



# LUCKY CASINO

## MARKETING KIT

# TABLE OF CONTENTS

---

1. FOREWORD ABOUT THE BRAND
2. THE PRODUCT
3. GAMES
4. WELCOME OFFERING
5. CAMPAIGNS & PROMOS
6. BRAND ASSETS
7. BANNERS & LANDINGS
8. REGISTRATION & PAYMENT METHODS
9. CUSTOMER SUPPORT



# THAT LUCKY FEELING

---

## A FOREWORD ABOUT THE BRAND

Studies show that people who believe in luck are happier than those who don't and that people tend to gravitate toward these people. Luck means happiness and happiness is a powerful thing!

## 2. LUCKYCASINO: THE PRODUCT

OUR BRAND AMBITION  
IS TO CREATE AND CONNECT WITH  
**REAL EMOTIONS.**

We cannot promise luck, because luck is only for those who try. But what we can do, is to communicate the feeling of anticipation and possibility. That magic behind a lucky moment – a feeling which appeals to our audience, moves them closer to our brand and act.

Our communication is positive but does not over-promise or venture beyond reality. We have our feet on the ground and we focus on what matters. We are transparent, responsible and fair and we keep a firm distance from any shady behaviour.

We are here to stay, which means that we don't take risks in our advertisements or efforts to secure responsible gaming and compliance.



# 3. LUCKY USP<sub>s</sub>

---

Luckycasino was re-launched in May 2018, as one of the first casinos to adopt Trustly's Pay'n'Play method, allowing users to enjoy our games without registration and to withdraw their winnings in just a few minutes.

A big effort was made [and still is] on the Marketing side: TV, Outdoor ads, Google Ad-words, Facebook Ads, and of course, affiliation. Thanks to these marketing efforts, Luckycasino has gained a relevant percentage of brand awareness, consideration and preference.

Our ambition is always to be at the forefront of technical advancement, whether it comes to the latest CRM tools, our own platform or having the best and latest payment methods.

 **SIMPLE AND FAST**

 **MOBILE FIRST**

 **CRM PROMOS**

 **RELIABLE**

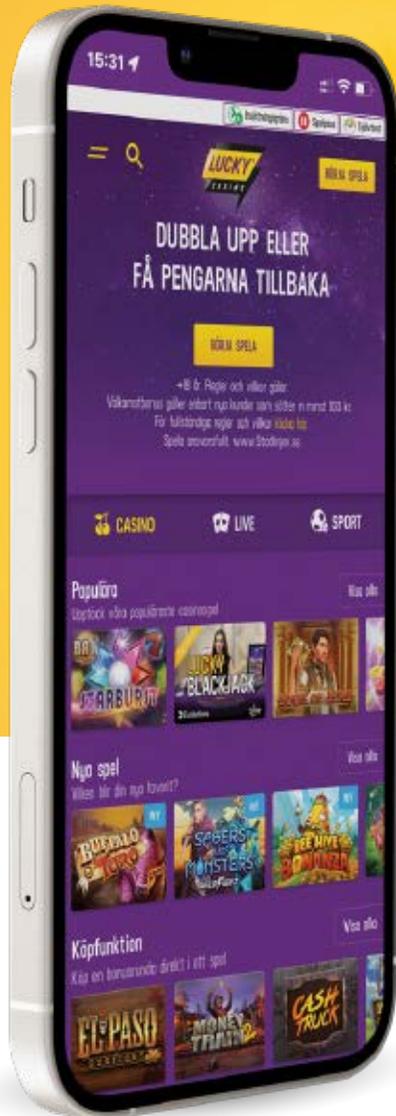
 **PAY'N'PLAY & LOCALIZED  
PAYMENT METHODS**

# 4. MORE THAN 1,500 GAMES

A selection of games from the worlds main casino studios - everything from Slot games, to table games and Live Casino – we've got every user's needs covered. We segment and deliver **the most popular casino games for each market.**



# 5. WELCOME OFFER



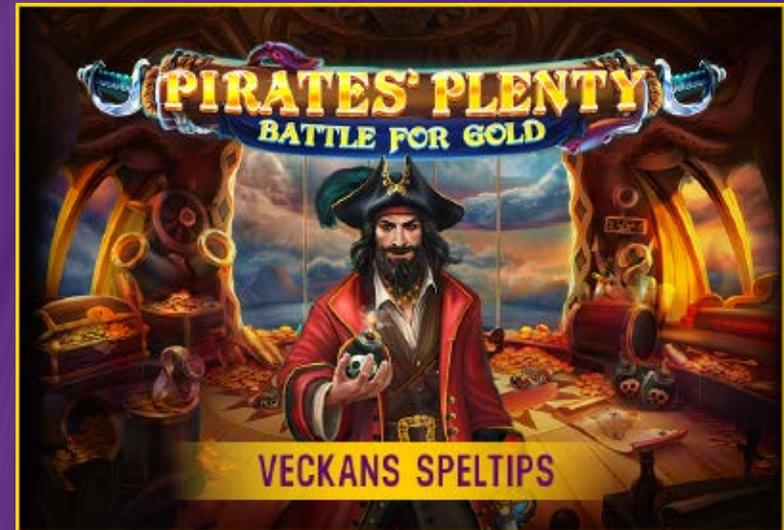
**DOUBLE UP OR  
GET YOUR MONEY BACK**

## 6. CAMPAIGNS & PROMOS

Getting new customers through the door is just the first step. Thanks to decades of experience within the iGaming world, we've perfected the customer lifecycle to maximise the profit on your leads. Our promotions include, but are not limited to:

**TOURNAMENTS**  
**CASH DROPS**  
**END OF MONTH GIVEAWAYS**  
**DEPOSIT AND FREE SPINS OFFERS**

Our experienced CRM team work tirelessly, using every tool available, whilst making sure that we are GDPR compliant. Our relationship with each customer is key to ensure their long-term happiness. That means actively informing them of all the fun stuff going on, but also that we do this in a tactful and respectful manner. That's why our CRM team work closely with our customer service team, to make sure that players don't miss any of the latest action at Lucky Casino.



# 6. BRAND ASSETS

Consistency is key for brand recognition. And that's why the logo must be treated with respect. Please only use the versions supplied in the link below. Don't deform it or change it in any way. Always keep a reasonable space between our logo and other elements. Available formats:

---

**AI (ADOBE ILLUSTRATOR):** Vector, scalable;

**SVG:** Vector, web-ready, scalable;

**PNG:** Image, not scalable upwards;



[DOWNLOAD LOGO OR  
BRAND GUIDELINES HERE](#)

Need another format? Another size? Any other questions? Don't hesitate to contact your account manager directly, or send us an email at: [contact@glitnoraffiliates.com](mailto:contact@glitnoraffiliates.com)

# 7. BANNERS & LANDINGS



We have many display ads to cover different concepts and sizes. Since every affiliate is unique, we like to work on demand. Tell us how we can improve your performance, and we will help you to optimize your efforts.

In your account, you can fetch both animated and static banners. We can also deliver static banners directly to you, to integrate them exactly as you prefer. High priority is placed on delivering this quickly and in line with your needs. Your success is our success!

Do you need a special format or size? Do you prefer a visually rich banner, something more informative, or focusing on a specific attribute?

Contact your account manager directly, or send us an email at: [contact@glitnoraffiliates.com](mailto:contact@glitnoraffiliates.com)

# 8. REGISTRATION & PAYMENT METHODS

## THE BEST OPTION FOR EVERY MARKET

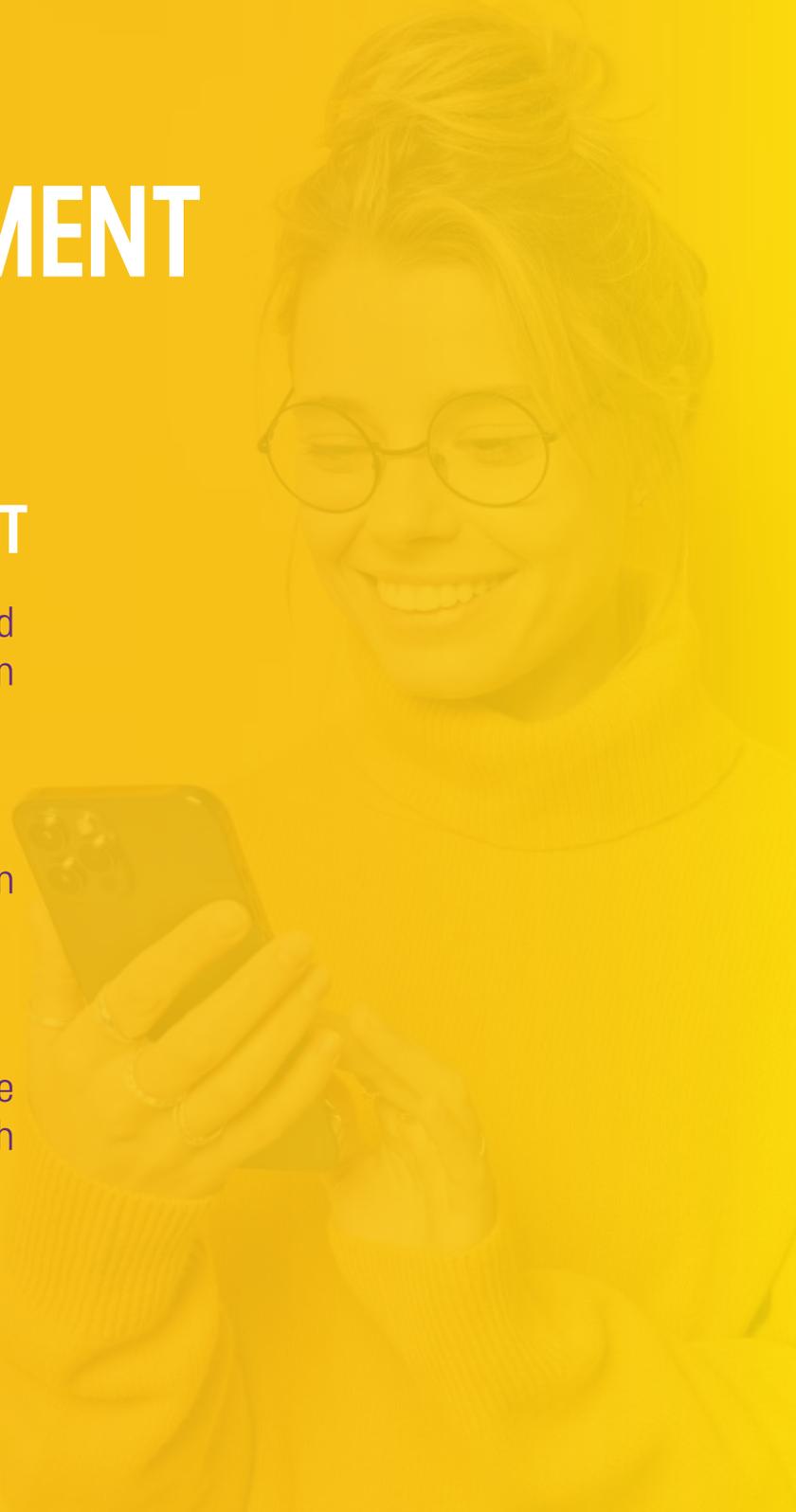
Trustly's solution is offered to players residing in Sweden and Finland. This enables them to start playing without registration and to withdraw their winnings within minutes.

### LOCALIZED METHODS:

We offer the most popular payment method world-wide, in addition to the most popular method within each market.

### UPCOMING METHODS:

Players demand the very best, so rest assured that we're always on the lookout for the most popular methods in each of our core markets!



# 10. CUSTOMER SUPPORT

---

## NATIVE IN-HOUSE SUPPORT

Our experienced and dedicated local support team offer their services in Finnish and Swedish. We have implemented a customer satisfaction feedback system, currently hitting a whopping 90% satisfaction! Players can contact us by email, livechat and phone.

---

## WHY DON'T YOU PUT US TO THE TEST?

**Swedish:** [support.se@luckycasino.com](mailto:support.se@luckycasino.com)

**Finnish:** [support.fi@luckycasino.com](mailto:support.fi@luckycasino.com)

Our Customer Support offers a 7 day week service. From **08:00 - 00:00 weekdays** & **12:00 - 21:00 weekends**.



GLITNOR  
GROUP

