

6 August 2008

## **“Dabble In Scrabble” With The National Lottery** *New Scratchcard celebrates 60th anniversary of the world's most famous word game*

National Lottery operator Camelot is launching a new TV advertising campaign to support the release of its new Scrabble™ Scratchcard game.

Camelot has launched the latest version of the hugely popular Scratchcard to celebrate the 60th anniversary of the classic board game – which, alongside The National Lottery, continues to be one of the nation's favourite games. The £2 game offers players the chance of winning five top prizes of £75,000.

The new advert opens on a couple on holiday in a caravan. As the rain lashes down outside, the couple are playing a cosy game of Scrabble™. As the woman plays the first five letters of her word – ‘PALACE’ – we hear the familiar Scratchcard sound and a scratch effect sweeps across the screen.

The Scrabble™ board is now bathed in sunshine. Two tiny-looking footmen appear at the bottom of the board carrying the letter ‘E’ – the sixth and final letter of the word ‘PALACE’. As the camera pulls out, we see that these tiny footmen are actually normal size and that the Scrabble™ board, which has been placed on the lawn in front of a beautiful palace, is huge.

The ad cuts to a shot of the couple, who are now playing the game while enjoying afternoon tea on a beautiful balcony overlooking the board. As the footmen move the ‘E’ into place, the man picks up a megaphone and tells them that the letter is

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upside down. As the footmen realise their error, a voiceover says: “Win big with the new Scrabble Scratchcard from The National Lottery.” The ad finishes with a close-up of the new Scratchcard with the palace in the background.

The new TV campaign, which is the latest in a series of ‘transformation’ ads for National Lottery Scratchcards, breaks on Sunday 10 August and will run until Sunday 28 September. The new Scratchcard will also be supported in-store with an impactful Point-of-Sale campaign – including Scratchcard dispenser header cards and advertising on digital media screens – throughout the duration of the TV run.

Launching the new campaign, Richard Bateson, Controller of Game Development & Scratchcards at Camelot, said: “Developing new products is key to the success of The National Lottery – our strategy for growth is based on offering a regularly-refreshed portfolio of games and convenient new ways to play.

“Like The National Lottery, Scrabble is hugely popular in its own right and is loved by players throughout the UK. And like Scratchcards, board games provide ‘time out’ moments that we all appreciate – and so this association makes perfect sense. This is the third time we have teamed up with Mattel to produce a National Lottery Scratchcard. The last version of Scrabble in 2006 was a bestseller, while initial sales of this updated version look likely to break all records.

“The new TV campaign, combined with the comprehensive package of support for National Lottery retailers, will allow us to gain maximum exposure for the game. With five top prizes of £75,000 to be won, players the length and breadth of the country can enjoy having a dabble with Scrabble – and help to add to the amazing £21 billion they’ve already raised for the 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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**For further information, please contact  
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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 300,000 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 £32 billion in prizes and created more than 2,175 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 2007 Social 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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