



NATIONAL LOTTERY GOOD CAUSES 'BRITAIN HAS BALLS'



DATES:

Feb 2010 - March 2010

STATISTICS:

6 UK Cities.

5 Weeks.

8,000 miles.

3,000 Showcase
Audience.

22 Local Projects
Deployed.



THE BRIEF:

The Lottery Good Causes Road Show aimed to raise awareness and celebrate those people with the 'balls' to make a difference to the communities they live in by applying for lottery funding.

A showcase event was staged in six major cities across the UK to give local groups the opportunity to demonstrate their skills and experiences from receiving lottery funding.

Six of Adept's VW campervans were branded to represent the different lottery balls. They served as a backdrop to the showcase events, provided a media and communications station and toured to the local community projects.

ACTIVATION:

Adept was commissioned to support the tour by overseeing the set up on the showcase event in each main city, positioning the VW Campervans and liaising with local projects for a showcase rehearsal. Adept were responsible for PA, sound check and song list and worked closely with each performer during the rehearsal period.

Adept secured and managed the venue contact for each showcase event, liaising directly with city centre manager and co-ordinators.

Each showcase event required 25 promotion staff to distribute campaign literature to passing footfall before, during and after the showcase event.

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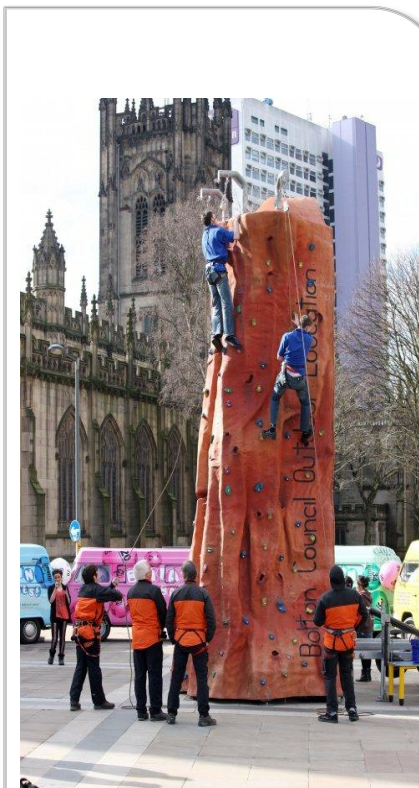
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PUBLIC RESPONSE:

Feedback data gathered from 100's of participants clearly indicating an overall good feeling to greater awareness of the lottery sponsoring so many local projects.

"Now I know where my £1 goes if I don't win the lottery I don't feel so bad"

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