



Case Study

2019 EFFIE AWARDS CANADA GRAND WINNER

"LOTTO 6/49 - INTEGRATED YEAR 3"

If you can't change the game, change how it's played. In only three years, Lotto 6/49 turned its equity as a losing game into acts of celebration for everyday victories in life. By shifting the reason why people should play Lotto 6/49 and turning everyday moments of luck into purchase occasions, the campaign reverted decades of declining sales among Millennials in the industry. Today, the tagline You should play 6/49 is used daily by Quebecers, a saying that ensures the lottery's relevance and ticket purchases for years to come.

Competition:
Effie Canada

Ran in:
Canada

Category:
Sustained Success- Services

Brand/Client:
Lotto 6/49
Loto-Québec

Lead Agency:
Sid Lee

Contributing Companies:
Sid Lee media
Gorditos
BLVD
Québecor

Product/Service:
Leisure and Entertainment

Classification:
Regional

Dates Effort Ran:
August 31, 2015 - ongoing

Category Situation:
In Decline

Credits:
Alex Bernier
Marianne Brault
Alexis Cadieu
Zoé Doucet
Quentin Fachon
Claude-Antoine Guibord
Christopher Jones
Zachary Labrosse-Rémillard
Marie-Claudette Lalonde
Frederic Lanteigne
Noémie Martin
Emily McAllister
Nicolas Monette
Alexandre Pellerin
Jenny Pham
Véronique Poulin
Julien Roub-Charland
Janie Thériault
Saskia Von Lignau
France Wong



Executive Summary

The Challenge

Aware of the low odds of winning, Millennials had stopped buying lottery tickets.

The Insight

Millennials are luckier than they think in everyday life.

The Idea

Turn moments of luck into Lotto 6/49 moments.

Bringing the Idea to Life

Highlight, share, and create everyday moments of luck that make people say, "You should play 6/49."

The Results

In a declining Canadian lottery industry, shares of Millennials playing Lotto 6/49 monthly grew from 36% to 44% since 2014.

Effie Awards Category Context

If you can't change the game, change how it's played. In only three years, Lotto 6/49 turned its equity as a losing game into acts of celebration for every small victory in life. By shifting the reason why people should play Lotto 6/49 and turning everyday moments of luck into purchase occasions, the campaign reverted decades of declining sales among 18- to 35-year-olds in the industry. Today, the tagline You should play 6/49 is used daily by Quebecers, a saying that ensures this lottery remains relevant and tickets will be purchased for years to come.

State of the Marketplace & Brand's Business

Launched in June 1982, Lotto 6/49 became the first nationwide Canadian lottery game to allow players to choose their own numbers. As the name implies, six numbers are drawn from a set of 49. A minimum of \$5M is shared between the tickets with six winning numbers. Should there be no ticket with the six winning numbers, the prize that's not won is added to the next jackpot. It became very popular and reigned supreme for decades. Loto-Québec is responsible for marketing and selling Lotto 6/49 in Quebec, while other provinces promote the same Lotto 6/49 in their own way to their own target segments.

Unfortunately, like many products that do not change over time, Lotto 6/49 got old. In 2014, 71%¹ of Lotto 6/49 sales in Quebec came from players 50 and older. Among all Lotto 6/49 players, 35%¹ were retired. The vast majority of lottery products had not been able to transfer generationally. Sales were decreasing as baby boomers were leaving the end of the demographic chart.

The increasingly educated new generation knew about probabilities and statistics. Millennials simply did not believe they could be lucky enough to win a game with odds of 14 million to 1. Sales of Lotto 6/49 among Millennials had been drastically and systematically decreasing for the past 15 years. Indeed, among 18- to 24-year-olds, only 3%¹ bought a Lotto 6/49 every four weeks or less, and 6%¹ every 3 months or less. Unfortunately, nothing seemed to stop the sales decrease, not even the addition of a guaranteed 1-million-dollar prize at every draw. Nothing could make the product itself more attractive.

The problem lay deeper, beyond the increased understanding of probabilities. Consumers, and more specifically younger generations, stopped seeing the relevance of Lotto 6/49. No matter how big the prize or how big the dream we showcased in advertising, we wouldn't gain more traction from Millennials. Of course, 18- to 34-year-olds have dreams, but they could not see Lotto 6/49 as a means of realizing these dreams.

How could we convince new generations that luck could be on their side when they were very knowledgeable of the low odds of winning?

We needed to shift the way they perceived lottery games such as Lotto 6/49. We needed to break the rules of the category and find a creative opportunity that would reconnect younger generations with Lotto 6/49.

Audience

In order to reposition Lotto 6/49 to attract more Millennials, we needed to better understand their behaviours, motivations, and ultimately their relationship with lotteries in general.

Aged 18 to 34 years old, Millennials had never been Lotto 6/49's main focus. However, the major shift required to re-engage them could not alienate other generations since Loto-Québec's products have to tailor to the entire population.

While Millennials did not seem to believe in their odds of winning the lottery, they clearly seemed to believe in their odds of winning in life. They revealed themselves to be an amazingly positive generation². Optimistic in nature, they believed they had the power to make the world a better place. Millennials' tendencies to see the glass half-full was apparent in the way they handled their finances, their life choices, and their careers – always in tune with what today had to offer.

We needed to find a way to make them feel that optimistic about Lotto 6/49.

Objectives & KPI's

The resulting business objective became clear and ambitious:

We aimed to avoid a further decrease and stabilize the number of Millennials at 27% among the "4 weeks or less" Lotto 6/49 buyers. We were, optimistically, looking to reverse the trend and reach 30%¹.



Sourcing

1. Client's data assisted by SOM Research – Market update Volume 1, 2014
2. Pew Research Center's Social and Demographic Trends project, 2013

Insight

As we pushed our thinking further, we realized Millennials' optimism and positive outlook on the future could completely change the reason why they play Lotto 6/49.

Luck emerged when we put our optimist Millennial hat on. The world became a place filled with luck. It is everywhere, and it happens all the time. How is it that one morning, we can get every green light on our way to work? How is it that our flight to Paris is on time when all others are cancelled? How could we have met our future husband or wife on a subway ride? As a matter of fact, big or small, many of life's most beautiful things happen by chance.

To truly benefit from this insight, we needed to find a way to make Millennials think of Lotto 6/49 when luck occurs. But how could we make every lucky moment a Lotto 6/49 moment? Looking at the brand's equity, it was clear that it had always been very grounded, human, and anchored in everyday life. And that's when we completed the insight. When luck strikes in an everyday situation, people often say, "You should play the lottery." This expression transcends generations and is popular in Canada, the United States, and elsewhere.

The Big Idea

Make Millennials realize that everyday life is filled with lucky moments that we celebrate with the expression "You should play Lotto 6/49."

Bringing the Idea to Life

We envisioned many steps to grow this idea into Millennials' behaviours. The communication platform was built to show, amplify and create everyday moments of luck and trigger a purchase.

Year 1: Launch the new expression into culture

SHOW

TV-First, we needed to show everyday moments of luck that would remind people of the expression. Due to cultural

and linguistic factors in Quebec, we emphasized television as it remained the best medium with which to reach Millennials and more. We created a flexible platform of short TV spots that recreated situations that people could relate to, whether they happened to them personally or not, creating endless possibilities to pick up on new moments of luck.

Social Media—Simultaneously, to boost shares on social platforms, we created posts that encouraged Millennials to use #youshouldplay649. Posts featured various moments of luck that would naturally be shared on social media.

AMPLIFY

Radio & OOH—We also targeted moments the vast majority of people experience daily and amplified them. Radio and OOH helped ensure high frequency. Clocks become sources of chance for anyone to see 24 times a day when numbers were aligned (i.e. 1:11, 2:22, 3:33, etc.). In partnership with radio stations and digital billboard networks, Lotto 6/49 created ads that lasted only one minute and celebrated those who could see or hear them.

Year 2: Extend usage to more situations & contexts

AMPLIFY

TV—The second year, Lotto 6/49 emphasized a few moments of luck Millennials would most likely engage with. In Quebec, hockey players hitting the post is a notorious moment of luck, usually the mark of a crucial play in NHL games. Lotto 6/49 created ad banners that appeared on hockey fans' TV screens only on those occasions.

DIGITAL NEWSPAPER—Lotto 6/49 also highlighted moments of luck in sports recap sections in top digital newspaper LP+.

OOH—On May 25, 2016, Montreal inaugurated their new long-awaited high-tech metro trains. At first, only a limited number of commuters had the chance to ride them every day. To celebrate such fortunate moments, Lotto 6/49 was the only authorized ad on the first-ever in-train screens.

SHOW

TV—New recreated moments of luck were aired to keep surprising people.

Year 3: Make moments of luck feel even more personal

CREATE

SOCIAL MEDIA—The third year, Lotto 6/49 looked for ways to create genuine moments of luck Millennials could encounter. Every August in northern Quebec, a shooting-star spectacle lights up the night sky. While most Quebecers know about it, few are able make the trip to see it in person. Lotto 6/49 went on location to broadcast it on Facebook Live. Every time a shooting star appeared, a banner prompted viewers to make a wish with a purchase. In only three hours, it reached 1 in 10 Quebecers¹.

AMPLIFY

NEWSPAPER—On January 1, Lotto 6/49 congratulated parents of the first newborn of the year. Later on in the year, it applauded people with the luckiest horoscope predictions. These highly targeted executions helped feed mass conversations and drive qualified leads.

GUERRILLA—On Black Friday, Lotto 6/49 took over the best parking spots at malls to remind shoppers how unbelievably lucky they were to have scored spots so close to the entrance. In partnership with the Montreal Airport, Lotto 6/49 also created custom tags celebrating the very first luggage to arrive on the carousel.

DIGITAL BANNER—On MétéoMédia's website, Lotto 6/49 created dynamic banners that appeared only when people saw extraordinary weather forecasts. The integration of this feature on the newsfeed was a first in the industry.

SHOW

TV—New recreated moments of luck were aired to keep surprising people.

Sourcing

1. Client social media report, 2017

Paid Media Expenditures

	Initial Year: 2015 - 2016	Interim Year: 2016 - 2017	Current Year: 20178 - 2018
Paid Media Expenditure	\$2 -5 million	\$2 -5 million	\$2 -5 million
Percentage change from Previous Sample Year	-8%	-25%	+7%

Compared to other competitors in this category, the budget is: N/A

Compared to prior year spend on the brand overall, the brand's overall budget this year is: About the same

Referring to the previous question "Compared to other competitors in this category, this budget is: Not Applicable," Loto Québec is a government corporation, meaning that there is no competitor in this category for the province of Quebec.

	2015 - 2016	2016	2017	2017 - 2018
Ecommerce	0	0	0	2%
Interactive/Online	4%	2%	2%	6%
Mobile/Tablet	7%	7%	7%	8%
OOH	7%	6%	6%	19%
Print	1%	2%	2%	3%
Radio	49%	50%	50%	31%
Social Media	4%	3%	3%	9%
TV	28%	30%	30%	22%

Owned Media

Social media was used to host and amplify multiple activations around lucky moments. See description of this strategy in section 3: Bringing the Idea to Life.

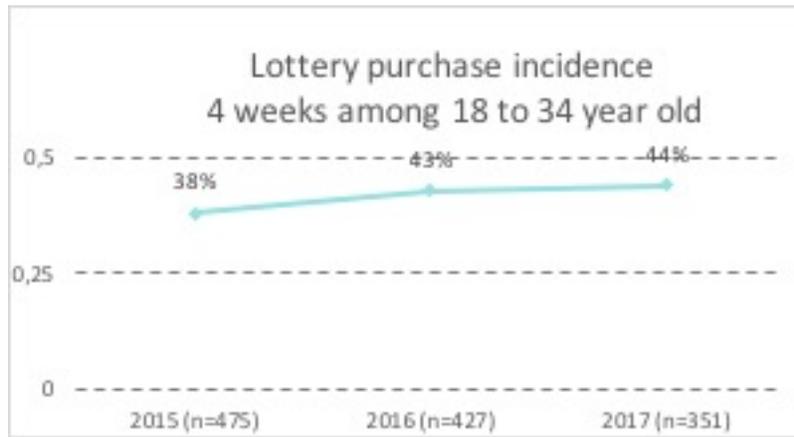
Sponsorship

N/A

Results

Changing behaviours

After decades of declining sales among Millennials, the campaign finally turned things around for good. The percentage of 18- to 34-year-olds playing the lottery at least once every four weeks increased consistently from 2015 to 2017 to reach a high of 44%¹.



During the same period, the popularity of national lotteries kept decreasing. In 2017 again, revenues of national lotteries declined by 5%¹ across Canada.

Moving the needle in the lottery industry is very difficult because of its size and maturity stage. Nonetheless, when we take a closer look at purchase intentions, more than one in two Quebecers would certainly buy a Lotto 6/49, representing a jump of 8%. Purchase frequencies for regular and occasional buyers are also on the rise, indicating that we are moving in the right direction.

All Quebecers	Saw campaign	Did not see campaign	Impact (+/-)
Purchase frequency			
At least once a week	36%	28%	+8%
At least once a month	58%	53%	+5%
When the jackpot is big	23%	22%	+1%
Purchased in the last month (among previous Lotto 6/49 buyers)			
Lotto 6/49	82%	77%	+5%
Purchase intentions			
Top Box (certainly)	54%	46%	+8%
Top 2 Boxes (certainly/probably)	81%	77%	+4%

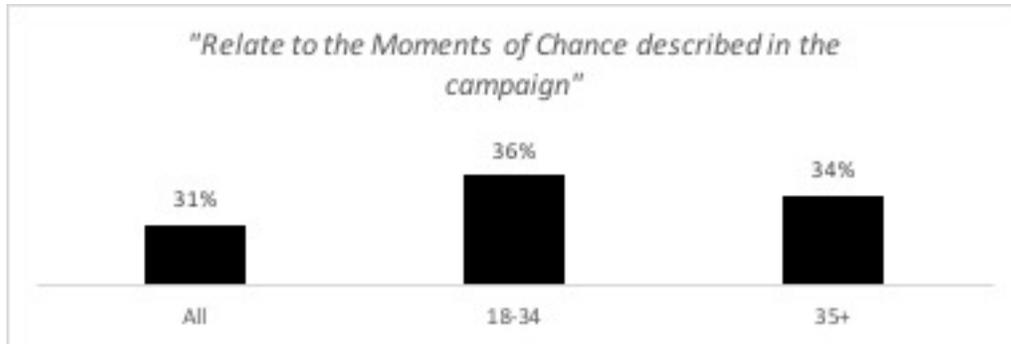
Source: Ipsos ASI

Lotto 6/49 TV advertising launched on September 28, 2015.
Result period: November 2-15, 2015

N = 1,206

Building relevancy

Millennials lead busy lives and are targeted by every industry imaginable. Lotto 6/49 needed to create a deeper and more meaningful connection with Millennials without alienating its older customers.



Source: Ipsos ASI, November 2015

N=1,206

More than one in three Millennials could personally relate to the moments of chance that were exhibited in the several 15-second ads. This demonstrates a renewal of the relationship between Loto 6/49 and this demographic based on a strong emotional connection.

Stories that resonated

Because we wanted people to be engaged and tell us about their moments of chance, we created the hashtag #YouShouldPlay649 (#TuDevraisAcheferUn649). The hashtag really caught on and two out of three Quebecers who've heard about it believe it's catchy. Within the first three weeks of the campaign launch, more than a thousand stories were shared in response to our invitation, totaling more than 15,000² engagements on Loto-Québec's Facebook page.

The subject matter of the campaign and its perspective on everyday lucky moments resonated so strongly with Quebecers that three sketches from the Radio-Canada year-end three-million-viewers-strong Bye Bye show parodied our TV spots.

Other Contributing Factors

Since Loto-Québec is a monopoly, one would think that Quebec's 5.7%³ economic growth from 2014 to 2017 impacted Loto 6/49's revenues positively. However, lottery sale bumps are historically related to economic slowdowns as consumers turn to these products for hope⁴.

Sourcing:

1. Client's data assisted by SOM Research – Market update Volume 1, 2017
2. Client social media report, 2017
3. Statistics Canada – "GDP of Quebec, Canada from 2000 to 2017"
4. The Journal of Behavioral Decision Making – "People look to the lottery to get back to where they were financially."



Effie Worldwide

148 Madison Avenue, 4th
Floor New York, NY 10016
Email: cases@effie.org
Tel: 212-913-9772
Fax: 212-849-2756
effie.org effieindex.com



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