

News

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MAKE EVERY MONTH AMAZING WITH ‘SET FOR LIFE’ – CAMELOT LAUNCHES CAMPAIGN FOR BRAND NEW NATIONAL LOTTERY GAME

An exciting new game from The National Lottery – Set For Life, which offers a top prize of £10,000 every month for 30 years – launches in style this week with a massive multi-channel marketing campaign from Camelot.

Running across TV, VOD, digital, OOH, radio, social and in-store POS, the campaign will kick off this Sunday (10 March), including a 30” spot in the *Dancing on Ice* final on ITV. The TV ad, which features the tagline ‘Make every month amazing’, is a dramatisation of how living every month without compromise could feel – whether that’s having a monster January, launching into May, scorching through August or making October a scream.



As well as TV, the campaign will see VOD running across all of ITV, Channel 4 and Sky; placements on Twitter, Instagram, Snapchat and Facebook; a partnership with Takumi to create a stream of content with a wide range of UK influencers over the next 12 months; nationwide activity across all commercial radio stations; and OOH advertising at over 5,000 sites. In addition, there will be a full range of POS to support The National Lottery’s 45,000 retail partners, as well as a series of press ads across all leading retail trade publications.

David Connelly, Set For Life Marketing Manager at Camelot, said: “We’re hugely excited to be launching the new ‘Make every month amazing’ campaign for Set For Life. All of the assets, which we’ve created in partnership with adam&eveDDB, are fun and innovative – just like the game itself – and really get across the world of opportunities that become possible with £10,000 coming in every month.

“Set For Life offers National Lottery players something completely new and meets a different set of consumer needs, especially among younger people. It’s a great addition to our range of games and means that we now have a portfolio that offers something for everyone. We think players will be really excited by Set For Life – and that’s great news for sales and, most importantly, returns to Good Causes.”

Tickets for the new Set For Life game will cost £1.50 per line and go on sale on Friday 15 March, with the first draw taking place on Monday 18 March. Players will be able to buy tickets in around 45,000 National Lottery stores as well as at www.national-lottery-co.uk, and on both The National Lottery’s iOS and Android apps.

The TV ad was created by adam&eveDDB, with media planning and buying done by Vizeum.