

# THE NATIONAL LOTTERY PROMOTIONS UNIT

ANNUAL REVIEW

THE  
NATIONAL  
LOTTERY®

2018/2019



## CONTENTS

# 02

INTRODUCTION

# 03

2018/19 OBJECTIVES  
AND IMPACT

# 04

LOCAL CAMPAIGNS  
PILOTS

# 07

NATIONAL LOTTERY  
AWARDS

# 08

ON-GOING SUCCESS

# 10

FINANCIAL PROFILE

# 11

2018/19 OBJECTIVES  
AND 25<sup>TH</sup> BIRTHDAY  
PROGRAMME



## INTRODUCTION

### WHO WE ARE AND WHAT WE DO

The National Lottery Promotions Unit (NLPU) raises positive public awareness of National Lottery funding, thereby contributing to the overall health of The National Lottery brand.

Using campaigns that encompass traditional and digital media and support the One National Lottery approach, the NLPU raises public awareness and thanks National Lottery players for funding thousands of incredible projects across the UK and in local communities.

The NLPU is a joint venture between the 12 National Lottery distributors, the Department for Digital, Culture, Media & Sport (DCMS) and the current operator Camelot. Six of the 12 Distributors sit on the NLPU's Management Board to make decisions and steer strategy. As the NLPU reports into the Management Board it is uniquely placed to drive work on behalf of the whole family – a remit no other organisation has.

As The National Lottery Family looks ahead to celebrating 25 years of the National Lottery in 2019, the NLPU will collaborate with the entire family to celebrate the incredible difference The National Lottery has made – and continues to make – to the lives of people and communities throughout the UK.

# 2018/19 OBJECTIVES AND IMPACT

## OUR 2018/19 PRIORITY AREAS

1

Deliver an extraordinary **National Lottery Awards 2018** and refresh plans for the **2019** event.

2

Working with the whole National Lottery family, draft and co-ordinate a strategic approach and creative programme for the **25<sup>th</sup> National Lottery Birthday**, and deliver an Impact Report.

3

Embed **One National Lottery** within the National Lottery family by sharing best practice and measuring behaviour change.

4

Develop and execute pilot **Local Campaigns** to increase relevance and awareness among target audiences.

5

Provide **relevant bespoke stories** for communities across **England, Scotland, Wales and Northern Ireland**.

## SUMMARY OF OVERALL IMPACT

- ◆ The NLPU achieved a total of 1,201 media items (down from 1,557 items in 2017/18) with a reach of 160 million (up from 112 million in 2017/18) across both national and regional titles.
  - Fewer media items but higher reach attributed to an increased focus on high quality broadcast and media opportunities.
- ◆ 83% of the media items hit all key media messages (up from 81% in 2017/18).
  - Increase in message quality attributed to better quality content and improved One National Lottery messaging.
- ◆ On social channels, The NLPU achieved a reach of over 16 million (down from 19 million in 2017/18) and an engagement of 211,000 (up from 34,000) on their channels.
  - Decrease in reach as the NLPU focused on using non-NLPU channels to promote content – which increased the reach of the NLPU's content overall.
  - Increase in engagement attributed to an increased focus on high quality engaging content.

### The NLPU generated content to sit on non-NLPU platforms with the aim of targeting younger audiences (18-35):

- ◆ Two viral videos reached over 4.7 million people with an engagement rate of 12.4% (average engagement rates are 2-3%).
- ◆ Using digital influencers to promote the 2018 National Lottery Awards secured a reach in excess of 2.2 million with engagement rates of 4.3%
  - This contributed to the National Lottery being listed eighth in the top ten most improved list of positively talked about brands among millennials, according to the YouGov Brand Index <https://www.brandindex.com/ranking/uk/2018-wom>

### The NLPU's external impact has contributed to the following outcomes for the National Lottery:

**63%** of people agreeing that The National Lottery supports meaningful causes (UP 29% from 34% in 17/18)

Overall brand positivity is

**43%** (UP 1% from 42% in 17/18)

**27%** of people agreeing The National Lottery benefits their local area (DOWN 1% from 28% in 17/18)

# LOCAL CAMPAIGNS PILOTS

## CAMPAIGNS

The NLPU generated significant coverage across multiple channels via local, regional and national campaigns. These were:



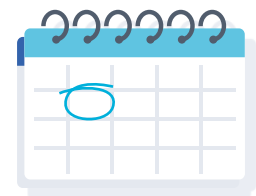
### Local Campaign Pilots

Targeted pilot public relations campaigns in carefully selected areas across the UK over a three month period. The campaigns were designed to either tackle low awareness of National Lottery good causes or generate awareness as a prelude to upcoming National Lottery investment.



### National Lottery Awards

A country wide campaign to find the UK's favourite National Lottery funded projects and athletes. The campaign was designed to generate coverage for all good causes through a call for entries and a public vote, celebrity ambassadors and case studies of people changing lives with the help of National Lottery funding. The media activity culminated in a BBC One Awards show.



### One National Lottery

A six-month internal campaign to embed The National Lottery purpose, brand storytelling and behaviours within all distributors' culture and brand. The campaign was designed to measure and support distributors' delivery of the One National Lottery approach.



### Lottery Legends

In partnership with the British Film Institute, five young film makers created a series of films about the inspirational people who do extraordinary things with National Lottery support. The campaign was designed to generate regional media coverage and UK wide engagement across digital channels.



### Year of Young People in Scotland

A multi-platform digital influencer campaign to raise awareness of the projects funded through the Year of Young People National Lottery Fund. The campaign was designed to increase positivity towards the National Lottery brand amongst an audience in Scotland aged 18-26 years.



### Thank you Northern Ireland

A multi-platform digital influencer campaign to raise awareness of the projects funded by The National Lottery in Northern Ireland. The campaign was designed to increase positivity towards the National Lottery brand amongst an audience in Northern Ireland aged 18-26 years.

# PILOT LOCAL CAMPAIGNS

**In response to Camelot Insight (Dec 17) which showed that local project awareness was in slow decline and that only one in three people could name a National Lottery-funded project local to them, the NLPU carried out targeted pilot public relations campaigns in carefully selected areas across the UK.**

## SUNDERLAND AND NORTHUMBERLAND

**In Sunderland and Northumberland, the Untold Stories series of eight short films featuring local influencers generated 80 pieces of coverage across both regions. A total of 98% of all coverage earned contained at least one of the campaign's key messages.**

The eight films achieved more than 200,000 views and the campaign, which also included a media partnership with a local radio station, had an overall reach of almost 2 million. This was boosted by local influencers and bloggers promoting the content.

Following the completion of the campaign, polling revealed that more people in the north-east found the National Lottery to be, 'a force for good,' (9% +1) 'joyful and celebratory,' (4% +1) and 'life-changing,' (33% +3). In addition, the number of people who could not name a National Lottery project in their area had decreased (77% -1).

## DUNDEE AND TAYSIDE

**In 2018, V&A Dundee opened with over £19 million of National Lottery investment and world-wide media attention. Using this as a catalyst, the #ThanksTayYou campaign sought to shine a light on some of the lesser-known projects across Tayside.**

A series of nine short films focused on the stories of individuals who had benefited from National Lottery funded projects. The accompanying PR campaign resulted in 10 pieces of earned coverage including spreads in The Evening Telegraph and The Sunday Post, as well as over 120 pieces of paid coverage through a partnership with DC Thompson across The Courier, Evening Telegraph and Wave FM. The total reach of the campaign, across online, print and broadcast was 18.6 million

With a combined reach of 18.6 million, the campaign helped increase the number of people that could name two or more local National Lottery funded projects (11% +2) and contributed to a rise in those who felt more positive about The National Lottery (14% +2).



# PILOT LOCAL CAMPAIGNS

cont...



## WREXHAM AND FLINTSHIRE

**The Lifechangers campaign in Wrexham and Flintshire celebrated the National Lottery investment of more than £101 million since 1994.**

Seven short films secured 28 pieces of media coverage with a reach of more than 1 million thanks to a media partnership with the Leader series and online platforms Deeside.com and Wrexham.com.

The films were viewed more than 120,000 times with one featuring double Olympic Taekwondo champion Jade Jones, attracting nearly 48,000 views.

The post-campaign poll saw a substantial increase in the number of people who believe 'anything is possible' (44% +14) with the National Lottery and 50% thought the campaign was very or fairly effective in encouraging people to play The National Lottery.

## BIRMINGHAM AND COVENTRY

**Work in Birmingham and Coventry took place as a prelude to the upcoming Commonwealth Games and UK City of Culture events.**

A sports event, hosted by Gabby Logan in Birmingham received blanket local media coverage including ITV Central, West Midlands Today, BBC WM Radio, Birmingham Post and The Mirror, reaching over 3.7 million people, while a digital influencer campaign had a reach of around 235,000.

Meanwhile, actor Helen George helped announce National Lottery funding for Coventry's year as UK City of Culture which secured significant media coverage including the Coventry Telegraph, local BBC, ITV and Touch FM reaching over 204,000 people. Alongside this, a partnership with online student newspaper The Tab has had a reach to date of 23,000.

The learnings from these pilots will be shared among the National Lottery family to inform and influence best practice for approaching regional work. The percentage point increases were not insignificant when the limited budget and time-span of each campaign is taken into consideration. But it is clear that in order to make significant inroads into raising local awareness, more sustained work is required and it is recommended that the NLPU's experience from this work is incorporated into further promotional activities carried out by National Lottery distributing bodies who are carrying out local media work.



# NATIONAL LOTTERY AWARDS

**Now in its 16th year, The National Lottery Awards is the annual search to find the UK's favourite National Lottery funded projects and athletes. All stages of the campaign generate coverage across a variety of media and social media platforms, through a call for entries and public voting, celebrity ambassadors and case studies of people changing lives with the help of National Lottery funding. The media activity culminates in a BBC One Awards show.**



## IMPACT

The National Lottery Awards was the largest campaign the NLPFU ran in 2018 and achieved the most significant coverage.

- ◆ For the 2018 campaign (Feb 2018-December 2018), over 1,500 items of traditional media were generated (up from 1,254 items in 2017). Media items were placed in The Sun (thanks to our media partnership), The Daily Mail, Press Association, The Sunday Mail, the BBC - both regionally and nationally.
  - The new Athlete of the Year category generated over 250 pieces of media coverage, helping to increase the total number of media items for 2018 compared to 2017.
- ◆ Over 277 million impressions (up from 197 million in 2017), 76,000 video views (down from 1.5 million in 2017) and 32,000 engagements (down from 131,000 in 2017).
  - Higher impressions due to improved NLPFU digital strategic approach (i.e. improved voting functionality and new categories for Awards) but lower views and engagements due to the Facebook algorithm change.
- ◆ 114,000 public votes for the finalists (up from 108,000 in 2017)
- ◆ Using digital influencers to promote the nomination stage of the awards, the winners and the television show secured a reach in excess of 2.2 million, with content viewed more than 650,000 times and average engagement of 4.3 per cent.

## \*NEW\* ATHLETE CATEGORY IN 2018

In 2018, the 'Athlete of the Year' Award was introduced for the first time to help celebrate the remarkable achievements of the UK's world class National Lottery funded athletes.

The three media days, featuring finalists Mahama Cho, Emma Wiggs and Katie Archibald, helped achieve over 250 pieces of coverage for this category including a nationally broadcast interview on ITV News.

## 25TH BIRTHDAY NATIONAL LOTTERY AWARDS IN 2019

In 2019, the 25th Birthday National Lottery Awards will reflect the National Lottery's 25-year legacy. It is an opportunity to showcase its depth, breadth and impact over the last quarter of a century as well as looking ahead to the next 25 years.



# ONGOING SUCCESS

## ONE NATIONAL LOTTERY

One National Lottery was introduced in 2017 to ensure all parts of the family promote a shared National Lottery brand, amplifying inspiring stories of the individuals that have benefitted from Lottery funding. In July 2018, the Family Wide Forum agreed that each distributor would independently roll out and embed One National Lottery, to best suit and reflect their unique nature and funding model. The NLPU Management Board agreed that the NLPU would support distributors would monitor progress and improve delivery of One National Lottery objectives.

### Progress:

- ◆ Distributor specific Strategic Direction Plans for 2019 (reflecting the 25th Birthday) were created to aid delivery of the One National Lottery approach. Moving forward, the success will sit with each distributor – the NLPU will regularly check and review each distributor's progress against their Strategic Direction Plans, as well as collecting and sharing relevant learning across the family.
- ◆ Internal and external communications for the 25th Birthday Programme will reflect the One National Lottery approach and messaging. It is the key platform to unify our message and tell a compelling shared story.
- ◆ The National Lottery Community Fund and The National Lottery Heritage Fund updated their organisations' names and brand to better reflect The National Lottery.

## LOTTERY LEGENDS

The NLPU embarked on an innovative partnership with the British Film Institute for the #LotteryLegend campaign.

The NLPU commissioned five young film makers, to create a series of films about the inspirational people and projects who do extraordinary things with National Lottery support.

Starring a diverse range of people and projects, from a taxi driver who also works as a first responder to an all-male dance academy and a charity that uses basketball to try and prevent knife crime to a fencing club established by a former Olympian, the films were viewed more than 268,000 times with a reach in excess of 418,000 on the NLPU's social channels.

The film featuring Sean Dillon, a taxi driver from Derry, Northern Ireland, who responds to medical emergencies, was the best performing piece of content on National Lottery Good Cause channels in 2018/19 with almost 90,000 views and a reach of 147,000.

All of the content was released to the media gaining coverage from regional BBC stations and local newspapers including BBC Radio Foyle, the Derry News and the Barking and Dagenham Post





## YEAR OF YOUNG PEOPLE IN SCOTLAND

In December 2018, the NLPU conducted a multi-platform digital influencer campaign to raise awareness of the projects funded through the Year of Young People National Lottery Fund and increase positivity towards the National Lottery brand amongst an audience in Scotland aged 18-26 years.

Through the campaign, a small group of Scottish influencers visited heritage, community, arts and sport focused projects. Their posts reached a combined follower base of over 230,000 people. This was accompanied by a consolidating campaign video which, through influencer and Facebook Advertising promotion, brought the campaign reach to over 300,000 people. In total the campaign resulted in over 58,000 engagements on social and 37,000 video views.

## THANK YOU NORTHERN IRELAND

In Northern Ireland, the NLPU's #ThankYouNI campaign used digital influencers to convey positive messages about the local impact of National Lottery funding.

Working with popular YouTube stars and former world boxing champions Ryan Burnett and Carl Frampton, who both have huge social media followings, the campaign had a reach of more than 600,000 with potential impressions totalling 2.1 million.

The influencers visited National Lottery funded projects or took part in National Lottery funded activities and posted about their experiences.

A film hosted by YouTube star Eoin 'MaxPlays' Maxwell on his YouTube channel, promoting National Lottery investment in sport in Northern Ireland, attracted 30,000 views.

In addition, while these were primarily digital activities they were also picked up by traditional media, gaining coverage in media including the Belfast Telegraph, Belfast Times and Newtownabbey Times.



# FINANCIAL PROFILE

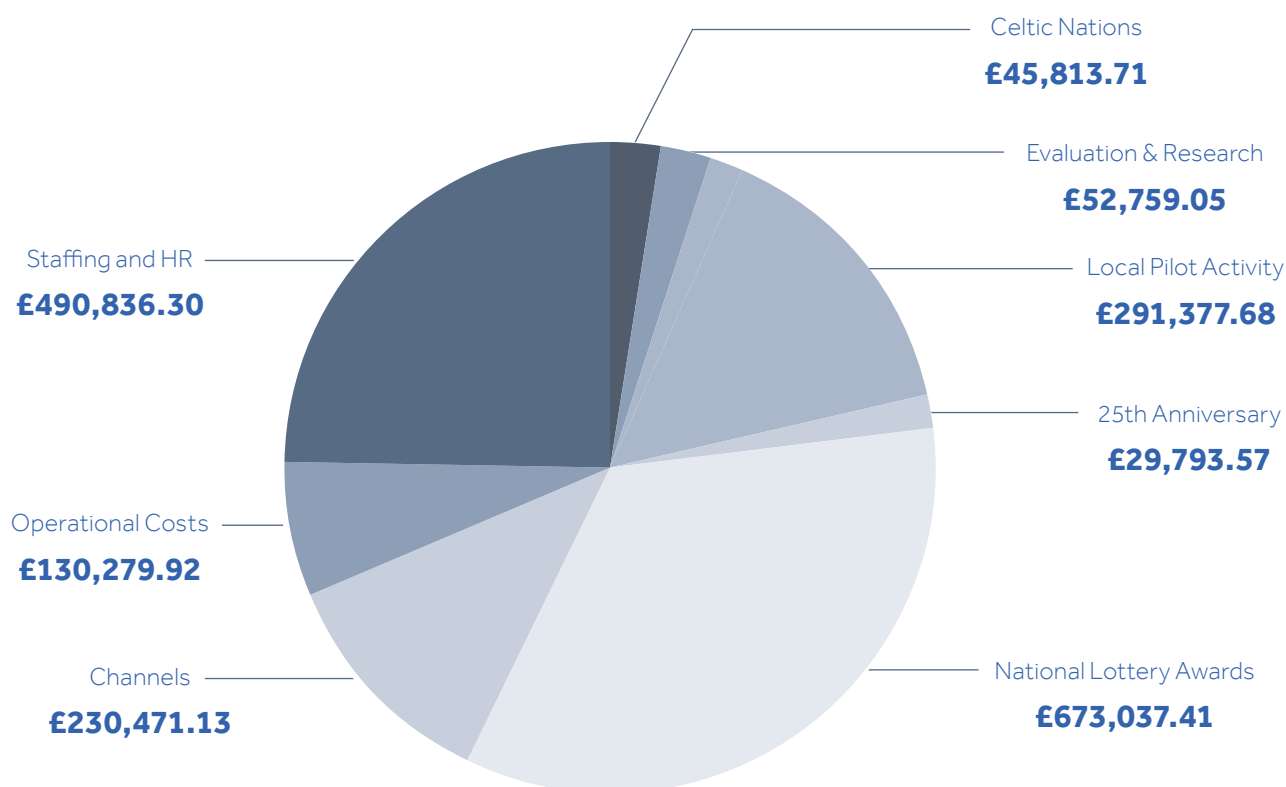
The NLP Management Board determines the budget on an annual basis. This is usually £2 million (including VAT) and can go up to a maximum of £3m if required. Camelot is liable for one third of the budget (up to £1 million inclusive of VAT). The remaining two thirds is deducted from the contribution payable to the Secretary of State under Camelot's Section 5 Licence. The day to day management of the budget is delegated to the Director of the NLP.

**Due to underspend in 2017/18, The NLP's total budget for 2018/19 was £2.46 million.**

**INCOME: £2.46 million**

**EXPENDITURE: £1.98 million**

**UNDERSPEND: £347,586**



# 2019/20 OBJECTIVES AND 25<sup>TH</sup> BIRTHDAY

## 2019/20 OBJECTIVES AND 25TH BIRTHDAY

1

Lead and deliver a high impact and creative 25th Programme throughout the whole UK. Work closely and on behalf of the entire National Lottery family, reaching as many people as possible in the UK to tell this story.

2

Deliver an extraordinary 25th Birthday National Lottery Awards, reflecting on the last 25 years and looking forward to the next

3

Embed One National Lottery into the entire 25th Programme, ensuring family members deliver against key metrics

4

Build on key moments of family partner activity, e.g. Track to Tokyo, DCMS Loneliness campaign.



## 25TH BIRTHDAY PROGRAMME

The NLPU's primary focus for 2019/20 is leading and delivering the 25th Programme, working closely with family members.

The National Lottery's 25th Birthday is a landmark moment to celebrate the incredible difference The National Lottery has made – and continues to make – to the lives of people and communities throughout the whole of the UK.

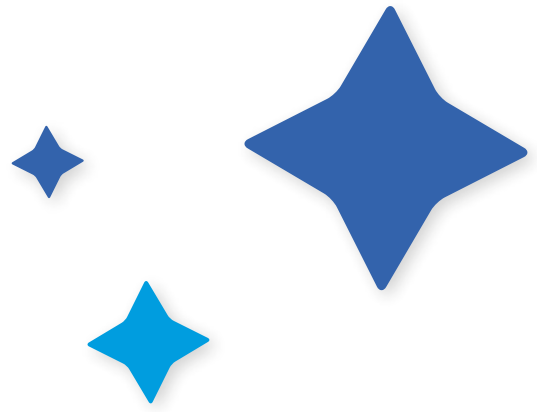
A programme of PR and Marketing activations is being developed to celebrate the 25th birthday and is being managed by The NLPU. The campaign is structured around delivering 25 engaging activations and events that will bring to life the impact The National Lottery has had on art, sport, heritage and community programmes across the UK. The campaign will be underpinned by the Evidence Base (facts, figures and stories) demonstrating the value of the National Lottery UK over the last 25 years.

Whilst the NLPU is leading the delivery of the PR and Marketing campaign, the 25th birthday is an opportunity for all distributors, projects and supporters to celebrate the impact The National Lottery has had. All stakeholders are encouraged to join in the celebrations in the best way they can.

## TRACK TO TOKYO

Every four years, the Olympic Games sparks the UK's enthusiasm for sport, providing the opportunity to engage the public's interest and awareness of National Lottery funding for elite sport.

Tokyo 2020 kicks off on the 24th July, 2020. Together with UK Sport, the NLPU will be launching a campaign in July 2019. Using digital media, events and traditional media, they will ensure the public understands the impact National Lottery funding has on competitive sport.



**THE  
NATIONAL  
LOTTERY®**

