

News



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“Grab A Piece Of Adventure” With The National Lottery

Camelot launches new Indiana Jones™ Scratchcard campaign

National Lottery operator Camelot is launching a new TV and cinema advertising campaign to support its exciting new Indiana Jones Scratchcard game. The launch coincides with the much-anticipated launch of the new Indiana Jones film – *Indiana Jones™ and the Kingdom of the Crystal Skull* – which hits cinema screens throughout the UK later this month.

The new advert opens on a swerving army truck racing along a dusty road. A tense-looking driver in desert army uniform is behind the wheel. The ad then cuts to an Indiana Jones-like character in a brown fedora hat and battered leather jacket who is clinging on to the end of a whip while being dragged behind the vehicle. A close-up shows the man gritting his teeth at the sheer pain and effort of trying to hold on.

Suddenly, we hear the familiar Scratchcard sound as a scratch effect sweeps across the screen. The man’s grimace has been replaced with a broad smile. The ad pulls back to reveal the reason behind his smile – he is no longer being dragged along by the speeding truck but is being pulled by a speedboat and standing on water skis.

As he glides smoothly across the turquoise water, a butler water-skis into view to hand the man a refreshing fruit drink, and a voiceover says: “Grab a piece of adventure with the new Indiana Jones Scratchcard from The National Lottery”. The

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ad finishes with a close-up of the Scratchcard superimposed over the two men water skiing together behind the boat.

The new TV campaign breaks on Sunday 11 May and will run until Sunday 8 June. The advert will also be shown in cinemas throughout the country for a week from Friday 23 May and then in Carlton screens for a further week. In addition, the new £2 Scratchcard – which offers five top prizes of £60,000 – will receive in-store support material, including Scratchcard dispenser header cards and advertising on in-store digital media screens, throughout the duration of the campaign.

Launching the new campaign, Richard Bateson, Controller of Game Development & Scratchcards at Camelot, said: “We always see a fantastic response from players to entertainment-themed Scratchcards, and we expect the new Indiana Jones game to be a great seller. Developing new products is key to the success of The National Lottery. We constantly review and refresh our portfolio of games, and are very confident that the new Indiana Jones Scratchcard will be the latest in a long line of film-based National Lottery Scratchcard successes.

“The TV and cinema adverts, together with our supporting in-store Point of Sale material, will allow us to gain maximum exposure for the game and to capitalise on the excitement surrounding the new film. The new Scratchcard will offer a fabulous opportunity for players the length and breadth of the country to grab their own piece of adventure – and help raise even more money for Good Causes.”

The campaign was created by Abbott Mead Vickers BBDO with media planning handled by MPG and media buying by 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 £21 billion has been raised for the Good Causes by The National Lottery, and more than 294,000 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 2,100 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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