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BIG WEEK OF JACKPOTS

Hi

It's a massive week with \$100M on offer across OZ Lotto, Powerball and the Saturday Lotto Superdraw!

We're trialling a new marketing approach that focusses on creating excitement about the big week of jackpots ahead.

This fresh approach will target our less frequent players who only purchase Lotto in-store once a week and also encourage infrequent and new players to visit your store to play.

To make the most of their visit, we're promoting a \$50 Jackpot Combo Pack which provides an easy way to buy tickets in all three draws.

What you need to do

- Let your customers know about the \$50 Jackpot Combo Pack (**\$50JP**)
- Promote the \$50 Jackpot Combo Pack (**\$50JP**) on your Facebook page - you can download an image from [Retail Link](#)
- Share posts about the 'Big week of Jackpots' from the [Lotterywest Facebook Page](#)

Suggested sales scripts*

- Buy a \$50 Jackpot Combo Pack for 44 chances to win across the week.
- There's \$100 million up for grabs this week! Buy a \$50 Jackpot Combo Pack for your chance to win.

***\$50JP is available from Sunday 22 July until 5.59pm Tuesday 24 July.**

Our new TV commercial

The TV commercial will promote all three draws and launches this Sunday 22 July 2018. Take a sneak peek below!



We'll also be supporting the event with digital point of sale in-store, radio, social media and Public Relations activity.

We hope this week brings you big results and look forward to sharing details on how we performed in InTouch next week.

Please contact [Customer Services](#) on 133 777 if you have any questions.

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www.lotterywest.wa.gov.au

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