

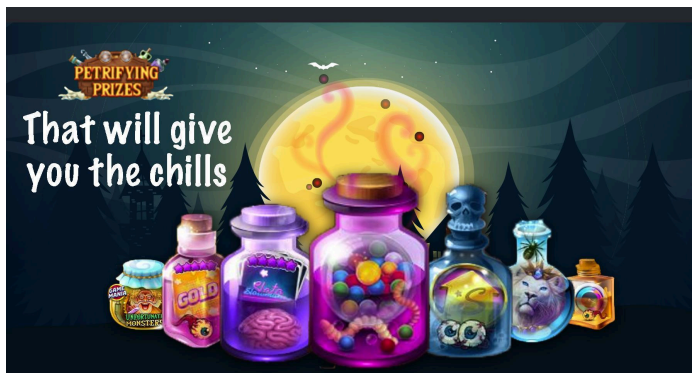
Playtika Slotomania CopyTest - Ziv Prishkolnik

Part 1 - Writing Skills & Techniques

Email - Petrifying Prizes are waiting for you to show you're not SCARED.

Purchase today and choose up to 7 prizes that will give you the chills!

Image - An image of all the prizes (poisons) and written on the image "Petrifying Prizes that will give you the CHILLS!"



Facebook Fan Page Post -

Don't you dare to miss this, Slotobrades

🧛 🎃 Petrifying Prizes that will give you the Chills! 🧛 🎃

Choose up to 7 PRIZES by making ANY purchase today 😱 😊

Pick more prizes by making a bigger purchase,

And show us your not scared 🧛 🎃 🧛

Image - An image of all the prizes (poisons) and written on the image "Petrifying Prizes that will give you the CHILLS!"



Push Notifications - Don't you dare miss the Petrifying Prizes!
You'll Get the Chills



Payment Page Header - The bigger purchases, the <Petrifying Prizes> are
(The meaning of "<>" is to use the logo of the "petrifying prizes" inside the header)

Part 2 - Conceptual Thinking

1.

Concept No. 1 - The Olympic Games

- a. Slotolympics - Aiming for the Gold
- b. 100% of yourself is not enough, so come get 200% more coins in every package! Get the most of it and aim for the gold!
- c. The use of the olympics is first of all relevant (it's happening in five months from now) and it's an event that gets a lot of interest all over the world. All of that makes it more attractive for the player to make the purchases. I think it would do best for this sale to collaborate with the International Olympic Committee.

Concept No. 2 - Black Friday Sale

- a. Black Friday Sale - The Biggest Sale
- b. Everyone's offering you less on Black Friday, we offer more! 200% more coins in every package! Come and get more from this Black Friday!
- c. Black Friday is the biggest sale day in the USA, and it's spreading all over the world, so a sale like that on this day is a great opportunity to convince the players to purchase. Using this sale on this day would increase the purchases on a day that a lot of people expect worthy deals.

Concept No. 3 - Valentine's Day

- a. Valentine's Day Sale - we give YOU more
- b. If you love someone, you give him MORE! Because we love you, we give you 200% more coins in every package. Come be our Valentine and earn double the love!
- c. Valentine's Day is known for being a day of sales and deals, and doing this sale on this day will increase the purchases and will make the players noticed by the game.

2.

- a. Slotolympics - Aiming for the Gold
- b. The visual should include the game graphics and the Olympic Games graphics, so one possible visual is to put the Olympics rings in a slot machine, so the machine will show the five rings at their original order.
- c. Aim for the GOLD! 200% more coins in every package!
- d. Ready, Set, GO!

Part 3 - Clarity & Precision

- a. SlotoMega Challenge!
- b. The visual should be graphics of a lot of coins with the header of “SlotoMega Challenge”, it should include a lot of gold coins at the background of the picture, and what will get most of the attention is the text that explains the challenge itself.
- c. SlotoMega Challenge!
Hit a <Mega Win> in any 3 of our slot games
And make any PURCHASE, all in the next 24 HOURS
and WIN 1 BILLION COINS!
HIT-BUY-WIN TODAY!
- d. Let's MegaGO!

Part 4 - Creative Solutions

1. Slotomania fuels every day with fun and excitement -

An outdoor PR event with a collaboration with SHELL Gas Station, in which we'll put Lucy in a Shell station as a gas station attendant, and every car that will enter the gas station Lucy would come and give fuel to it along with confetti, balloons and music. Every car that will get this happy welcome, the driver will get a gift of 1 million coins (or any other amount) in Slotomania, and will also get the chance to spin a real huge size slot machine in the gas station, and win another prize. The message that will be written all over the place is "Slotomania FUELS every day with fun and excitement!".

2. Short Video Ad -

The PR event is going to be filmed and the video ads are going to be the videos of the real people entering the gas station and fueling their day with fun and excitement. It's possible to write at the end of the video that "Lucy is going to be in different SHELL gas stations all over the country, maybe you'll be next to fuel your day with fun and excitement!".