

**LOTTO®**  
*Gift paper  
Ticket*

**THE GIFT WRAPPING  
THAT ADDS EXCITEMENT  
TO BORING GIFTS**

**PROBLEM**

There's something boring in the state of Denmark. Here, Christmas has become a joyless, unimaginative event, where 69% of the Danes have bought boring Christmas gifts to a loved one.

**IDEA**

The Danish National Lottery decided to bring some excitement back into Christmas: In shopping malls all across Denmark, we sold Lotto tickets the size of wrapping paper. People could choose between different sizes, suitable for all the boring presents out there. All working for the drawing after Christmas. Finally, everyone could bring some excitement back to Christmas.

