

News



25 April 2008

Camelot Chooses AMV For Lotto Ad Brief ***AMV retains Lotto creative business after a closely-contested four-way competition***

Camelot Group plc today announces that it has re-appointed Abbott Mead Vickers.BBDO to its £20 million Lotto advertising account following a closely-contested four-way competition.

AMV won the business following a competitive pitch against Beattie McGuinness Bungay, Fallon and McCann Erickson. Camelot called the review in February this year as part of ongoing preparations for the transition to the third lottery Licence, which begins in February 2009. The new Lotto creative work is expected to air in late 2008.

Camelot Marketing Director Martin Pugh said: "This was a showcase of some of the best creative work I've seen – a really hard-fought contest. Lotto is already the biggest FMCG brand in the UK – creating millions of winners and raising billions for the Good Causes; that certainly brought out the best in the agencies. My thanks go to all four of them for the rigorous way they approached the pitch and for delivering some really thought-provoking ideas.

"Having looked at some of the best agencies in the market we felt AMV's strategic approach got closest to the excitement and sense of involvement which are central to the Lotto brand. We want to ensure that we continue to engage with the hearts and minds of the millions of Lotto players across the UK – AMV's appointment gives us the basis for doing that in a really fun and original way."

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Ian Pearman, Managing Director, AMV BBDO said: “We pitched to win this business – not just retain it. Much like Camelot’s own approach to the Licence competition this is a vindication of that strategy. We feel like we’ve just won the lottery and are incredibly excited about the next phase of our relationship.”

The Lotto advertising review was overseen by a senior team at Camelot, comprising Marketing Director, Martin Pugh; Brand Marketing & E-Commerce Director, Ailsa McKnight; and Head of Media & Marketing, Mary Grey. Camelot worked closely with the Advertising Agency Register (AAR) as part of the pitch process.

Camelot’s planning and buying arrangements will continue to be handled by MPG and OMD.

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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 280,000 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 £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 and 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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