

John Goodman Stars in Advertising Campaign for Slotomania

John Goodman's newest role is his most unique to date.

The Hollywood star, currently starring in the hit HBO series *The Righteous Gemstones*, is scheduled to appear in a new advertising campaign for *Slotomania* as... a finger.

Here's why...

A hilarious TV commercial, going out nationwide

Hollywood royalty John Goodman is starring in a hilarious new TV commercial for *Slotomania* –The #1 Free Social Slots game in the world* and one of the top grossing apps in the Apple App Store and Google Store.

Animated as a talking finger, the star takes viewers through an average day in the dull and gloomy life of an index finger.

He's endlessly tapped against a table, squashed against 'boring buttons' on a phone screen and ends up in many unpleasant situations. He even finds himself shoved inside a hairy nostril. John Goodman's life as a finger is far from enjoyable.

But the situation isn't hopeless – one download of *Slotomania* and life as a finger opens up to a new world of fun and enjoyment. "That, ladies and gentlemen, is excitement", John Goodman proclaims, and no day is ever boring or repetitive again.

What is *Slotomania*?

Slotomania is the #1 Free Social Slots game in the world* that aims to provide its players with surprises and thrilling moments every single day.

Slotomania is a pioneering casino-themed game that offers daily entertainment and virtual prizes. Players can increase their in-game loyalty benefits as they progress in the game.

Slotomania attracts 4 million players every month. confirming What makes *Slotomania* so popular is the fun, challenging and interactive gameplay. The game dedicates itself to providing daily excitement with thrilling moments. Daily excitement and making new friends are central to the *Slotomania* experience. As John Goodman's character explains in the commercial, "you never know what will today spin", from a "new free slot game" to a "new friend for life".

The filming

The commercial was directed by Grammy Award Nominees Gal Muggia and Vania Heyman, most well-known for their work with major partners such as Apple, Nike and Coldplay for their music video "Up & Up".

Filming the commercial with John Goodman was a unique experience for all involved as the cast and crew were treated to yet another entertaining performance from this much-loved actor.

The commercial will air across national broadcasting networks in the US starting October 5th 2020.

Speaking from the set, John Goodman said:

"It has been a lot of fun to film this commercial for Slotomania. I can definitely say this is a unique role in my career and the chance to act out a day in the life of an index finger was unforgettable! I really hope everyone enjoys the commercial and has as much fun as I did in filming it."

Slotomania General Manager, Mickey Sonnino adds:

"I am very excited to finally share our new campaign for *Slotomania*. *Slotomania* has been an industry pioneer for over 10 years and we still have big plans for the future of our favorite game. We pride ourselves on creating a fun and exciting experience for our players every day and we are only getting started!"

<https://stage.mediaroom.com/playtika/2020-09-01-John-Goodman-Stars-in-Advertising-Campaign-for-Slotomania>