

News



12 July 2006

Camelot Kicks Off New Lottery Game with a Dream £4 Million Media Campaign

Camelot this week launches a major new marketing campaign to promote the new Dream Number game – ahead of the first draw on Saturday 15 July.

Dream Number is the first designated National Lottery draw-based game to help raise the funding required to stage 2012 Olympic Games and Paralympic Games in London. It will offer players the chance to win prizes of between £2 and up to £500,000.

The £4 million campaign kicks off with a TV spot designed to communicate the strapline, 'Winning just got easier*'. It opens with a groundsman hooking up one end of a football net to a goal post, gathering up the opposite end of the net – and striding purposefully to the opposite goalpost. As the shot pulls back we see that the goal is four times its normal size.

We then cut from the groundsman to other scenarios which reveal people 'winning' – but with less effort than you would normally expect. In the first, a woman is seen pushing a boulder-size ball down a bowling alley and then jumping with delight. Next, the ad cuts to a fairground, where a man is testing his strength with 'The Hammer'. As the hammer hits, the bell at the top rings – and the shot pans out to show the top of the stand is much shorter than usual. The man is then handed a prize, to the delight of his girlfriend.

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.../2

The voiceover says: 'Winning just got easier*'. The final close-up shows a National Lottery ball with the Dream Number logo roll onto the screen, together with a voiceover introducing the new game.

Dianne Thompson, Chief Executive of National Lottery operator Camelot, said: "We are delighted to be launching our first draw-based game to support London 2012. Dream Number provides the perfect complement to our big jackpot draw-based games. We wanted the ads to reflect how easy the game is to play and also the fantastic odds of winning a prize – just one in 10.

"Sales of designated lottery games in support of London 2012 have got off to a dream start, exceeding our first year target by £2.3 million. We hope that Dream Number will prove equally inspiring to our players, not only for the chance to win themselves, but to also play a part in supporting the 2012 Games."

The campaign was created by Abbott Mead Vickers BBDO and has one 30 second execution, one 20 second and three 10 second executions. Media planning was handled by MPG and media buying by OMD. In addition to the TV ad campaign, the launch of Dream Number will be supported by online work, radio and press advertising, dedicated adverts for interactive TV retail point of sale – and direct marketing activity developed by Hicklin Slade & Partners. Instore point of sale material was developed by Camelot's in-house design studio.

Tickets for Dream Number go on sale on Thursday 13 July 2006 at National Lottery retailers throughout the UK, online at www.national-lottery.co.uk and via the Play by Text service on mobile phones – the first draw takes place on Saturday 15 July.

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.../3

The twice-weekly draw will be broadcast before the main Lotto draw on Saturdays on BBC1, while the Wednesday draw results will be broadcast as part of that night's midweek lottery show on BBC1.

-Ends-

**For further information, please contact
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**** Comparison is with the overall odds of winning a prize on Lotto Extra and Dream Number – See Game Procedures***

Notes to Editors:

- Camelot Group plc is the operator of The National Lottery[®] 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 £18.6 billion has been raised for Good Causes by The National Lottery, and more than 238,000 individual awards have been made across the UK – the biggest programme of civic and social regeneration since the 19th Century. The National Lottery has given away over £26.9 billion in prizes and created more than 1,900 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 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, Sky Active and Play By Text 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 40 UK companies in Business in the Community's 2006 Corporate Responsibility Index, and is 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 and www.national-lottery.co.uk
- Players of all National Lottery games must be aged 16 or over

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