

NAZZELA LIVE CAMPAIGN

DISPLAY is a Lebanese-based e-commerce platform that sells high-quality artistic paintings. Each painting purchase gives customers free entries into luxury prize draws — such as gold, cars, and real estate. The app operates legally under the supervision of the Lebanese National Lottery.

NAZZELA LIVE is a national awareness and engagement campaign organized by DISPLAY in the lead-up to its Grand Opening Draw, where \$8,000 worth of gold will be awarded to one lucky winner.

Through this campaign, trained DISPLAY promoters will be stationed in popular public areas and shopping centers to:

- Introduce visitors to the DISPLAY mobile application.
- Explain how users can download the app and receive one free ticket to automatically enter the \$8,000 Gold Draw.
- Answer questions about the company, how the draws work, and how to participate.
- Encourage users to explore the art collections available on the platform.

Purpose:

The campaign is purely promotional and educational, aiming to raise awareness about DISPLAY's app launch and its first free-entry draw. No direct sales or monetary transactions will occur on-site — the promoters will only guide users through the free app download and registration process.

