

Emirates Draw

Business As Usual (BAU)

SMS

1. Life's busy. Take a break & make your winning move by playing our 3 games. You could win up to AED 100M. Buy now! https://u3.mnge.co/test121_optout_EDout.me
2. With just AED 15 you could win AED 15M tonight! Play now and watch our EASY6 Live Draw at 9 PM UAE time! https://u3.mnge.co/test121_optout_EDout.me

Email

1. **Subject:** Looking for the Best Gift Wrapped in Love? ❤️

Visual copy: Happy Valentine's Day!

Body:

Play, win and gift your loved ones a better future!

Our three games Emirates Draw MEGA7, EASY6 or FAST5 can open doors to a luxurious and comfortable life for you and your family.

Start playing with just AED 15 and win up to AED 100 million!

Your life-changing win could be closer than you think. Get your tickets now.
[BUY NOW]

2. **Subject:** Tired of Your 9 to 5 Job? 🙄

Visual copy: Win a monthly EXTRA salary

Body:

Escape from your daily routine with Emirates Draw FAST5.

Play and you could win a monthly EXTRA salary of AED 25,000 for the next 25 years.

Moreover, you could also be one among our 34 weekly guaranteed Raffle winners.

Get your tickets today and fast-track your life.

[BUY NOW]

Push Notification

1. Title: Easy millions, easy life!

Body: One AED 15 ticket and 6 numbers – that's all it takes to win millions. Buy your EASY6 tickets now to become our next AED 15M Grand Prize Winner!

2. Title: Tick tock! It's time to win

Body: Less than 2 hours to go! Grab your FAST5 tickets now to fast-track your life with an EXTRA salary of AED 25,000 every month for 25 years.

Media Ads

META Copies for Creative Designs

1. **Headline (40)**

A Big Win with Just 6 Numbers!

Primary Text (140)

Wish to win billions? Match just 6 numbers & make your wish come true like Mohammad Inam from Pakistan. Play Emirates Draw EASY6 now.

Description (120- 140)

He transformed his life by winning big with an Emirates Draw EASY6 ticket. You could be our next winner. Buy your tickets now.

Google Ads

Headlines (15)

1. Take the EASY Way to Billions
2. Start Your Billionaire Journey
3. Are You the Next Billionaire?
4. 25 Years of EXTRA Salary!

5. Match 5 & Live Worry-Free!
6. A Stable Life Could Be Yours!

Descriptions (90)

1. Match 5 numbers and secure your financial freedom. Play Emirates Draw FAST5 now.
2. Get an EXTRA salary every month for the next 25 years! Play Emirates Draw FAST5 today.
3. Make your dream of a financially secure life come true. Play Emirates Draw FAST5 now.

Static Ads (Soft sell)

1. Headline (40)

Khelo, jeeto & dreams ko reality banao!

Primary Text (140)

Live the billionaire life! Play Emirates Draw, and you could buy the house of your dreams. Abhi Khelo!

Description (120 –140)

Start living your dream life. Buy your Emirates Draw game tickets and choose your numbers today. Play now.