

# Emirates DR7W – A clear winner

## Task

Emirates draw launched its first game **Mega 7** in a highly cluttered market with well established brands: Mahzooz, Abu Dhabi Big Ticket, Idealz.

### Objective:

- Capture new prospects
- Target existing active players
- Increase UAE SOM

## Approach

Targeted psychographically:

- Healthy lifestyles
- Financial security for the family
- Education for their kids
- Build a home in their hometown
- Similar aspirational profiles

**EMIRATES  
DR7W**

## Result

- 500,000+ tickets sold
- Emirates Mega 7 became one of the largest online lotteries in the UAE
- Lowered the initial CPA of AED 25-30 to AED 8-10 via continuous optimization and maintained this range

Subsequently, we were awarded the launch of their second successful game: *Easy 6*