

# News



9 June 2006

## **National Lottery Retailers Join World Cup Frenzy**

With football fever gripping the nation, National Lottery retailers are being urged to get in on the game and kick off some fun activity in their own stores.

The Football Fortunes 2006 Scratchcard was launched earlier this month, to coincide with the World Cup, offering retailers an open goal when it comes to lottery sales. A game of two halves, the £2 Scratchcard offers players two games and a sporting chance to net a whole range of instant cash prizes, up to a top scoring £60,000.

Some retailers are already scoring high in the sales league by running their own in-store promotions, building on the excitement as the first group stages of the World Cup kick off. For example, Alistair Patterson runs Queensway Post Office in Gainsborough, with his mother Christine. To celebrate Saturday's first England game, Alistair will be decorating his shop with flags and balloons and donning his England kit behind the counter.

Alistair said: "Anything to do with football is flying off the shelves at the moment so I'm encouraging all my customers to buy a Football Fortunes 2006 Scratchcard when they get to the till. I tell them you've got to be in it to win it – a bit like Sven's advice to the England players!"

To make sure he keeps customers coming through the door during the match Alistair says he will have the television on in his shop "by the dispenser – so they don't miss a vital minute of the game while buying their scratchcard."

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Fellow Midlands retailer Mandy Padley is also making the most of the World Cup at the Carlton Co-op in Lindrick. Like Alistair, Mandy will be sporting the England kit to promote Football Fortunes in-store, give away free stickers and pens to players, and decorating her Scratchcard dispenser with flags.

Mandy said: "I find that creating a bit of a sense of occasion in store and having some fun with it helps to boost sales. I can't pretend I'm a regular footie fan, but I enjoy the World Cup – and I don't mind looking at the players' legs!"

Camelot Executive, Laura Whitelock, who covers the Midlands area, says: "Camelot produces Point-of-Sale and posters to make promoting games in store as easy as possible – but it's great to see enthusiastic retailers going that extra mile to drive sales.

"Customer awareness is key to selling more tickets – particularly with National Lottery Scratchcards, which are usually bought on impulse. This means it is really important that the dispenser is in a prime location, and kept clean and fully stocked at all times – especially with the more popular games. Empty cassettes mean lost sales, so make sure enough Scratchcards have been ordered through telesales before stock runs out.

"Talk to your customers about the games and encourage them to have a go – and when a player wins, always offer them the opportunity to buy another game. Alistair and Mandy are great examples of what lottery retailers can do to give sales that extra boost by engaging their players. So don't get left on the substitute bench when you could be in the field!"

Steve Lucas, Camelot's Director of Sales, added: "Scratchcards are a crucial – and growing – part of The National Lottery's business. In the past financial year Scratchcards sales alone were £864.8 million, an increase of 17.2 per cent on the previous year.

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“Our retail partners have been pivotal to this success, with retail sales remaining by far the largest distribution channel, at around 95 per cent of total sales – and continuing to grow.

“So, with the nation gripped by football fever it’s a great time for all our retailers to earn that all-important commission on sales and prize payouts. And of course, they also benefit from the increased footfall and the additional spend that brings.”

But not every National Lottery retailer reckons the England flag will bring their customers flooding in... One Scottish store owner, who prefers to remain anonymous, plans to promote Football Fortunes 2006 by decorating his store with the Trinidad and Tobago flag.

He commented: “It raises a bit of a chuckle with my regulars – and helps to drive general awareness of the game, which makes customers more likely to buy a Scratchcard.”

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**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 £18.5 billion has been raised for Good Causes by The National Lottery, and more than 230,000 individual awards have been made across the UK – the biggest programme of civic and social regeneration since the 19<sup>th</sup> Century. The National Lottery has given away over £26 billion in prizes and created more than 1,900 millionaires or multi-millionaires since launch in 1994

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- 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 prize
- 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 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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