

# News



2 May 2006

## **Camelot Unveils New 'Migrate' TV Ad**

***New ad inspires viewers to imagine the possibilities of a National Lottery win***

Camelot this week unveils a new TV brand ad, the second in its new campaign designed to inspire players to think about the different possibilities which winning The National Lottery<sup>®</sup> creates.

'Migrate' follows on from 'The Big Win', a playful animated film which illustrates metaphorically the happiness that winning a life-changing amount of money can bring. That ad ends with a new graphic device – an animated collection of lottery balls – falling into frame to ask "What if you won?"

Building on the theme of 'The Big Win', the new ad again employs the animated lottery balls, this time posing the question 'Where would you go?'

'Migrate' opens with a strange flock of what appear to be birds flying over a suburban street, drawing the attention of a gathering collection of residents and passers-by. The story of the ad unfolds gradually in a visual and emotive way: as we follow the 'birds' on their migratory journey, we see a series of mesmerized onlookers look up to the skies – and come to realise that the flock is comprised not of birds, but of bricks .

The flock continues its long journey over idyllic countryside, through snow-covered fields (where a solitary 'lost' brick limps through the snow trying to keep up) and over the sea eventually arriving at a sunny spot on the coast where they begin to build a new house.

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The final shot completes the narrative as we cut back to a gap where a typical English terrace house has gone missing, to the amazement of onlookers.

Howard Groves, Director, Game Development, at Camelot said: “This is a simple, but powerful, visual ad – one which we believe will appeal to players and viewers in an emotive and engaging way. Like ‘The Big Win’, it’s all about involving and inspiring the audience, leaving them with an open-ended question – and prompting them to think on a very personal level about what a National Lottery win would mean for them.

“The recent Big Win ad has proved popular with players and viewers alike, and we hope this one will also have viewers flocking round their screens.”

The new ad has been developed by Camelot’s advertising agency, Abbott Mead Vickers BBDO. Media planning has been handled by MPG, with media buying by OMD. ‘Migrate’ was directed by Danny Kleinman, the award-winning director responsible for creating the title sequences for the recent James Bond films – as well as last year’s famous Guinness ad with the catchy ‘Rhythm of Life’ soundtrack.

The campaign is designed to build on the success of the Lady Luck adverts, which have helped to deliver the longest period of growth in the history of The National Lottery.

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**For further information, please contact  
Ben Rosier, Head of Media Relations: 020 7632 5743  
Charlotte Gibson, Corporate PR Manager: 020 7632 5716  
Camelot Press Office: 020 7632 5711**

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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 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 1,800 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 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 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.

**Camelot Press Office**