



PRESS RELEASE

**FINANCIAL TIMES AND OPENAD.NET LAUNCH NEW 'WORLD'S TOUGHEST BRIEFS'
WITH NATIONAL LOTTERY COMPETITION**

13 September 2005: **Today the Financial Times and OpenAd.net launched the next phase of their 'World's Toughest Briefs' competition, moving onto a series of briefs focused on grabbing the attention of the 18-25 year old market - the most difficult people to target on the planet. This month's brief requests ideas that will get 18-25 age group to play national lottery. The brief appeared in the Creative Business pages of the Financial Times as well as on FT.com and openAd.net. Already a regular fixture in the UK editions of the newspaper, this month the World's Toughest Briefs is being extended across all the FT's international editions to reflect the global nature of many of the challenges being laid down.**

The competitions will continue to see the FT publish an advertising brief on a challenging topic each month. Creative Business readers are invited to submit their ideas via the OpenAd.net website within two weeks of the published brief and the competition is open to all.

The entries will be judged by a select group of industry experts that include **Trevor Beattie**, one of Britain's top creatives whose recent start-up - Beattie McGuinness Bungay - brings new vigour to the advertising business. Trevor, who achieved notoriety in the 1990s as the advertising brains behind Playtex Wonderbra's "Hello Boys" campaign and for his re-vamping of the French Connection fashion retail chain as FCUK, joins the regular panel of **Dianne Thompson**, CEO of Camelot, **Polly Cochrane**, Director of Marketing, Channel 4, **Greg Delaney**, Chairman of Delaney, Lund, Knox Warren & Partners, **Peter Lewis**, Head of Marketing, Financial Times, **Tim Ashton**, Creative Director of Antidote and **Ford Ennals**, CEO of SwitchCo.

This month's challenge is to convince 18-25 year olds to play the National Lottery Main Draw by using the strategy that they can realise their aspirations through an unexpected and much quicker way, sending out the message, 'Do everything you want to do, now.'

To many who feel restricted by their lives, the lottery dream is hugely powerful. However, most 18-25 year olds have no need to succumb to a dream. The doors are still open to them and they want to do it for themselves.

Lotteries all over the world face additional pressure from anti-gambling groups, the church, and the advertising authorities, warning lottery runners that showing young people in advertising is unacceptable. Trying to target an 18 year old without attracting a nearly identical 17 year old is difficult, and as a result young people are the least

likely to play National Lottery games, with only 12% in the 16 to 24 age range against around 17% of the UK population, playing regularly. Where there has been success in attracting this desired age group, lottery campaigns used methods such as, Instants, new games and interactive Lotto tickets.

Today, in the UK, **Camelot** runs the most successful interactive lottery in the world. Its' success grew enormously when it aimed itself at a category of player identified as "New Opportunists" - primarily those who adopt a 'you only live once' attitude. **La Française des Jeux** became a leader among the world's lotteries through its involvement in patronage and sponsoring activities. It supported a Tour de France cycling team, the French National Olympic and Sports Committee and associated itself with the year's most important cinematic event: the first episode of the new Star Wars TM trilogy, The Phantom Menace.

So, how does one get the most 'sold to' people on the planet, that have also become adept at editing out ad messages, to listen and buy into the main lottery draw? Hopefully the challenge will generate ideas that will lead 18 to 25 year olds to buy more lottery tickets.

The winning entry will receive a £1000 award and will be published within the Creative Business section of the FT and online at OpenAd.net. To enter the competition, submitters must enter via the OpenAd website www.openad.net/pitch by midnight, 1 October 2005.

In addition to 'World's Toughest Briefs' OpenAd.net is also running a pitch competition for **MTV UK**, who are looking for ideas for audio-visual/TV concepts that will work on a mobile phone. The deadline is September 16. In August OpenAd.net held yet another pitch competition for **FHM men's magazine**. FHM were looking for ideas that communicate a concept for an integrated multi-media brand campaign to launch FHM Mobile, a paid-for content service for mobile phones. FHM are expected to decide on the winning idea within the next few weeks.

OpenAd.net, the global online gallery for advertising, design, and marketing services ideas, showcases unbranded, previously unpublished ideas for sale. Ideas come from authors worldwide, who enter them free of charge. An OpenAd.net idea can be the solution to a communications issue or just a part of the creative process.

Ideas, which can be anything from TV and print ads to industrial and web design, are supplied by creatives worldwide and accessible to clients or agencies who subscribe to view the collections and can be purchased on an exclusive basis.