

THE COLLECTION THAT TURNED BORING GIFTS INTO LOTTO TICKETS

"THE ULTIMATE CHRISTMAS GIFT"



"CHRISTMAS PRESENTS WITH
BUILT-IN EXCIMENT"



"THE CREATIVE IDEA THAT
COULD MAKE YOU A MILLIONAIRE"



"THIS MUST BE AT THE
TOP OF YOUR WISHLIST"

FACEBOOK USER, TRINE

PROBLEM

There's something boring in the state of Denmark. Here, Christmas has become a joyless, unimaginative event, where 69% of the Danes have been forced to fulfill boring Christmas wishes.

IDEA

The Danish National Lottery decided to bring some excitement back into Christmas: A limited edition Christmas Collection that turned boring gifts into Lotto tickets. Featuring some of the Danes' most frequent, boring wishes. Each with unique series of numbers, working as real Lotto tickets for the drawing after Christmas.

460% RISE
IN SOCIAL TRAFFIC

29,862
NEW USERS ON SITE

SALES ROSE
+9%
COMPARED TO LAST YEAR

SOLD OUT
TWICE

NOT BORING
WHITE
GUEST TOWEL



UNIQUE SERIES
OF LOTTO NUMBERS

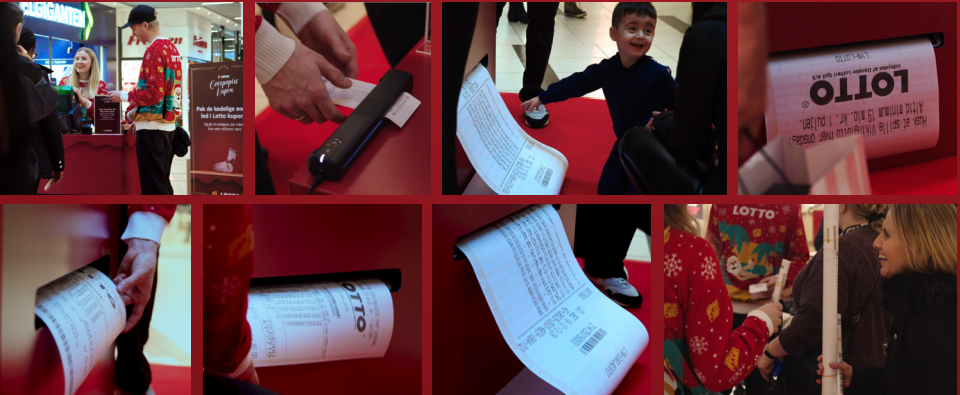
WEBSHOP



SoMe & TVC



EVENT



HAPPY RECEIVERS

