

THE NATIONAL LOTTERY

Android App

Concept 1

STATIC AD



ANIMATED AD

Transition 1



Transition 2



Transition 3



THE NATIONAL LOTTERY

Android App

Concept 2

STATIC AD



ANIMATED AD



THE NATIONAL LOTTERY

Android App

Concept 3

STATIC AD



ANIMATED AD



Android App

A/B Testing

Results checking - ability for users to check results in-app

**FIND OUT
FASTER**



DOWNLOAD NOW

**THE EASIEST
WAY TO CHECK
YOUR RESULTS**



DOWNLOAD NOW

DOWNLOAD NOW



DOWNLOAD NOW

Ticket buying - ability to buy tickets in-app

**WHY NOT
JUMP THE
QUEUE**



DOWNLOAD NOW

**THE EASIEST
WAY TO PLAY**



DOWNLOAD NOW

DOWNLOAD NOW



DOWNLOAD NOW

Jackpot related / big wins

**DON'T
MISS OUT**



DOWNLOAD NOW

**HUGE
JACKPOTS**



DOWNLOAD NOW

**OUR NEW APP IS
THE EASIEST WAY
TO PLAY**



DOWNLOAD NOW