



LOTTO - ACTIVATING THE NATION'S GAME.

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Category: Brand Activation

Introduction

- ◆ The UK National Lottery launched in 1994. Its purpose was, and remains, to generate money for Good Causes – funding people and projects across Sports, Arts, Community and Heritage. It has transformed many aspects of British national life, now raising over £34m a week for these causes, almost half as much money to Good Causes as Children In Need raises in an entire year. At launch, an astonishing 92% of UK adults played¹ for the first jackpot of £5.8m (equivalent to £9.77million today). As with every similar lottery around the world, a sales spike at the beginning was followed by a gradual sales decline. Today around 70% of adults play The National Lottery on a regular basis – rising to around 80% annually² – still a remarkable marketing achievement in itself, as continued participation in other lotteries around the world has been nowhere near as strong. Our opportunity was to use an activation campaign to take this even further.



1: The National Lottery, Camelot UK Lotteries and Macro Consumer and Market trends Feb 2011

A new dawn

- ◆ Apart from minor changes (re-naming it 'Lotto' and introducing a midweek draw) the flagship National Lottery game remained unchanged for the first 19 years of its existence. The addition of other games added to players excitement (EuroMillions, Scratchcards and Instant Win Games), but Lotto remains particularly important. It has raised approximately 50% of all monies The National Lottery has returned to Good Causes. To sustain – grow – these returns required innovation.
- ◆ So in 2013 we made the first significant game change since its launch. The new game, now costing £2 per line rather than the £1 it had been since launch, allowed us to enhance some of the smaller prizes and introduce a Lotto raffle – guaranteeing 50 winners of £20,000 every draw. This proved to be a success. Despite some alarming newspaper headlines, 94% of Lotto players claim to have carried on playing. The changes delivered millions more to players in prizes and over £300 million more for Good Causes.



But that was only the beginning

- ◆ This first major game change had proved a success, showing that the nation's game could be changed, and even more money could be raised for Good Causes. It would have been easy to leave Lotto be for another 20 years, but great brands continually innovate and we saw the opportunity to achieve more. This paper tells the story of the next change. A story that demonstrates how brave marketing can deliver even better results and which helped The National Lottery begin to fund the next wave of transformation to our national life.



The nature of the change

- ◆ To deliver this change, we returned to marketing fundamentals. Many of the gains we'd made in the previous year were due to changes in 'price' and 'place'; the new £2 price point helped fund a new prize structure, and we'd expanded our physical and online retail footprint. To deliver the next phase of growth, we focused elsewhere; 'product' and 'promotion'.



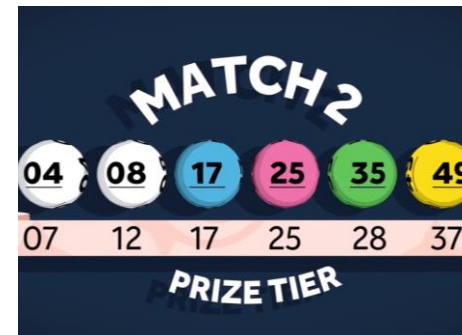
Product – making a new game

- ◆ We know from best practice across the world and sales data that big jackpots drive excitement and sales, delivering greater returns to Good Causes. Big jackpots get people dreaming about how they could change their lives, sparking conversations. The jackpot was the primary reason that people first got excited about the game in 1994 and the new game needed to produce jackpots that got people talking once again.
- ◆ But when you ask players how they'd improve the game, they tell you something more. When asked to design their ideal game in research groups they produce a game with more chances to become a millionaire and more chances to win more often. So, the new game also needed to more wins, for more players, more often.
- ◆ Our challenge was to create a game that generated both big exciting jackpots, made more millionaires and enabled more players to win more often.



Lotto needed more balls

- ◆ Looking at other draw based games around the world we saw that one solution was to give people more numbers to choose from.
- ◆ Increasing the amount of numbers increases the amount of possible combinations. We devised and tested a variety of new games and discovered the best solution added 10 new balls to the draw, inviting players to choose 6 balls from 59 rather than 49. This game would produce bigger jackpots, as it would roll more often (the chance of winning the jackpot went from 1 in 14 million to 1 in 45 million).
- ◆ More numbers also enabled more possibilities for players:
 - ◆ The millionaire raffle improved the chances of becoming a millionaire from 1 in 14 million to 1 in 10 million.
 - ◆ Match 2 enabled more players to win much more often (previously, the lowest prize tier involved matching 3 numbers, now players won a free Lucky Dip ticket for a future draw when matching 2 numbers increasing win frequency from 1 in 54 to 1 in 9).
- ◆ The new game would therefore have bigger rolling jackpots, more chances to become a millionaire and a more frequent win experience.



Promotion – a revolutionary approach to communication

- ◆ The new game would generate more Good Cause funding, and was favoured by most players. But there is always a vocal minority that dislike change. And in the age of social media, their views get amplified fast. To engage more with the positive benefits of the game change, we first needed to get people emotionally engaged.
- ◆ We needed a deeper understanding of Lotto players' motivations. Ethnographic research revealed that while people play Lotto to win life-changing amounts of money, the thing many actually enjoy most is the play itself. They love the feeling of anticipation when they buy their ticket. Throughout the week, it reminds them that maybe it might be them this time. The other moment they love is the feeling they get when they're about to check their tickets. Some people even delay checking until a few days later just to they can hold onto that feeling that they might be a winner. They don't just play for the draw and the chance to win a potentially life-changing sum, they play for the anticipation.



Rallying the nation

- ◆ But how could we execute this anticipation in a fresh way? A way that worked for the hyper-connected player of 2015, rather than the jackpot dreaming analogue ingénue of 1994.
- ◆ If the campaign was going to appeal to everyone, it needed universal human insight. Every player has dreams, but our inspiration was in seeing people's reactions to other people's dreams. Over the years in research groups there was often the occasional imaginative or eccentric player who had a more unusual set of plans for the money. At this point, the other players tended to shuffle uneasily, thinking about how much better their dreams would be. It was this idea that gave us the inspiration to create a campaign that united the nation by rallying them against some rather ridiculous dreams.



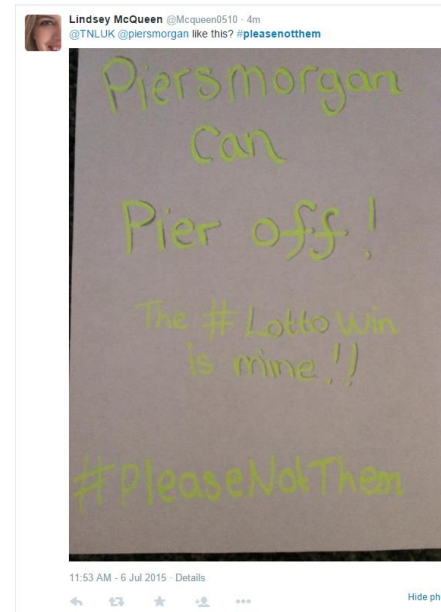
#PleaseNotThem

- ◆ #PleaseNotThem took the nation by surprise. We launched the campaign 3 months in advance of the game change, to build a stronger emotional connection with Lotto players before the modification. We reminded players that anyone can win with Lotto by showing them what could happen if certain people won. We did that by bringing to life the ridiculous dreams of some of Britain's most well-known celebrities.
- ◆ The first phase of the campaign featured Piers Morgan and his plan to destroy a beautiful stretch of British coastline, to build a pier dedicated entirely to himself. Katie Price was also banking on Lotto to make her dream, a 24-hour, unavoidable TV channel featuring her in every programme, come true. Finally, Laurence Llewelyn-Bowen revealed his dream to give Stonehenge a facelift.



#PleaseNotThem

- ◆ The campaign broke on social, with our celebrity personalities sharing their ridiculous plans with huge numbers of followers. Some disruptive print ads added to the nation's intrigue by teasing the idea. This social first campaign launch ensured we captivated the elusive youth audience early. As well as seeding the films online we took their dreams to the nation with a retail takeover across 33,000 stores, and radio and TV ads. We celebrated non-celebrity wins with radio ads that used actual recordings of the moments real people discovered they'd won. Across every touch point #PleaseNotThem served as a rallying cry, connecting the nation's conversations as they united against the potential disaster caused by the celebrities' dreams.



#PleaseNotThem

- ◆ We announced the game change in October and upped the ante even more, with bigger dreams that only the new game could fund. We revealed Noel Edmonds' plan to ban house parties of any kind; amplified by having celebrity figures known for their love of a good party, express their concern in social media. This again engaged a demographic that Lotto had previously found it very hard to relate to. Vinnie Jones followed with a plan to create a new energy source - anger. Videos that painted a worrying picture of his dream were shared on social channels including bespoke Facebook personalisation activity.
- ◆ Whilst players could benefit from more chances to become a millionaire that also meant it was more likely the celebrities' dreams could come true. We alerted the nation to this with OOH posters, radio coverage and press partnerships. To fuel the conversation further we partnered with Gogglebox. Bespoke content showed the Goggleboxers respond to the campaign and discuss their own Lotto dreams.
- ◆ The only hope the general public had was to play Lotto and hope that it was their dreams that come true, not the celebs.



Results

- ◆ #PleaseNotThem is the most successful Lotto campaign we've ever run; scoring 91% brand recognition in pre-testing, 45% recognition in tracking, with 54% of recognisers calling it 'attention-grabbing'.
- ◆ The campaign was designed to drive conversation, achieving 7.4m completed views and nearly 5,000 #PleaseNotThem re-tweets. #PleaseNotThem has become The National Lottery's most socially engaged campaign to date.
- ◆ If we compare year-on-year sales, we can see the effect of the changes we made. Working together, the new game and campaign have to date delivered a significant sales uplift. Lotto's biggest ever jackpot of £66 million in January generated huge player and media excitement, and resulted in unprecedented demand for Lotto tickets. This massive jackpot wasn't just down to luck, it was due to the 'product' changes designed as part of the total marketing package. We saw a record week for total National Lottery sales of £242 million. It was also a record week for Lotto with £139 million sales. Most importantly, that meant this week saw a record amount of money raised for Good Causes, making a massive, life-changing difference to people and projects throughout the UK.
- ◆ Lotto is unusual in that changes to the game carry no incremental ongoing cost to the business. The only incremental cost of delivering the game change is in elevated media spend. We did invest more in media to communicate such a big change to the game, but this investment was small compared to our returns.

- ◆ [REDACTED]
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Conclusion

- ◆ The story of Lotto in 2015 is a story of brave, bold, effective brand activation, creating the growth that will secure future funding for life-changing projects across the nation.
- ◆ By enhancing every aspect of our marketing, we were able to deliver for everyone, increasing the funding for Good Causes, making more millionaires and giving more players the chance to win more often.
- ◆ Millions will continue to benefit from these changes to the nation's game for years to come.

