

Good Afternoon Petra,

**RE: REINVIGORATING THE NATIONAL LOTTERY**

I am writing this letter to you as a recommendation for the services provided by Wet Paint. In the past several months Wet Paint continue to deliver; display versatility and creativity to answer business challenges whilst exceeding expectations. Wet Paint has consistently achieved positive results for National Lottery as well as for ITHUBA corporate social initiative's bringing a high level of value to our end user customers.

At no one time have they failed me, and they have always been on time, making them a reliable partner to us.

My first engagement with Wet Paint was to conceptualise, a new brand marketing campaign for PowerBall. The campaign was so successful in repositioning the brand, driven by insight that we submitted the television advert to the World Lottery Awards for consideration in November this year.

Furthermore Wet Paint brought along expertise that involved targeting the right players through well-crafted digital strategies. The feedback and results to date have been phenomenon compared to our previous marketing strategies. It is through the use of their marketing services that I have been able to transform our bought media model and our go to market strategy.

I would highly recommend Wet Paint for any through the line marketing requirements from strategy to creative to production to media buying. ITHUBA's objective is to reinvigorate the National Lottery and it has been a pleasure to work with an agency like Wet Paint that accommodates our fast turnaround times whilst taking the creative look and feel to the next level.

Yours sincerely,

***Michelle Van Trotsenburg | Head of Marketing***