

**Description:**

The background of the slots sliding to show multiple games are available. Nice entrance effect on the title.

**Voiceover/Script:**

Welcome to 7 Days, 7 Slots, only at Betfair Bingo!

**Footage/Stock products**

Slot Graphics



**Description:**

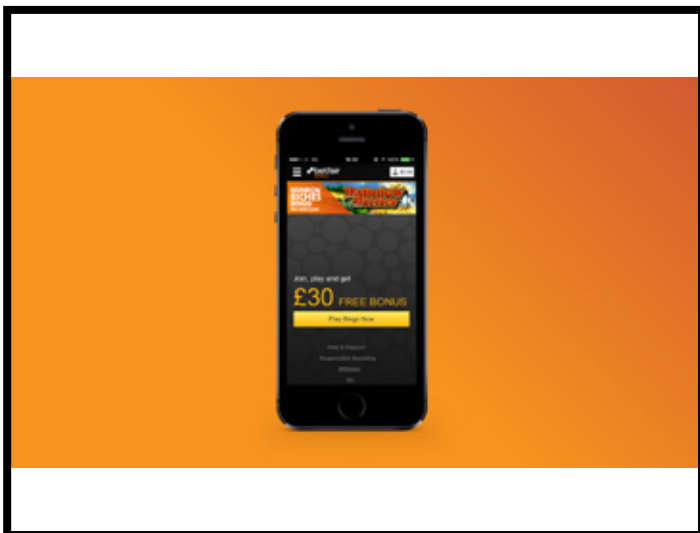
Calendars with £5 all slide in and overlap each other, with the title again entering in an interesting way.

**Voiceover/Script:**

Over the next seven days, we're offering you a £5 bonus every day of the week when you play slots games at Betfair Bingo!

**Footage/Stock products**

N/A



**Description:**

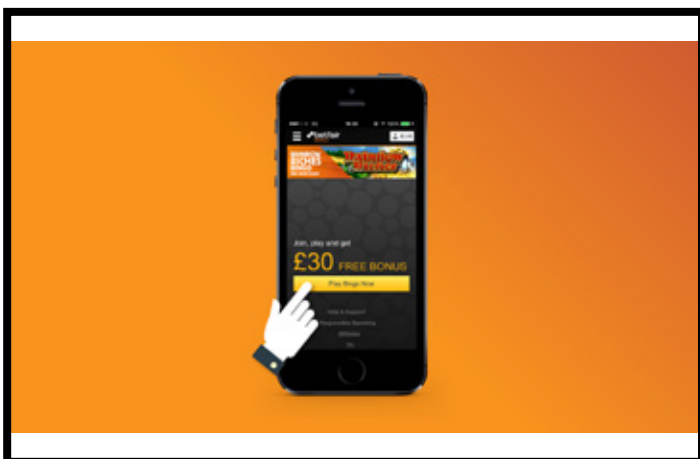
Phone enter in an interesting fashion

**Voiceover/Script:**

It couldn't be easier to begin earning your bonuses - start by launching Betfair Bingo on our mobile app, or on your tablet or PC.

**Footage/Stock products**

iPhone 5s



**Description:**

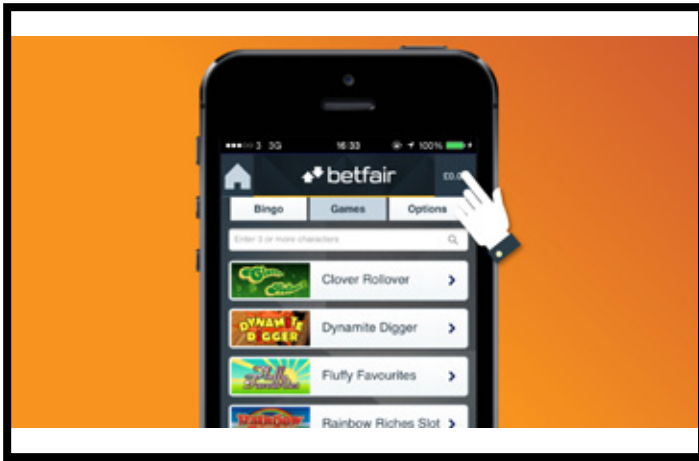
Show the hand clicking on the play button.

**Voiceover/Script:**

Once you're in the app, select 'Play Bingo Now' to enter the lobby,

**Footage/Stock products**

iPhone 5s + Hand

**Description:**

Zoom into the phone to show the balance in the top corner

**Voiceover/Script:**

then tap your account balance in the top right corner.

**Footage/Stock products**

iphone 5 + Hand

**Description:**

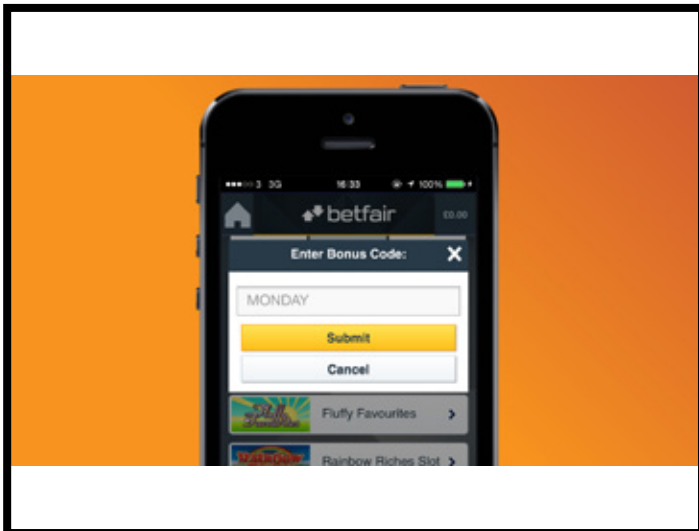
Show the hand clicking the 'bonus code' popup button

**Voiceover/Script:**

Next, tap Bonus Code

**Footage/Stock products**

iphone 5 + Hand

**Description:**

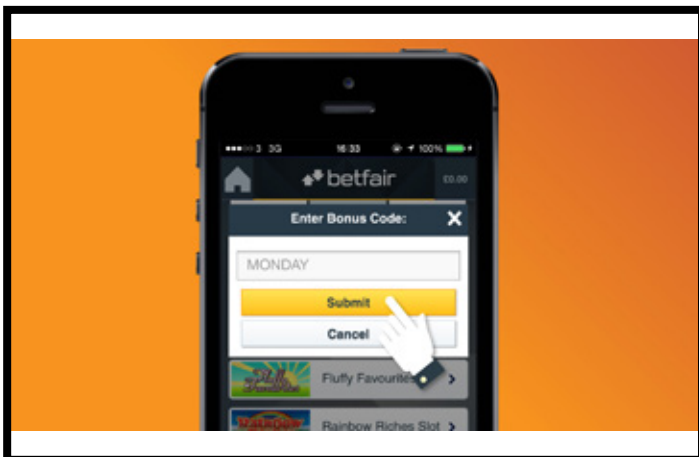
Show the 'bonus code' screen

**Voiceover/Script:**

and enter 'MONDAY' -

**Footage/Stock products**

iPhone 5s

**Description:**

Show the hand clicking on the submit button.

**Voiceover/Script:**

you have now opted-in for your first bonus!

**Footage/Stock products**

iPhone 5s + Hand



**Description:**

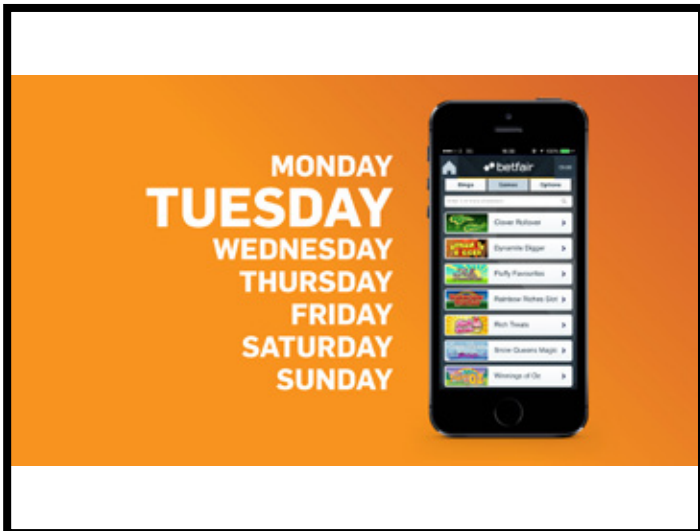
Show the games screen, with the relevant days beside it.

**Voiceover/Script:**

To get your bonuses, you'll need to play a different slot each day of the week, under the Games tab.

**Footage/Stock products**

iphone 5 + Hand



**Description:**

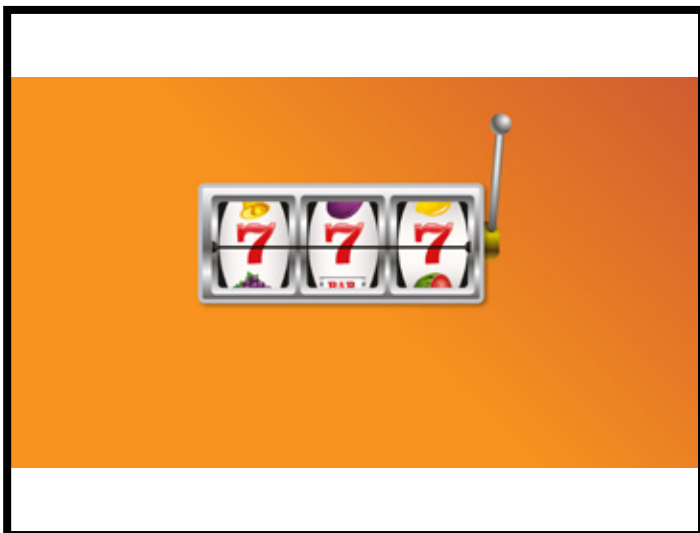
When going onto the next day, the day (words) gets larger, and the game for that day would drop to the bottom and shuffle up. Showing the re-ordering of games as the days go on.

**Voiceover/Script:**

You'll find them right at the top of the list, in the order you need to play them.

**Footage/Stock products**

iphone 5 + Hand



**Description:**

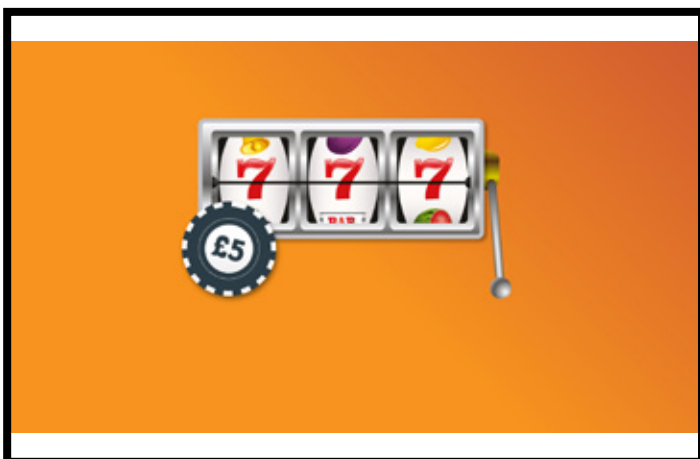
Show the slot machine pop up on the screen

**Voiceover/Script:**

Once you've opted in,

**Footage/Stock products**

Slot machine



**Description:**

Show the slow machine depositing a £5 bonus chip

**Voiceover/Script:**

simply wager £10 on the slot of the day, and that's it, your £5 bonus will be unlocked automatically!

**Footage/Stock products**

Slot machine + chip



**Description:**

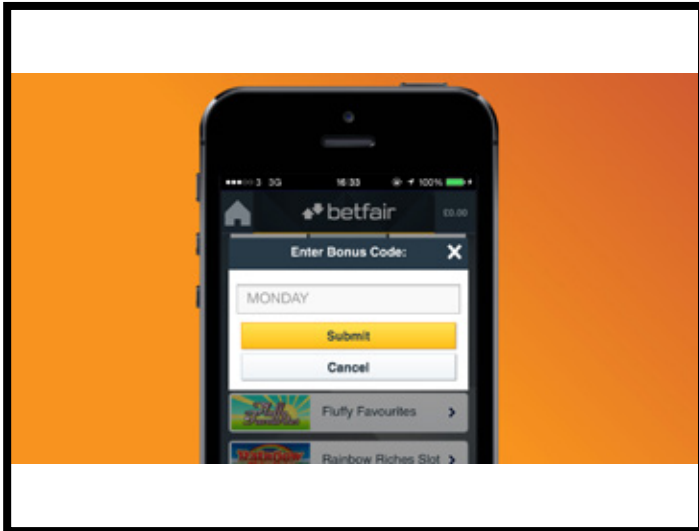
Show all the chips flying out of the slot machine as the digit things spin round -

**Voiceover/Script:**

Remember, you can get more bonuses every day of the week when you come back and play again - that's £35 free play just for playing your favourite slots

**Footage/Stock products**

Slot machine & Chips



**Description:**

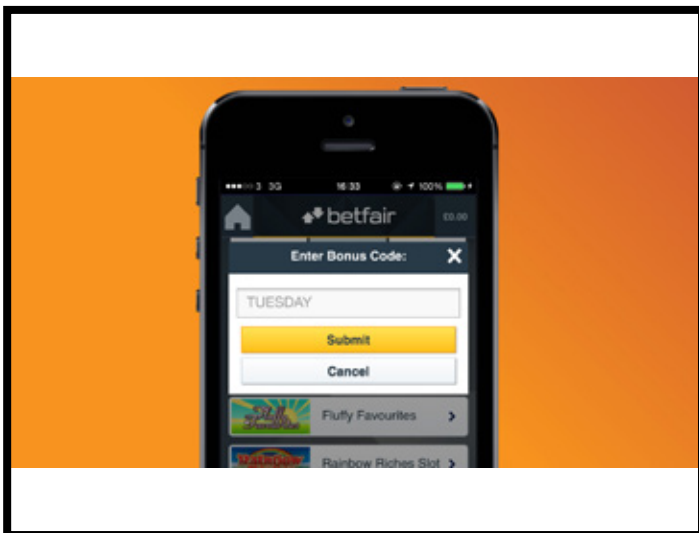
Show the bonus code being put in for each day

**Voiceover/Script:**

Just remember to enter the right

**Footage/Stock products**

iphone 5



**Description:**

Show the bonus code being put in for each day

**Voiceover/Script:**

bonus code for each day of the week

**Footage/Stock products**

iphone 5



**Description:**

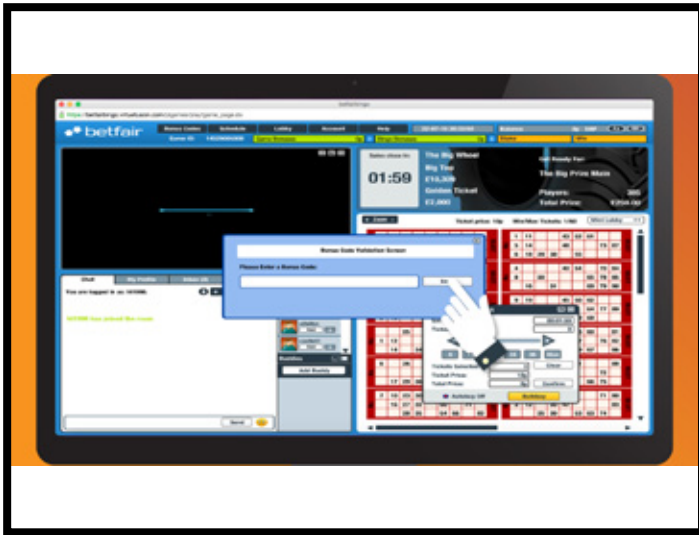
Show the app on the desktop

**Voiceover/Script:**

If you're playing on your desktop PC, opting in for your bonuses is exactly the same. Just click on 'Bonus Codes'

**Footage/Stock products**

Screen + screenshot



**Description:**

Zoom in and show the code being filled in

**Voiceover/Script:**

and enter the code for that day of the week

**Footage/Stock products**

Screen + screenshot



**Description:**

Show the chip popping up out of the pocket to show it's a free bet that the user would be getting.

**Voiceover/Script:**

and for one week only, we're also throwing in a free £10 bet to celebrate the start of the new footie season!

To earn yours, just opt-in and wager £10 on the nominated slot, on all seven days of the promotion - we'll then drop a £10 free bet into your account within 24 hours.

**Footage/Stock products**

- ✔ The promotion runs from 00:00:01 Monday 17th August to 23:59:59 23rd August 2015
- ✔ Bonus funds don't count towards the £10 daily wagering requirement
- ✔ £5 Bonuses are for slots games only, and expire within 7 days if not used
- ✔ Bonuses have a x20 wagering requirement

**Description:**

Checklist displayed briefly on the screen, maybe 2 - 3 seconds

**Voiceover/Script:**

Remember, terms and conditions apply.

**Footage/Stock products**

N/A

Play now >>



**Description:**

Betfair logo with play button

**Voiceover/Script:**

So, what are you waiting for - just click 'Play now' to get started.

**Footage/Stock products**

Betfair Logo + Play button

 betfair BINGO

Play now >>

**Description:**

Betfair logo with play button

**Voiceover/Script:**

Good luck!

**Footage/Stock products**

Betfair Logo + Play button