

Radio, TV & Streaming: TV :30
Client | CT Lottery

“Millionaire for Life”

People love to imagine what they would do if they won a million-dollar jackpot, but what they truly want is the lasting security that comes with financial freedom. With daily drawings and a grand prize that provides income for life, Millionaire for Life transforms that dream into something even more meaningful—a lifetime of stability, confidence, and possibilities. It's a game designed for players who aren't just dreaming of a big win, but of a better future where anything is possible.

RESULTS:
In FY26, iLottery app conversions totaled 7,667, contributing to an iLottery sales increase of 64% vs. prior year.

CREDITS:
Production Company: Sweet Rickey
CD/CW: Dom DeLoya
SVP Strategy & Development: Andrew Kesin
ACD: Alan Duda
Executive Producer: Vanessa Lonborg and Scott Burtnett
Director: Vladimir Minuty
DP: Andy Lillien
VFX: ZERO
Sound Engineer/Sound Design: Matt Berky / Massive Productions
Color: Phil Choe/Nice Shoes
Editor: Britt Bellamy/EditBar
Conform Editor: Adrienne Sullivan
Spanish: Maria Lino /The Latino Way

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