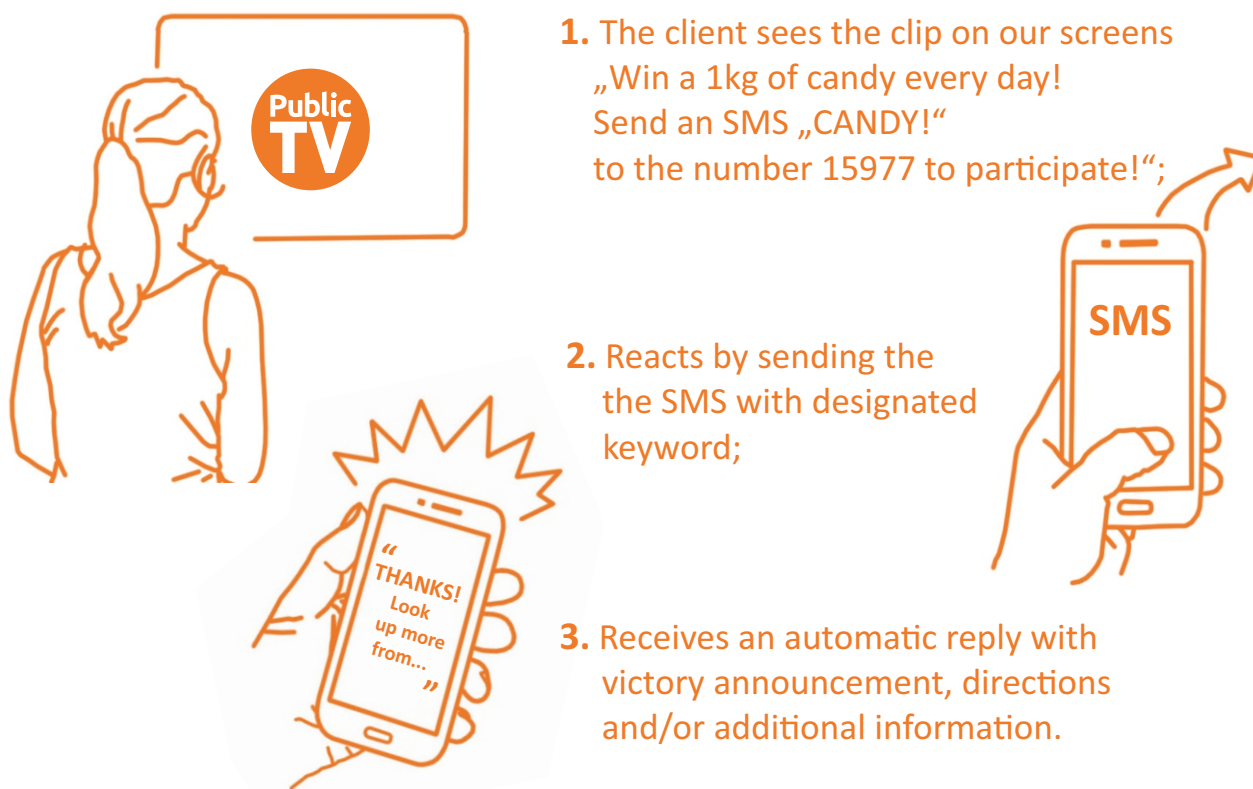


Based on the ad clip in PublicTV, which can also be distributed in other digital channels: GDN, social media, Youtube etc.

Objective: Achieving brand or product uplift; introducing new products (ie. giving out free testers through public transport);

Suggested campaign time: minimum of 2 weeks

Prize for the consumer: monthly, weekly, daily – according to the need or the campaign idea.



Reply-message will depend on the structure and length of the campaign. Some versions:

- **Instant lottery types:** „Congrats, you have won XYZ! To receive your prize, please contact #####“;
- **In case the instant lottery was not won:** „Unfortunately no luck this time... Do try again! :)“
- **In case of larger prizes:** „You are a participant in the draw! Winners are announced every Sunday!
See more from: www.cherry.ee“
- **For a longer game:** „No luck this time, but here is a consolation prize – using a discount code SMS### all purchases -30% off! Hurry, the offer is good only until the inventory lasts!“

In any case, in the SMS there will be a possibility to convert the player to the web via a hyperlink!
For longer term game, when the new game begins a message „Try your luck again!“ can be sent.