

News



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New Camelot Campaign Offers £40,000 A Year For Life

Camelot launches a major TV ad campaign next week to support its newest premium National Lottery Scratchcard game – Rich For Life™. Players of the £5 game have the chance of winning a top prize of £40,000 a year for the rest of their lives – the biggest ever annuity prize offered by a National Lottery game.

The TV ads will air for the first time on 14 January and will run until late February. The airtime slots booked were specifically chosen to help viewers imagine what £40,000 a year could mean to them. The Rich For Life adverts will mainly appear alongside property, holiday and lifestyle improvement programmes, with additional slots booked around programmes filmed on location in airports and holiday resorts.

The ad opens on an uncomfortable looking airline passenger sandwiched in the middle seat of the economy section of a plane. Our central character is squashed in-between two burly companions, each taking up more than a fair share of their own cramped seats.

Our character in the centre is attempting to drink from a tiny plastic cup while the passenger on his left takes a forkful of food. Inevitably the drink is spilled.

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Our glum-looking passenger awkwardly swaps his cup to the other hand – and immediately has it knocked flying by his neighbour who is turning the page of a newspaper.

Our traveller looks as if he fears the worst from his large, grumpy neighbours – until the scene is transformed when the familiar scratchcard sound is heard. Revealed underneath is a new luxurious airline cabin with a reclining leather seat and no disapproving travelling buddies. The two burly men have magically changed into attentive air hostesses, offering our now beaming passenger champagne on one side – and a platter of fresh lobster on the other.

The voiceover says: “Win forty grand a year for life – and relax with the Rich For Life scratchcard” as the happy passenger sinks back further into his seat, lets out a contented sigh and a curtain is pulled across the front of the camera.

The 20 second execution ends on a close-up shot of the new Rich For Life scratchcard.

Howard Groves, Camelot’s Director, Game Development, said: “The campaign really captures the idea of what you could do with £40,000 per year ever year for the rest of your life. It’s about not having to put up with life’s every day irritants.

”January is a time of when that a lot of people will be dreaming of getting away from a damp and cold Britain, and what could be better than being able to jet away from it all in style?

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“The brief behind the campaign was to open up people’s minds to the world of possibilities that this game’s £40,000-a-year top prize could bring.”

The campaign was created by Abbott Mead Vickers BBDO with planning handled by MPG and buying by OMD.

Rich For Life is on sale now at National Lottery retailers.

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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® 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 £19 billion has been raised for Good Causes by The National Lottery, and more than 250,000 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 £28.7 billion in prizes and created more than 2,000 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 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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