

# News



09 July 2007

## **National Lottery Monopoly Deluxe To Help Boost Retail and Good Causes Chest**

***Camelot launches new Monopoly Deluxe Scratchcard game and promotional campaign***

Camelot this week launches a major new TV and in-store promotional campaign to welcome its newest premium National Lottery Scratchcard game into retail – Monopoly Deluxe.

The launch of Monopoly Deluxe is part of Camelot's on-going strategy of developing more licenced products as Scratchcard games, introducing a greater range of price points and prize levels on Scratchcards and continuing to introduce developments within the supply chain for Scratchcards. Monopoly Deluxe costs £2 and has a top prize of £100,000. It is the fifth version of Monopoly to be launched as a Scratchcard by National Lottery operator Camelot. Monopoly has consistently proved to be one of the most popular licenced Scratchcard games since it was first launched in 2001.

The latest version of the game is printed on an enhanced foil-covered card, designed to stand out in store. It brings to life the familiar aspects of the much-loved Hasbro board game, including the playing pieces, the street names and the house and hotel icons.

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Retailers will receive their Monopoly Deluxe cards in an eye-catching Monopoly style board game box. The box also contains their point of sale material, which includes header cards for Scratchcard dispensers.

Camelot is launching a high profile TV ad campaign to support the game on 15 July and retailers are being reminded of the value the lottery can add to their business and of how to make the most of this sales opportunity.

Steve Lucas, Camelot's Director, Sales, said: "The launch of Monopoly Deluxe is another opportunity for retailers to capitalise on the continuing popularity of National Lottery Scratchcards. Monopoly has proved a success time and time again and with its enhanced design and increased top prize level, we are expecting this Deluxe version of Monopoly to do very well.

"The ad campaign will further boost interest from the lottery-playing public. Retailers can take simple steps to make sure they maximise the sales opportunity in their stores, from ensuring their Scratchcard dispensers are full and include the Monopoly Deluxe game, to siting their point of sale material correctly and making sure that dispensers are in a prime position at the counter. All of these steps can make a real difference to the bottom line."

The TV ad campaign will be on air from Sunday 15 July and will run until 9 September. It features a black Scottie dog huddled inside a box on the Old Kent Road looking very sorry for itself. The camera lingers on the soaking dog for a couple of seconds, until the familiar Scratchcard sound is heard and the scene is transformed.

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Our Scottie dog now sits proudly inside a fancy-looking handbag, beside an expensive car. '*Who Let the Dogs Out*' starts to play, and the voiceover says "Advance to Mayfair". The handbag is now scooped up by a glamorous young woman wearing a sun dress and large shades.

After handing her car keys to a valet, she leans down to nuzzle the dog and then strolls into a posh looking Mayfair hotel with it still inside her bag. The voiceover says: "Win up to £100,000 with the Monopoly Deluxe scratchcard from the National Lottery."

The ad closes on a close-up shot of the dog being carried along in the handbag. It turns its head to the camera and gives us a cheeky wink, before a visual of the new Monopoly Deluxe scratchcard spirals into centre screen.

Steve Lucas added: "As well as generating sales in itself, the lottery is a massive driver of footfall into stores. Research shows that lottery shoppers visit their store more frequently and spend on average 67 per cent more than non-lottery shoppers<sup>1</sup>, rising to 80 per cent between 5pm and 7.30pm on draw nights.

"We work with our retailers to make sure we are constantly refreshing the products they have to sell, making sure they have new, engaging and up to the minute point of sale, and that our training is second to none."

Earlier this year Camelot reported that retailers' commission from the sale of National Lottery products had passed £3 billion since the lottery launched in November 1994.

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<sup>1</sup> Harris International, Convenience Tracking Programme 2005)

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**Notes to Editors:**

- Camelot Group plc is the licensed 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 £20 billion has been raised for the 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 19<sup>th</sup> Century. The National Lottery has given away over £29 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% of total revenue taken in operating costs. At 40% of total sales (28% to the Good Causes and 12% 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% of total revenue in commission, and 50% 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 is ranked first in the leisure sector in Business in the Community's 2006 Corporate Responsibility Index
- 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
- The crossed fingers logo is the registered trademark of the National Lottery Commission

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