



Prize Machine is Daily Free to Play game that is created by and unique to Sky Vegas. It gives all players a totally free spin, for a chance to win thousands of prizes including £100 cash, and Scratchcards every day. Our marketing campaigns focus on reaching and engaging slots players in the market. We major on Prize Machine where it's important that players know we give away over 100,000 free spins every day.



Figure 2: Example asset from Educate and Excite



Figure 1: Example asset from Surge Day (Christmas)



Figure 3: Example asset for a Surge Day

**Sky Vegas**

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Prize Machine Winners! 🏆

T&Cs: bit.ly/2rLI9kU

You know us, we like to create winners. A LOT of winners. Here's how many of you spun a WIN on the Prize Machine last week. 😁

Were you a winner? Share your wins with us! 📢





Strategically taking advantage of the Black Friday hype, we planned a ‘surge day’ to capture customers’ attention when we knew they would be online. To support this, we planned a 4 Facebook Lives, reaching 234,148 people with 53,039 video views and 122,740 comments and a total of 138,405 engagements all with no paid social support.