

Original Creative: Original Music
Client: CT Lottery

“First Tuesday”

We needed to tell Connecticut about the Lottery's new initiative: First Tuesday. So we assembled a band, wrote them a hit song, and set them loose.

CLICK TO PLAY

CREDITS:
CD/CW: Dom DeLoya
SVP Strategy & Development: Andrew Kesin
ACD/Art Director: Alan Duda
Composer: Bryan Hinkley/Gratitude Sound
Sound Design/Audio Production: Massive Productions