

Unpacking the process and the story behind our Grand Prix win “The Two Billion Pound Turnaround”



Our approach was as important as the paper

Team



Evidence



Story



Our story started with a massive downturn in sales, and our consumer insight

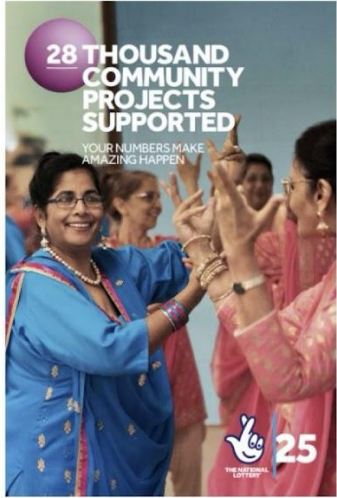
- £600m



Then in our paper we brought to life our strategic vision, objectives and strategies

Reclaim the role of The National Lottery in national life		
	Objectives	Target
Commercial objective	Reverse the business decline	TARGET: Return to positive business growth YoY (from -8.8 % YoY)
Brand objective	Grow brand positivity	TARGET: Return to historical performance levels equal to or greater than 44.6% (12-month rolling average)
Marketing strategies	By repositioning the brand, linking play with purpose	
	By making the products and propositions more compelling to the consumer	
	By maximising mental availability through development and consistent use of distinctive assets and compelling communications	
	By committing to high performing media channels and maximising media effectiveness	

Our first strategy demonstrated how we linked play with purpose to reconnect the brand with its roots “Making Extraordinary happen for Everyone”



Then we focused on making our products and propositions more compelling to our customers with a new launch and other product tweaks

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HAPPEN

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LOTTERY

*To see what's in it for you, check Account Terms & Conditions on the Game Specific Rules page. Players must be 16.

LOTTO
THE ORIGINAL IT COULD
BE YOU

EUROMILLIONS
WIN RIDICULOUS MONEY

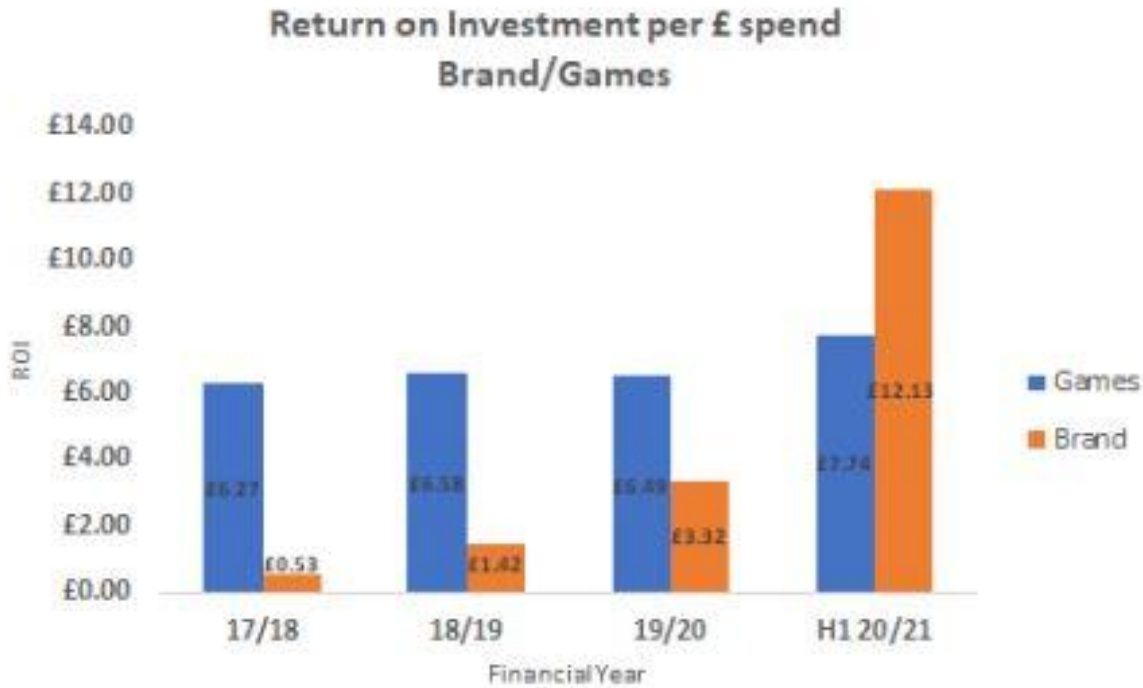
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EVERY MONTH

To improve mental availability of the TNL brand and its product portfolio led us to update our distinctive assets and create more consistent and compelling communications



Finally we focused on effectively reaching our audiences; using high performing media channels and maximising our media effectiveness



Source: 17/18 & 18/19 Ebiqity Econometrics, 19/20 & H1 20/21 Camelot Econometrics

And the final part of our story was packed with evidence of our strategies working

