



# News

5 October 2005

## **Camelot Begins Search For New Marketing Director**

*Jo Kenrick to remain in role until early 2006*

Camelot Group plc has engaged executive search firm, Russell Reynolds, to lead the hunt for a new Marketing Director, following Jo Kenrick's resignation to take up the role of Marketing and Customer Propositions Director at B&Q.

National Lottery operator, Camelot, has confirmed that it will not be reviewing any of its agency arrangements as a result of the departure. To ensure a steady handover Jo will continue in her present role until early 2006.

Jo joined Camelot in September 2002 and as Marketing Director is responsible for all above and below-the-line communications, product development and all non-retail channels for The National Lottery<sup>®</sup>, reporting to Phil Smith, Commercial and Operations Director. During her time at Camelot, Jo has overseen the introduction of the popular Lady Luck and Good Causes-themed marketing campaigns (outlined below).

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Before joining Camelot, Jo was Group Sales and Marketing Director at housebuilders, Wilson Connolly, where she managed all marketing for the business and created a strategy for long-term brand and customer focus. Jo previously held a variety of sales and marketing roles at Asda, PepsiCo and Mars Confectionary.

Jo Kenrick, the outgoing Marketing Director, said: "I've enjoyed my time at Camelot immensely. With a portfolio of games including Lotto, National Lottery scratchcards, and EuroMillions, The National Lottery has some the biggest and most exciting FMCG brands around. It will be a wrench to leave – but I am already looking forward to being able to play EuroMillions!"

Phil Smith, Commercial and Operations Director, said: "I'd like to thank Jo for her dedication and hard work over the past three years. Jo has played a key role in driving Camelot's marketing and advertising strategy forward and, with the Lady Luck campaign continuing to show strong results, she leaves on an undisputed high. We wish her every success in her new role."

### **Camelot's recent marketing and advertising**

The Lady Luck ads star actress Fay Ripley as the mythical character of Lady Luck, who appears in the modern guise of a positive, sassy, straight-talking woman, urging people to 'Think Lucky'. Comedian and chat show host, Graham Norton, is the voice of Lady Luck's sidekick, a cheeky unicorn called Barry.

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In the first two months of the campaign alone, over £10 million in additional sales could be attributed to the Lady Luck adverts. The advertising creative was developed by Abbott Mead Vickers BBDO, with media planning by MPG and media buying by OMD.

The Lady Luck advertising campaign took over from the successful Good Causes-themed campaign, created by WCRS. Launched in January 2003, that campaign was the first which linked commercial game messages with the billions of pounds raised for Good Causes.

Following that TV ad campaign, sales of Lotto HotPicks rose by 10 per cent and sales of Thunderball<sup>®</sup> rose by 12 per cent – while those who felt better about playing National Lottery games rose by 50 per cent.

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**For further information, please contact  
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**Notes to Editors:**

- Camelot Group plc is the operator of The National Lottery<sup>®</sup> and is committed to raising money for the Good Causes designated by Parliament. Camelot is not responsible for distributing or awarding these funds
- To date, over £17 billion has been raised for Good Causes by The National Lottery, benefiting more than 200,000 individual projects across the UK in the biggest programme of civic and social regeneration since the 19<sup>th</sup> Century. The National Lottery has given away £25.4 billion in prizes and created more than 1,800 millionaires or multi-millionaires since launch in 1994
- Camelot runs one of the most cost-efficient lotteries in the world, with around 5 per cent of total revenue taken in operating costs. At 40 per cent of total sales (28 per cent to Good Causes and 12 per cent in lottery duty to the Government), Camelot returns a higher proportion of lottery revenue back to society than any other lottery

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operator in the world. National Lottery retailers receive 5 per cent of total revenue in commission, and 50 per cent of sales is paid out to players in prizes

- Camelot is committed to the highest standards in player protection and social responsibility in both the retail and interactive environments. The National Lottery website and Sky Active services have been accredited by GamCare, the UK's national centre for information, advice and practical help regarding the social impact of gambling – while Camelot's approach to game design, test purchasing and retailer vigilance campaigns ensures player protection at retail. Camelot has been ranked among the top 30 UK companies in Business in the Community's 2005 Corporate Responsibility Index, becoming a sector leader in the leisure category
- For further information on Camelot, The National Lottery and its games, please visit the following websites: [www.camelotgroup.co.uk](http://www.camelotgroup.co.uk) and [www.national-lottery.co.uk](http://www.national-lottery.co.uk)
- Players of all National Lottery games must be aged 16 or over.

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