

Original Creative: Animation/Motion Graphics
Client: CT Lottery

“Loaded”

Players don’t just like winning more often—they like the feeling of momentum. Frequent, meaningful wins create a sense that the ticket is “alive,” active, and worth their time. Get more bang for your buck with the LOADED family of scratch tickets from the Connecticut Lottery. Packed with meaningful prizes for more action, more excitement, and more fun that keeps players coming back.

RESULTS:
Launched in Q4 FY26, this video generated over 2.4 million video completions and over 1.7 thousand app conversions.

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CREDITS:
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