousels, 21 reels, 21 static posts and 2 stories, plus 10 Meta ad concepts, 10 display ad sizes and 4 web banners.

REACH

16,395%

Amplified

Impressions up 16,395 percent, with 1,700 new followers.

ENGAGEMENT

252%

Engaged

Reactions up 252 percent, engagement rate up 125 percent.

SEED CAPITAL

2 rounds

Funded

USD $250K and USD $1M raised in two rounds.

Highlights

✓ GOAL ACHIEVED

88 posts across 3 platforms in Month 1

Impressions	3,800, up 16,395%

New followers	1,700 gained
Facebook reactions	208, up 252%
Facebook engagement rate	Up 125%
Overall engagement rate	125%
Instagram reactions	Up 106.8%

Capital raise

GOAL ACHIEVED

01

$25K

The Ask

The client sought a USD $25K investment.

02

$250K

Round One

USD $250K received.

03

$1M

Round Two

USD $1M received.

04

Decks

The Proof

Investor decks, performance reporting and CAGR forecast models, plus sign up and crypto deposit proof.

Crypto shift

✓ GOAL ACHIEVED

Increase the dispersion of crypto deposits



Performance monitoring

PAID ADS PERFORMANCE | META, 6 TO 31 AUG 2026

IMPRESSIONS	CLICKS	CTR	SPEND	SIGN UPS	COST PER SIGN UP
99,752	3,135	3.14%	$8,030	501	$16
Paid reach	Paid traffic	Clicks ÷ impressions	Meta actual	Reported by Lift	Spend ÷ sign ups

Affiliates

01

Promo Code Programme

Trackable promo codes attribute every sign up and deposit to its source.

02

Top Code MH07

33 sign ups and 22 deposits worth USD $10,007 from 7 depositing clients.

03

Code Adoption

46 of 411 sign ups, or 11%, arrived with a promo code.

04

Highest Utilisation

MH07 leads every other code on sign ups, deposits and deposit value.

Enablement

01

Offshore Sales Team

The entire offshore sales team was outfitted with on brand assets.

02

Sponsor Assets

Sponsors received brand assets so every placement matched the brand.

03

The Media Kit

One Media Kit gives sales, sponsors and partners a single approved source.

04

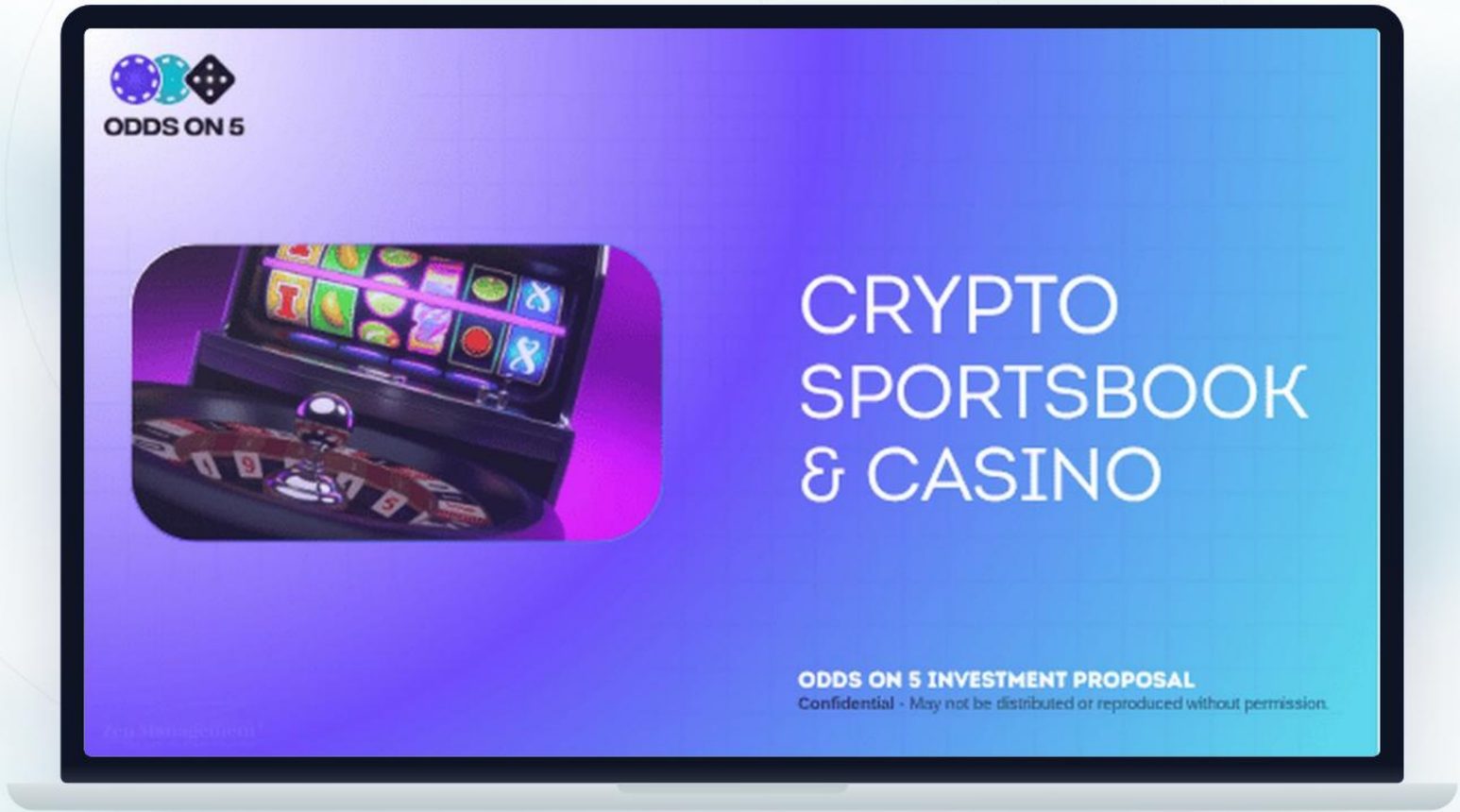
Kit Benefits

Faster onboarding and one consistent brand across teams and partners.

Work samples

Each piece shown on the device it was built for.

Investor deck | Promotional email | Media Kit



Investor deck

Investor decks supported two raises, USD $250K and USD $1M.

COVER OF THE 005 INVESTOR DECK. FINANCIAL SLIDES ARE LEFT OUT OF THIS VIEW

Campaign creative

Static, print and event creative, led by the best performer.

BEST PERFORMER



Best performer

The World Cup 2026 £1500 giveaway reel, shown as produced. The strongest creative of the campaign.

INSTAGRAM STORY



Event branded materials and promotion cards

Event branded materials and promotion cards for the World Cup 2026 activation.

SOCIAL POST



Royal Ascot Ladies Day promotion

Seasonal social creative promoting the Royal Ascot Ladies Day event.

PRINT



OO5 invitation card

Printed business card carrying the OO5 invitat message and website, for events and in perso introductions.

Social reel examples

Social media production was a Zen Management x MozacX collab. Reels and video creative published across the campaign, grouped by theme. Click any reel to enlarge it.

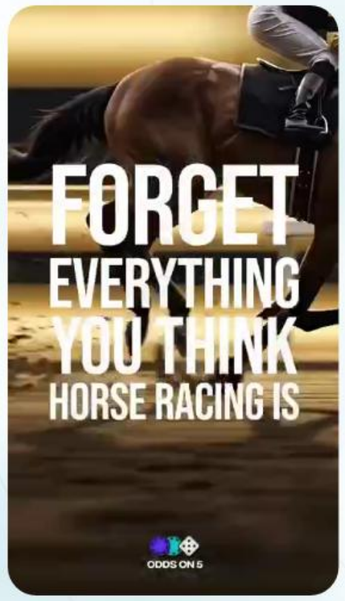
All | Football | Horse racing | Casino | App and lifestyle | Paid ad

WEEK 1 | FOOTBALL



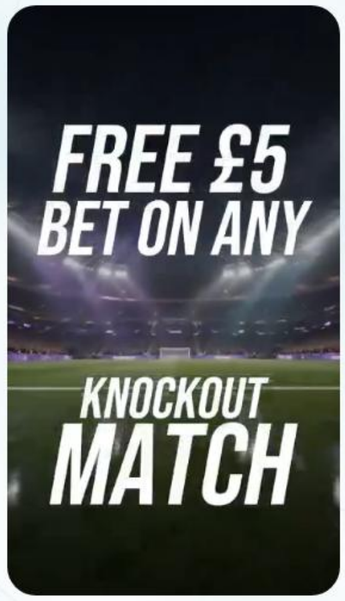
The World Cup

16 JUNE | HORSE RACING



Forget everything you think about horse racing

28 JUNE | FOOTBALL



Free £5 bet

5 JULY | FOOTBALL



Mexico Casa win or England take it home

10 JULY | FOOTBALL



France are through

23 JULY | CASINO



Four types of Aviator players

5 AUG | APP



Everything in one ap

In the field

Event presence and branded kit from the World Cup 2026 window.



The team, branded shirt



On site at the World Cup fan festival



Branded caps in the stands



Embroidered kit detail

Contact for Enquiries

EMAIL	info@zenmanagement.co
WHATSAPP	+971 582304446
WEBSITE	ZenManagement.ae
INSTAGRAM	@zenmanagement_official
LINKEDIN	Zen Management

Message us on WhatsApp

Download the case study PDF

ZEN MANAGEMENT NEWSLETTER

ZenGrowthPlaybook

Simple strategies.
Serious results.

Value-packed with stress-free guides for your business with proven paths to revenue growth you can implement over the weekend.

Read the Zen Growth Playbook