



National Lottery needed to build trust back up with the public. Whilst communication of National Lottery's funding has traditionally helped to improve perceptions of brand greed, we knew that we needed to do something more direct considering how much of an impact the long roll series had on brand scores. Our route into this was to educate the public that 90% of all revenue generated by the National Lottery goes back to the Irish community. We had our breakthrough moment during one of our many customer focus groups. When one man was told that 90% goes back to the community, he gasped and said that it was unbelievable. This led to our "Unbelievable but true" creative concept which we developed into a highly integrated "90% back to the community" advertising campaign.

Anybody that has worked in advertising can testify to how difficult it is to get people to remember facts and figures. Our challenge was how to get people to notice and remember this 90% figure. It needed to stand out, and it needed to be entertaining to cut through.

## The Plan

As the weeks rolled by, more and more people questioned where their money was going - since the jackpot was growing and nobody was winning it. When asked, customers thought that only 29% of ticket sales went back to prize, Good Causes and the retailers. They did not realise that in fact 90% leaves the business and goes directly back into the community.

We didn't have much time to turn this around, so we started out with an audio and social campaign while the video assets were being built. As we knew the stat alone wouldn't resonate with consumers, the campaign leaned into the cast of previous ads and built a humorous scene around their disbelief of the statistic. To communicate this messaging properly, we needed that character interaction and therefore the media plan was predominantly AV, with 71% of the overall investment directed at TV, VOD and Cinema.

TV was the lead channel, using 60", 40" and 20" copy kicking off in Mid-June 22 running to the end of August, targeting Ads 25-44. Given the time of year a strong mix of RTE for the Live GAA and VMS for Love Island was going to be important to maximise our 1+ coverage while also using Sky and C4D for frequency.

To continue building reach with our video led strategy we devised an optimal VOD plan to ensure we were reaching and capturing additional audiences across YouTube, Virgin Media, C4 and SKY. In cinemas nationwide we bought the most premium position, platinum spots to deliver our message to the most captive of audiences. The campaign delivered 84% 1+ combined reach for our audience.

## The Results

From a brand perspective the '90% Back to Communities' advertising campaign was a huge success, smashing all targets. Brand Sentiment (BRI) had plummeted in December 2021 and was showing no sign of recovery. After our intervention with this campaign, it shot back up in July, beating even our own most optimistic expectations.

In March 2022, nobody knew that 90% went back to the community. How would they, as we'd never told them before? We set a target that a third of all adults would know this by the end of the campaign. By July, we beat this target and 37% of the country could spontaneously quote that 90% of National Lottery money goes back to the community. Not only did they know, but 60% of players said that knowing this made them feel better about playing national Lottery games.

From a TV perspective, this was a heavyweight campaign during a period that delivery was challenging - but through programming and optimisations we were able to deliver what was needed. The campaign target was 1845 Ads 25-44 ratings over the summer months with a coverage target of 74% 1+. The campaign delivery was 1888 with coverage delivery of 75% 1+. Top programme bought was the All Ireland Quarter final between Kerry and Mayo on Sunday the 26th June, this achieved 10.46 tvrs / 126,000 Ads 25-44. We also had lower ratings spots in GAA, Love Island, Rose Of Tralee, news, soaps and movies.

#### Client Involvement

Well done everybody. DD The positive results for the 90% campaign is the cumulative impact of a whole range of things you and our colleagues have been consistently been doing with our direct work the Good Causes, our PR, advertising, social media, direct comms, website, app etc.

Since Sept 2017, every month we've been asking people if they've recently seen or heard about contributions to Good Causes. For 3 years, this figure was pretty steady - about 45% of people said they had recently heard something. From August 2020, this metric started to climb. As of this month - 68% of the country said they've seen or heard about contributions.

Our players knowing that some of their money goes back into the community makes them feel better about playing and more open to playing when they get the urge to play. And the general public knowing this is really important, given the tough few months the brand had at the end of last year.

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