



New Paddy Power spot celebrates the back-office casino worker

Lucky Generals has launched its latest spot for the new Paddy Power “You Beauty!” brand campaign that launched in November.

The 30 second spot celebrates the optimism of a casino's CCTV Operator. Although he is in the vexatious position of having to watch countless casino goers having fun and winning jackpots through CCTV screens from the back office, with only his pet fish for company, he isn't grumbling.

The reason he can't complain is he still has a chance to win the tantalising Paddy Power daily jackpot by betting on his Paddy Power Games mobile app during his break.

The campaign, which most recently celebrated a long-suffering coach driver ferrying unruly football fans to the stadium, continues to demonstrate how these unsung heroes may seem to have been dealt a bad hand, but thanks to Paddy Power they are still in high spirits as they have a cheeky bet on the action in the palm of their hand.

The campaign is supported by radio, print, digital and social activity.

Creds

Brand: Paddy Power

Creative agency: Lucky Generals

Media agency: Mediacom

Director: Max Weiland

Production Company: Somesuch

Editor: Fouad Gaber @ Trim

Post-production: Electric Theatre Collective

Grade: Jason Wallis

Music Recording and Arrangement: Adelphoi Music

Music Supervision: Lucky Generals Audio post-production: 750mph