

# News



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## **Christmas Lights Switch On Festive Lotto Campaign**

Camelot this week launches a festive TV ad campaign to promote Lotto over the holiday season. The new campaign, which features a house decorated in Christmas lights, illuminating in time to music, will run from 3<sup>rd</sup> December.

The 20-second advert starts with a view of a dimly-lit suburban house. A snowman on the porch is the only allusion to it being Christmas. The scene suddenly comes alive to a piano soundtrack – and lights on the hedge in the front garden flash on and off in rotation, in time with the music.

After a couple of seconds, the tempo of the music picks up. Lights come on and go off all over the house in time with the beat – from the roof, to the snowman, to a star on top of a large outdoor Christmas tree, showering light down on its pine needles.

The white picket fence along the front of the house takes on the form of a piano keyboard, with the fence panels lighting up as the music scales up and down. As the advert progresses, the scene gets more and more lively with an ever-increasing amount of objects taking part in the musical light show.

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Reindeer are lit up over the garage, icicles of light are suspended from the sloping roof, a second snowman is illuminated on the other side of the front door. What seems like a small forest of mini Christmas trees are lit up in turn all over the front lawn. Baubles of light are suspended on the porch roof and as they light up in syncopation to the music, numbers can be seen in the middle of them – and they are revealed as lottery balls.

Towards the end of the ad, in time to a break in the music, all the lights go on at once. A large Lotto bauble appears on the right hand side of the screen as the voiceover says: “Imagine if you won this Christmas”.

Daniel Heale, Head of Media & Marketing for Camelot said: “The ad is designed to capture the spirit of what people might do if they won a Lotto jackpot this winter. In 12 years of running The National Lottery we have seen people spend their money on so many different things – and there’s usually at least one crazy and spontaneous purchase in there somewhere.

“We’ve had a millionaire tiling his winning numbers into the bottom of his new swimming pool, another framing her big cheque and giving it pride of place in her living room – so putting Lotto numbers up in Christmas lights on the front of a house follows a Lotto tradition.”

The campaign was created by Abbott Mead Vickers BBDO. The brief issued to them by Camelot was to create something which brought together the optimism and good will that Christmas inspires, while encouraging people to dream and about the possibilities a Lotto win could open up.

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“Imagine winning a Lotto jackpot this December,” said Daniel Heale. “Buying someone a ticket could be one of the best presents ever if it nets them a festive fortune – or you could be a real life Santa Clause by winning big and treating your friends and family to a Christmas day they will never forget.”

The campaign is on air from Sunday 3<sup>rd</sup> December and will run through until the end of December. Media planning was handled by MPG and media buying by OMD.

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**Notes to Editors:**

- Camelot Group plc is the operator of The National Lottery<sup>®</sup> 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 19<sup>th</sup> Century. The National Lottery has given away over £28 billion in prizes and created more than 1,900 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 a sector leader in the leisure category
- For further information on Camelot, The National Lottery and its games, please visit the following websites: and [www.national-lottery.co.uk](http://www.national-lottery.co.uk)
- Players of all National Lottery games must be aged 16 or over

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