



## PlaySmart – INSTANT TOP UP HOW TO PLAY

**Video:** Shows the PlaySmart logo with “presents”. The INSTANT TOP UP logo in a hexagonal tile pops out and is highlighted with currents of electricity outlining the border.

The ‘NEW GAME’ tile pops out from the left.

### Text on screen:

PlaySmart presents:  
INSTANT TOP UP

NEW GAME

### Voiceover:

*Introducing INSTANT TOP UP!*

**Video:** A lottery terminal screen shows the game play with each hexagon-shaped neon tiles flipping over to reveal a prize amount. A Travel Crossword INSTANT ticket pops out from the bottom. The jackpot at the bottom of the lottery terminal enlarges and starts rolling to show that it grows.

### Voiceover:

*The new game that players can add-on to their INSTANT tickets, for a chance to win a GROWING JACKPOT instantly!*

**Video:** The jackpot screen slides out to the left and a carousel of INSTANT tickets slides in from the right.

### Text on screen:

FACT: LIMIT OF ONE TOP UP PER INSTANT TICKET PURCHASE.

### Voiceover:

*Simply purchase one of your favourite INSTANT tickets at an OLG lottery retailer, and ask to TOP UP your ticket.*

**Video:** The INSTANT tickets transition together and become an INSTANT TOP UP Ticket. The price point of \$1.00 is highlighted by a magnifying glass in the shape of a tile. The scene pans down the ticket to the jackpot starting at \$25,000 and grows.

### Voiceover:

*For only \$1 more, you could be the winner of a jackpot that starts at \$25,000 and grows until it's won.*



**Video:** A lottery terminal screen shows the game play with each tile flipping over from left to right and bottom to top, revealing prize amounts.

**Text on screen:**

FACT: ODDS OF WINNING ANY PRIZE IS 1 IN 4.

**Voiceover:**

*Once your lottery ticket is paid for, watch the lottery terminal screen. Neon tiles flip to reveal your prize amounts.*

**Video:** Three matching jackpot tiles flash on the screen. Screen shows the video of a jackpot winning an estimate of \$125,758.

**Text on screen:**

INSTANT TOP UP BIG WINNER

JACKPOT  
\$125,758

FACT: INSTANT TOP UP FEATURES ITS OWN JACKPOT AND GAME ODDS!

**Voiceover:**

*Match three tiles and instantly win that prize!*

**Video:** The lottery terminal screen spins 360 degrees and a TOP UP Bonus tile jumps out of the screen.

**Text on screen:**

TOP UP BONUS

**Voiceover:**

*Uncover a TOP UP BONUS tile to win a bonus up to \$10!*

**Video:** The tile flashes and spins 360 degrees into a FREE PLAY tile.

**Text on screen:**

FREE PLAY

**Voiceover:**

*If you've won a Free Ticket, you can play right away or save it for another time.*



**Video:** The terminal disappears. The FREE PLAY tile becomes transparent and the INSTANT TOP UP ticket slides in from the bottom. The ticket scrolls down to the bottom of the ticket to show where you need to sign.

**Voiceover:**

*Once your game is complete, sign your ticket to redeem your prize.*

**Video:** Shows INSTANT TOP UP logo

**Text on screen:**

INSTANT TOP UP

TRY ONE TODAY!

**Voiceover:**

*Seize the moment and TOP UP your INSTANT ticket at an OLG lottery retailer near you.*

**Text on screen:**

VISIT [PLAYSMART.CA](https://www.ontariolottery.com) TO LEARN MORE!

**Voiceover:**

*To learn more about INSTANT TOP UP visit [PlaySmart.ca](https://www.ontariolottery.com) today.*

**Text on screen:**

PlaySmart  
Knowledge you can bet on.