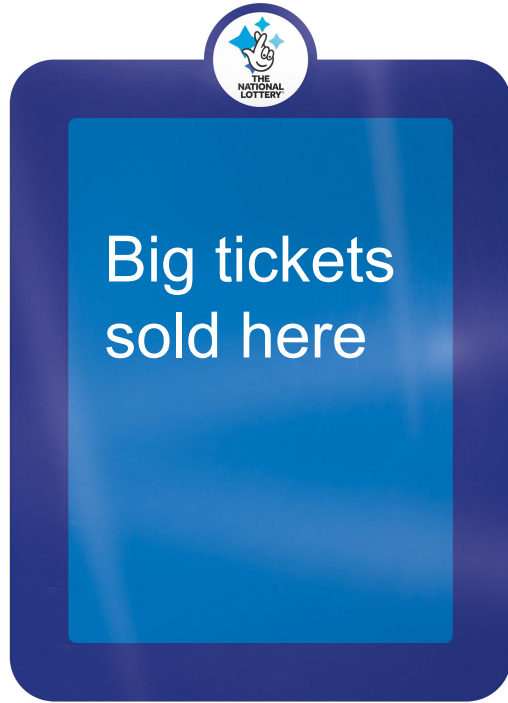
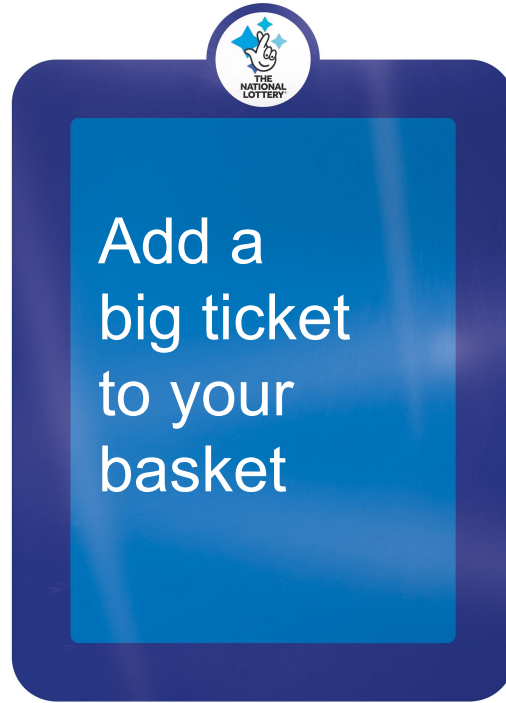


Improved Retail Messaging

Supermarkets - DBGs



Awareness



Consideration



Conversion

Supermarkets - Scratchcards



Awareness



Consideration



Conversion

Convenience Store - DBGs



Awareness



Consideration



Conversion

Convenience Store - Scratchcards



Awareness



Consideration

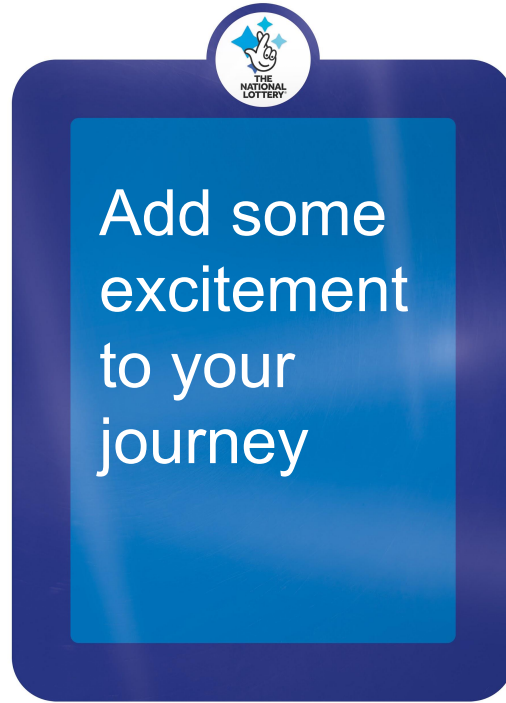


Conversion

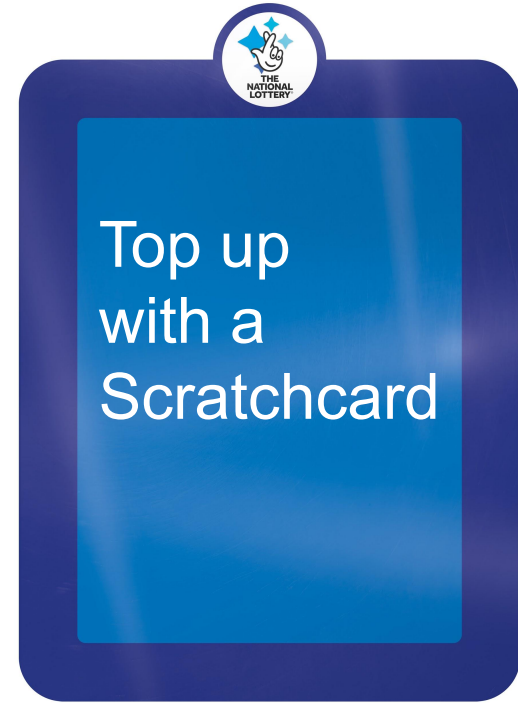
Forecourts - Scratchcards



Awareness

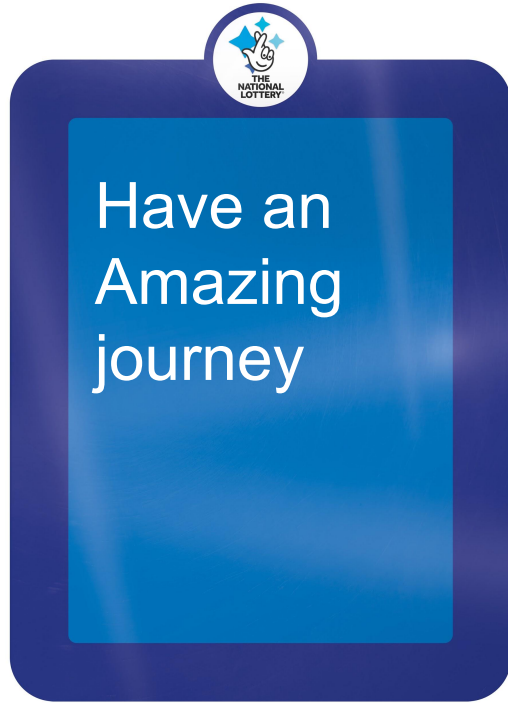


Consideration

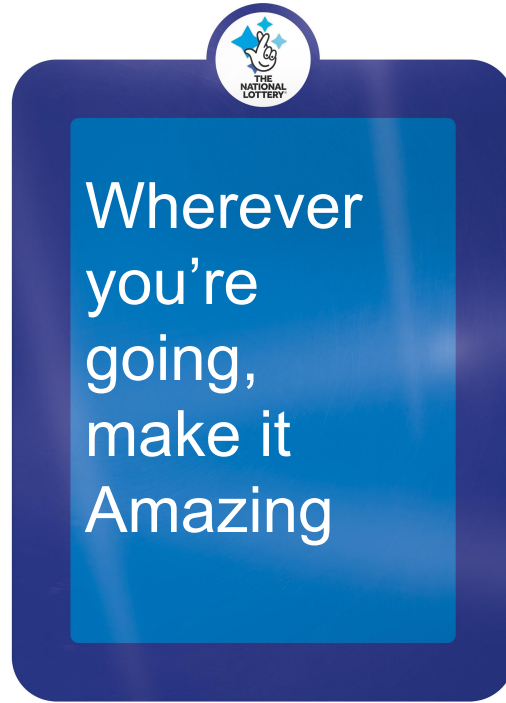


Conversion

Travel Sites - DBGs



Awareness



Consideration



Conversion

Travel Sites - Scratchcards



Awareness



Consideration

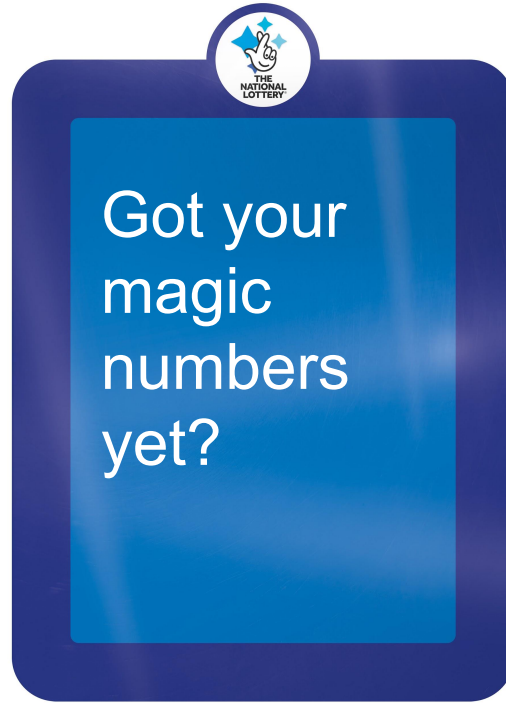


Conversion

High Street - DBGs



Awareness



Consideration



Conversion

High Street - Scratchcards



Awareness



Consideration



Conversion