

LLOTOB PROJECT

Marketing is the most important part of developing and promoting a business.

There are different forms of marketing, starting from posters, brochures, radio and television advertisements, and recently, various forms of advertising on social networks have become widespread.

Despite the successes and objectives achieved through these existing forms of marketing, businesses are increasingly looking for new, innovative spaces to appear in the market. Llotob is conceived (also) as a mechanism that will be realized through a television format or as a space within a television format, through which all categories of businesses will be promoted.

This format is based on a process/mechanism that includes several stages:

- 1- Registration of businesses on the official Llotob website, which implies the payment of a fixed participation fee. The number of businesses registered in a drawing round will be determined in advance.
 - 2-The draw will take place on one of the national television stations or in a public environment, on a day previously determined and announced to the applicants (participating businesses).
 - 3- The winner/s (there may be more than one winner for each draw), will receive television time as marketing space for advertising spots.
- Each advertising spot will have a maximum time of 30 seconds.
- 4-The time won is calculated based on the following scheme:

Example:

50 euro (participation/registration fee)

X 1000

50,000 euro (Airtime/Advertising time/Advertising).

Depending on the amount calculated above and the cost of an advertising spot, the number of spots to be broadcast is determined.

Example:

*1spot = 100 euro *50,000 euro /100 euro = 500 spots

Participating businesses must produce and submit their own advertisements.

The content of the Spot must be approved by the Loto § Staff based on the criteria set out in the Loto § regulations.

If businesses do not have their own advertising, they will be supported in the design and production of the advertisement by the Loto § Staff.

In this way, the winning Business/Businesses will be as present as possible to the target group of customers who consume their product.

Loto § is a lottery that will be made available to businesses, giving the latter the opportunity to win Airtime/Campaign/Advertising Space by simply paying a registration/participation fee.

Loto § aims to artificially select participating businesses that will belong to all categories through an all-inclusive campaign.

This mechanism finds application in the radio-television (audio-visual) industry through this mechanism of 'Marketing Processing', offering businesses of all categories an innovative and profitable promotion alternative.

This alternative is an innovation for the national and international market

CLAIMS

1. **Loto §** aims to be an INNOVATION process through which all those business entities that want to participate have another alternative regarding their advertising.
2. **Loto §** will essentially be (a mechanism for) Marketing Processing
3. The entities selected through the **Loto §** process will benefit from advertising time or a cash reward.
4. This process includes all entities that are considered commercial entities and that have a business profile (whether these entities are: small businesses, medium businesses, joint stock companies, limited liability companies, etc...) (Excluding Individuals)
5. This process will take place on television, in shopping centers, in open spaces, in closed spaces, etc.
6. Since this process will be protected by Copyright and Patent as an Audio-Visual invention, no other entity should apply/practice/produce it without obtaining the approval of the Author who holds the Rights or/and Patent of the invention.