

## Attracting and engaging players

The success of The National Lottery depends on our continued ability to understand and meet the needs of players.

- Positive messaging
- Launching Lady Luck
- Celebrating the lottery

We are interested in sales growth that is sustainable and responsible growth. It is important to us that we have millions of players spending small amounts of money, rather than a smaller number of players investing significantly higher amounts of money.

In 2004/05, 40 million players spent an average of £2.80 a week on lottery tickets and scratchcards. This generated sales of £4.8 billion representing a 3.3% increase from 2003/04 - a second year of consecutive growth following a five year slide in sales.

Sales figures £ millions	
2004/05	4,766
2003/04	4,615
2002/03	4,575
2001/02	4,834

Total average weekly spend per player (£)	
Target	To remain below £3.60
2004/05	2.83
2003/04	2.66
2002/03	2.56
2001/02	2.64

The proportion of adults playing lottery games shows a gradual decline in line with international trends. Around 68% of UK adults play The National Lottery at least once a month.

% of UK adults playing	
2004/05	68
2003/04	71
2002/03	74
2001/02	75

Weekly sales averaged between £85 - £90 million in 2004/05, compared with £48 million when The National Lottery was first launched back in 1994, and peak sales of just over £100 million a week in 1997.

76% of players say that they are 'satisfied or very satisfied' with the way that Camelot runs The National Lottery.

## Positive messaging

The National Lottery brand is at the heart of our relationship with players and potential players. It encapsulates the essence of our business and helps to capture the imaginations of all our stakeholders.

We have undertaken to review and refresh the National Lottery brand. By consulting with both players and staff, The National Lottery's brand essence has been defined as 'Our Nation's chance to dream'. It is about offering everyone the opportunity to imagine different possibilities - in the shape of prizes and the difference to lives that funding to Good Causes can make. Following consultation with our employees and players, we have determined National Lottery brand values which include 'responsibility' as we have been entrusted to run The National Lottery and have a unique responsibility to protect the interests of players and vulnerable groups.



## Launching Lady Luck

To encourage people to think positively and believe that you make your own luck, in September 2004, Camelot launched a major new advertising campaign. Actress Fay Ripley is the mythical character of Lady Luck urging people to 'Think Lucky' along with her sidekick, Barry the unicorn, voiced by Graham Norton. The new campaign consists of television, radio, press and point of sale advertising.

A 2004/05 commitment was **to improve positive views of The National Lottery by creating a marketing campaign that re-engaged players with its positive aspects**. Recent surveys show adults are slightly more positive towards The National Lottery. Furthermore we can directly attribute additional sales of at least £10 million to the Lady Luck adverts.



Going forward for 2005/06, Camelot will continue to build positivity by ensuring all communication reflects brand values and further developing the Lady Luck campaign.

## Celebrating the lottery

The more successful The National Lottery is, the more Good Causes will be seen to benefit, and the more Good Causes that are seen to benefit, the more likely players and potential players are to feel involved in something worthwhile and successful. It's a virtuous circle.

A key event to celebrate a successful lottery last year was The National Lottery's 10th Birthday, marked by the first National Lottery Day on 6 November 2004. See [Maximising returns](#).

### Percentage of adults being positive towards The National Lottery

2004/05	 41%
2003/04	 40%

## Product range and accessibility

**We aim to increase sales sustainably and responsibly. Our strategy is based on millions of players spending small amounts of money, rather than a smaller number of players investing significantly higher sums.**

- Optimising our game portfolio
- Improving accessibility
- Player protection

In a mature lottery it is often more difficult to attract new players than to encourage those who already play to play more. Our commitment to social responsibility has meant that we have not implemented quick fixes such as increasing the price of Lotto, but instead continue to develop and market our portfolio of games to attract as many people as possible.

This strategy shapes the ways we engage with players and underpins our drive to develop products so they will appeal to as many players and different types of player as possible.

In 2004/05, we built on new games and new ways to play that we had introduced in 2003/04 to increase sales and enhance accessibility.

### Optimising our games portfolio

The growth of non-Lotto games is clearly popular with players. Sales of these games grew by nearly 11% in 2004/05 and now account for a third of our sales. We now have six games played on different days and we recognise that there can be some confusion about the different options we offer.

**We committed to drive sales by optimising our game portfolio in 2004/05 through developing existing games rather than introducing new ones.** We developed EuroMillions by adding six countries - Portugal, Belgium, Ireland, Luxemburg, Austria and Switzerland - and optimising the jackpot in this game to distinguish it from other games. EuroMillions is now the world's biggest lottery game by total population eligible to play.



We also developed the scratchcard portfolio through improved distribution and better management of the mix of price points.

Looking ahead, we plan to continue to optimise our games portfolio and channels. We will also develop information materials identifying the unique selling points which differentiate our games to mitigate potential confusion.

## Improving accessibility

People can be frustrated in attempting to play, for example because of queues in stores. A quarter of our players say that if the queue is too long they won't buy a ticket for that draw.

To help address this problem, we introduced 800 new National Lottery terminals in 2004/05. We are also piloting National Lottery Fast Pay with Tesco, which allows players to buy draw-based lottery tickets at supermarket checkouts. We will monitor Fast Pay in 2005/06 to see if it does improve players' convenience.



People can also play via the internet, the Sky Active service on interactive digital TV, and via SMS messages from mobile phones. We aim to generate incremental sales with these alternative channels, as well as targeting discrete audiences who have not traditionally played at retail outlets.

In 2004/05, we committed to **improve accessibility and convenience for our players by making games available on mobile phones** and we achieved this in November 2004. Lotto, Thunderball, Daily Play and EuroMillions are now available to players on all UK mobile phone networks.

We also committed to **improve accessibility and convenience for our players by making subscriptions available from our website**, and an online subscription service for Thunderball and Lotto has been available since July 2004. Subscriptions can also be bought by phone or post. Payment mechanisms include debit card, direct debit, cheque and postal order.

## Player protection

Our sales strategy includes protecting the interests of more vulnerable groups. For more details see the Responsible gaming section.

## Supporting winners

**The National Lottery has created more than 1,700 millionaires since launch.**

Our experience is that we can help them with the practical and emotional consequences of their good fortune. See our [case study](#).

Our support team helps winners think through the range of impacts their win will have on their lives, and whether or not to go public. All winners of more than £50,000 receive a Winners Information Pack which contains advice on financial and legal matters. We offer all winners of prizes over £250,000 advice and support from independent experts. This covers issues such as how to get independent financial and legal advice, practical advice on lifestyle changes, to press and PR support if they decide to go public.

Those who opt for publicity can rely on the Camelot press office to stay in regular contact and deal with all media relations. They also receive a regular dedicated magazine *Lottery Life* which provides helpful advice and information.

Lottery winners are rarely inundated with "begging letters", but we do support winners by responding to letters on their behalf.

Winners who have chosen to remain anonymous can approach Camelot at any time for advice and support.



In 2004/05 we reviewed and enhanced the services we offer winners. For example, we are experimenting with a mentoring scheme which puts winners who are unsure about whether or not to go public in touch with someone who did. This scheme, which matches winners by age and location, is a very effective way of helping new winners make contact with the only group of people who've been through what they are currently experiencing. We cannot provide non-publicity winners with mentors as we must protect their anonymity.

In 2005/06 we will conduct a survey of the winners who choose not to go public, to discover whether we can improve services for this group. We want to understand their decision not to go public and to see if their views have changed over time.

## Next steps

**We achieved all our commitments to players in 2004/05: optimising our games portfolio, increasing accessibility and improving positive views of The National Lottery.**

In 2005/06, we will:

- Continue to optimise our games portfolio and channels
- Continue to build positive feelings towards the lottery by developing the Lady Luck campaign and ensuring all communications reflect brand values.
- Develop information materials to make it easier for players to identify and play the games they want to play
- Provide backing for the Olympics through a range of games
- Monitor National Lottery Fast Pay to see if it does increase players' convenience and accessibility
- Review the trial of the winner mentoring scheme in order to develop it further
- Complete a survey of the winning experience for those who decide not to take publicity, for inclusion in our 2006/07 report.

## Case study: Making the most of winning



**Winning can be scary. When Michael Turner and Lesley Learad from Sheffield won more than £3 million playing Lotto in April 2003, their initial response was what Michael describes as "nervous disbelief".**

"It was a Saturday, and I was either going to have a punt on the Grand National or buy a lottery ticket," he explains. "In the end, I bought the ticket. When Lesley and I realised that we had the winning numbers, we were really shocked. At first I thought it must be a wind-up, but even when I knew it wasn't, it didn't really sink in for a few weeks. Then we gradually realised that we could have all the things we'd ever wanted. And that's a brilliant feeling."

But even two years later, Michael can remember how nervous he was at the time.

"We had to ring through to Camelot's Cardiff office to verify the numbers. I was so anxious that I didn't want to make the call and couldn't hold the phone properly. But the people at Camelot were great. They were very calm and took me through things a step at a time.

The next day, they picked us up in a car and took us to Cardiff. Again, everyone was very calm and helpful. They even showed us a video about how to cope with winning. We needed to have a bank manager there to act for us. And they helped us to choose one. They gave us advice and help on choosing a solicitor and an accountant. We would have had no idea how to do it otherwise. Our accountant recommended putting the money into high-yield accounts and, as far as possible, living off the interest. And we've followed this advice."

Michael says that he and Lesley took the decision to go public with their win because he was confident that Camelot would be able to help them cope with the inevitable press interest.

"People from Camelot were there with us at the first press conference and helped us handle some of the questions. And ever since then, they've provided us with PR and legal support whenever we've needed it. It's been great knowing that they are there in the background and it's been a real help to keep open the links between us. They really don't seem to be able to do enough for us. It's like having another member of the family looking out for your interests. And we've been happy to support Camelot in return, doing publicity events such as the 10th anniversary event for past winners."

Asked if Camelot could do even more to help support winners, Michael simply refers back to his own case. "In my experience, they really do look after winners and they do it well. They get the level of support spot on. I think they're brilliant."

## Case Study: Best Customer Service



**Camelot's Interactive customer service won a Revolution Award, one of the premier annual events for organisations involved in the digital business world. It recognises organisations which have achieved excellence in their use of digital channels for business and marketing.**

We won in the Best Customer Service category because we could demonstrate an effective use of digital channels to improve customer service and to improve two-way communication with our customers. National Express, Microsoft and Virgin Atlantic were runners-up.

The judges were impressed by our innovative use of website-based Self-Help (including 'Ask Evie'), the continual improvement programme of our website based on player feedback, and the responsiveness of the Interactive Contact Centre team in Glasgow.

We were also shortlisted in the Best Online Retailer section.

