

NATIONAL LOTTERY

Campaign Overview: National Lottery launched a significant marketing campaign to coincide with changes it has made to its gaming proposition and its decision to double the price of a Lotto ticket.

The campaign used the theme 'a new dawn' and included its new strapline 'Game changing. Life changing'.

Campaign Dates: 26/09/13 – 18/10/13

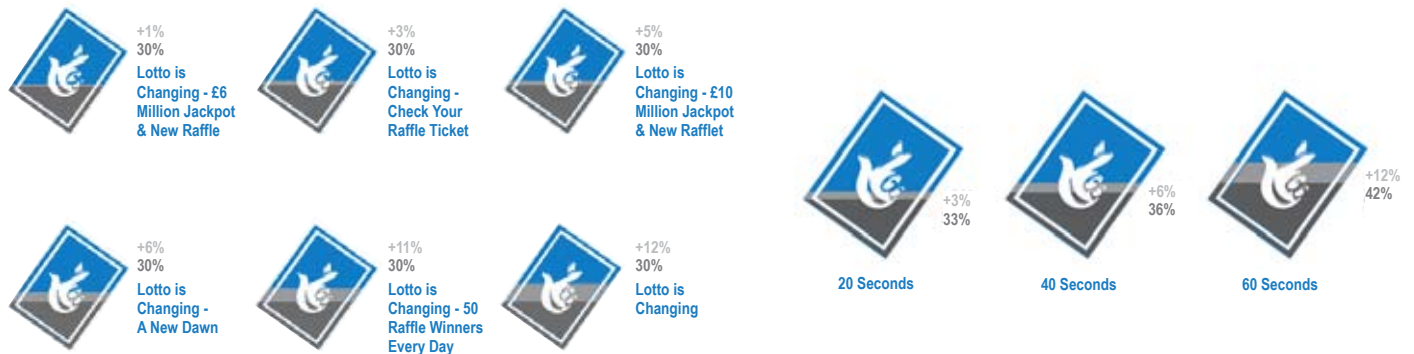
Media Measured: TV

RESULTS

● TV Execution (Type) – Consideration
● Nat-Rep



● TV Execution (Duration) – Consideration
● Nat-Rep



CONCLUSIONS

- The TV campaign was effective at changing perceptions and usage behaviour toward the brand.
 - Overall Impression and *Purchase Intent* amongst those that were exposed to a TV advert increased 5% and 4% respectively compared to a nationally representative sample.
- However some executions worked much better than others.
 - The headline 'Lotto is Changing' execution performed best with a 12% increase in *Consideration* amongst those that were exposed, with the 'Lotto is Changing – £6 Million Jackpot & New Raffle' execution faring worst with only a 1% increase in *Consideration*.
- The longer ads were considerably more effective with the 60 second executions causing a 12% increase in *Consideration*, compared to the 20 second executions which only caused a 3% increase in *Consideration*.
- Consumers that were exposed to the TV campaign were more likely than those that were not exposed to agree with the following statements:
 - 'Lotto has changed for the better'
 - 'Lotto is offering better prizes than previously'

