

LOTTO THANKS

Celebrating Scotland's Summer of Sport



Category: PR

Word count: 1518

Over the last 20 years, the National Lottery has changed the face of sport in the UK.

As Glasgow 2014 approached, the National Lottery Promotions Unit (NLPU), challenged Wire Media to create a campaign that would raise public awareness of the help it's given elite athletes, sporting venues, attractions and the creative community to prepare for Glasgow's greatest summer of sport.

This was 'Scotland's Big Year' and as a result, media was

saturated. A stand-out strategy was essential.

While many Lottery funded athletes were competing in Glasgow, the organisation wasn't an official sponsor, so Wire had to develop a careful campaign that brought media cut-through, without igniting issues with Commonwealth organisers.

Tasked to deliver three creative PR opportunities to complement and amplify NLPU's in-house activity. Wire Media's resulting creative multi-media approach exceeded

expectations. Resulting in 75 pieces of coverage and generating an OTS of over 195M.

Features included The Times, BBC, STV, The Scottish Sun and Clyde 1, while the social media reach during the core campaign projects was over 200M.

NATIONAL LOTTERY: LOTTO THANKS

On your marks...

Since 1994, the National Lottery has invested over £7 billion in every level of UK sport. 2014 was set to be an action packed summer of sport and cultural celebrations and the National Lottery had played an integral role getting Glasgow and the athletes ready.

Naturally, the NLPU wanted to maximise the opportunity, in this its 20th anniversary year, to raise awareness of the positive impact Lottery funding and challenged Wire Media to deliver three PR initiatives in the run up to the Games.



Engaging primarily with a target audience of Glaswegians and Scots, with a secondary focus on reaching regional audiences in the other Home Nations, Wire's campaign had to:

- Promote Lottery-funding support of elite-athletes preparation for 2014
 - Highlight how Scottish cultural organisations, have benefited from funding
 - Raise awareness with ticket-buyers that their purchase has directly helped UK athletes prepare
 - Raise awareness of ways 20 years of Lottery-funding has helped regional athletes prepare
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NATIONAL LOTTERY: LOTTO THANKS

Get set...

Lasting, inspiring, with massive impact and huge gains for local communities.

That's the effect when something as simple as a lottery ticket is bought.

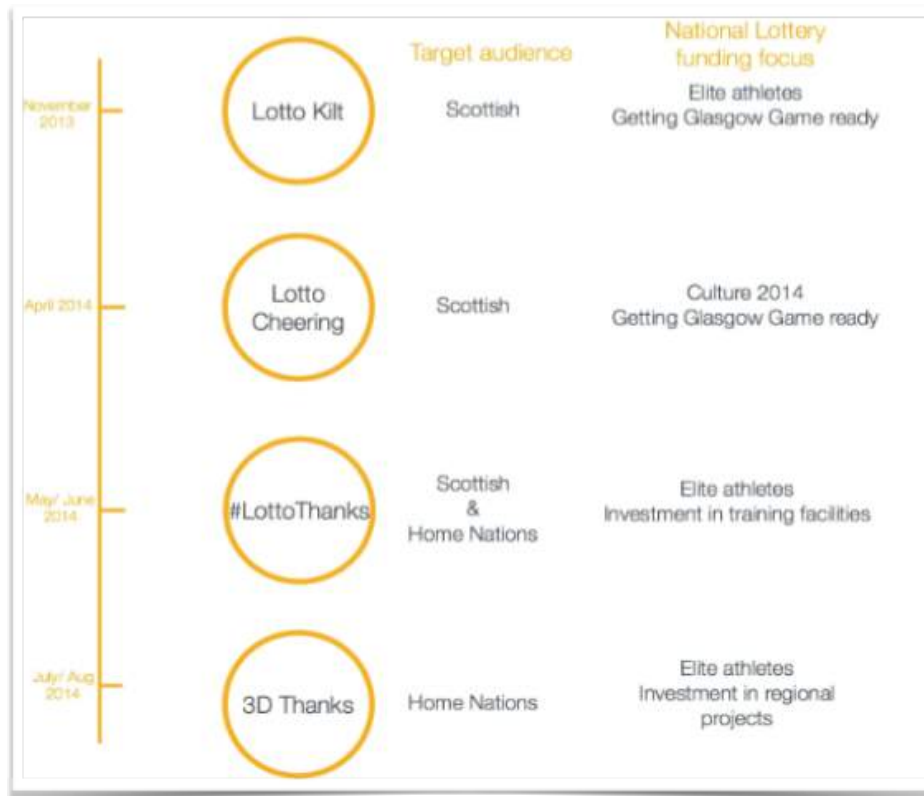
But when we approached the brief, Wire quickly realised that these wider consequences were often back of mind for consumers, if there at all. We challenged ourselves to come up with a clear campaign message to run through all three projects and help address this challenge.

We decided to place **'Thanks'** at the heart of our entire campaign and set about developing engaging and fresh ways for athletes, artists and performers, to thank Lottery players for their ongoing support.

Wire created three initiatives that the client absolutely loved.

- **Lotto Cheer** – Viral video capturing reactions of unsuspecting ticket-buyers in a newsagent as Lottery funded performers dropped by unexpectedly to say thanks.
- **#LottoThanks** – Twitter campaign connecting ticket-buyers with home-nation athletes to thank them for their support via the Lottery.
- **3D Thanks** – Giant sport inspired 3D-art instillation tour of the home-nations, spreading the message of #LottoThanks, highlighting 20 years of Lottery-funding has raised over £7billion for UK sport.

Launching the campaign with a creative photocall at the end of 2013, all three projects were designed to work create exciting, sharable content that would engage press and get people talking.



NATIONAL LOTTERY: LOTTO THANKS

Go!

The Lotto Kilt



Playing on the Lottery being inherently woven into the 'fabric' of sporting success and Glasgow 2014 preparations, Wire commissioned an artist to create a kilt from Lottery tickets. With National Lottery funded Scottish swimmer, Robbie Renwick, as our model, the shoot took place at the Riverside Museum and Kelvingrove, reinforcing the Lottery's support for cultural venues.

Armed with a selection of beautiful photographs and strong line for press, we targeted all main picture desks alongside a press release, setting the tone for the entire campaign. To ensure reach beyond print, a multi-media strategy was deployed. A videographer captured the shoot and interviewed Robbie for digital press and social. [Watch Robbie's video](#)

Footage was shared with online desks and bloggers, while audio interviews and sound bites were supplied to stations unable to attend on the day. Our co-ordinated social plan ensured support in advance from National Lottery accounts, key stakeholders, like SportScotland and some of Robbie's peers. Collectively maximising opportunities to share the story as widely as possible online.

Unsurprisingly, the beautiful images of Robbie proved a hit on social media, and were widely shared on Twitter and Facebook, with a reach of 275,000 via the National Lottery's social media channels.



NATIONAL LOTTERY: LOTTO THANKS

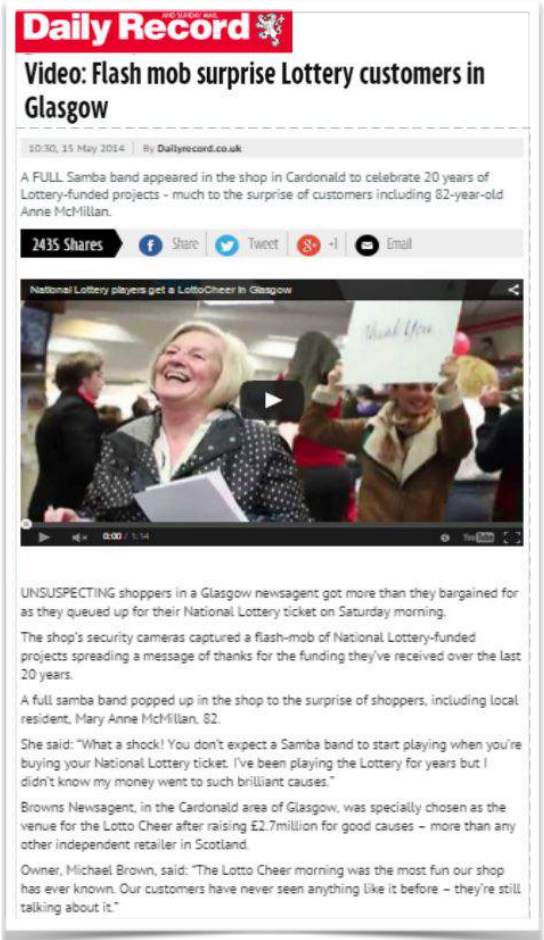
Lotto Cheer

To communicate the message that Lottery players contribute to the funding of cultural organisations, Wire created an engaging video that allowed them to say 'thanks' directly. Having amassed 50 Lottery-funded project volunteers, unsuspecting shoppers in a Glasgow newsagent got more than they bargained for as they bought their Lottery ticket. [Watch Lotto Cheer video](#)

Creating an engaging and entertaining video that captured the surprise of the customers was crucial to the viral success of the film. Having project managed every stage of the filming and edit, we seeded the video to key online media-outlets including Daily Record online and STV.tv, social media influencers, bloggers and stakeholders.

#LottoThanks was heavily promoted, while the film's blend of Glasgow humour, music and fantastic reaction shots, meant it was shared far and wide. Shares on social channels included The Sun, STV, Food and Drink Glasgow, A Wee Bird Told Me Glasgow, London School of Samba, I-on Magazine, Glasgow Now and Glasgow Extra. All highlighted the core message of thanks to Lottery ticket buyers from the arts projects.

On Twitter, the hashtag reach for the Lotto Cheer was over 214,000, while on Facebook, the video was viewed over 2,000 with a reach of over 68,480.



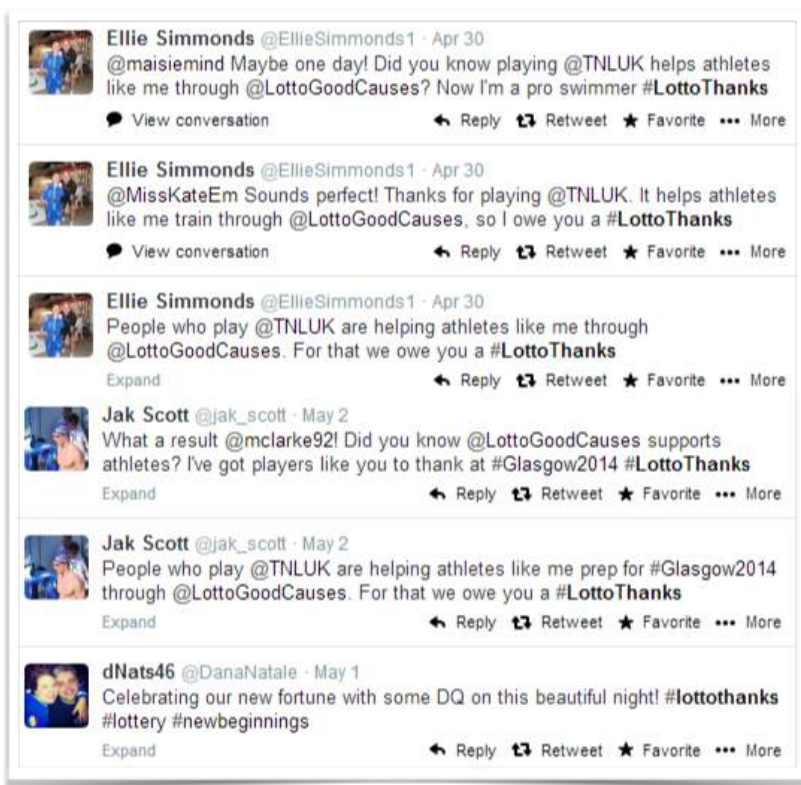
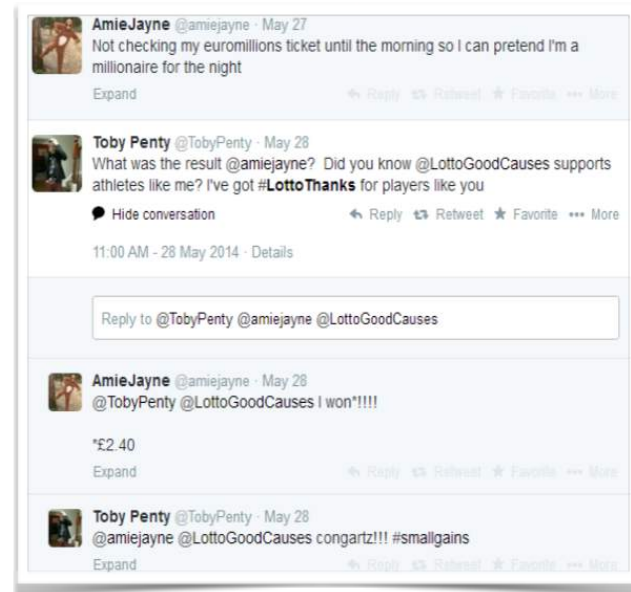
NATIONAL LOTTERY: LOTTO THANKS

#LottoThanks

Highlighting the positive impact of Lottery-funding has had for athletes, Wire set about giving them the chance to say thank you, directly to ticket buying members of the public.

Using @LottoGoodCauses and #LottoThanks, we prepared a Twitter social media campaign that allowed 35 competing UK athletes to engage with people who had so happened to tweet about buying a National Lottery ticket.

With a feel good element of surprise that ticket-buyers really responded to, we were able to raise awareness of the wider, crucial work that Lottery funding does. Tweets from the likes of swimmer Ellie Simmonds created fresh content that people were excited to receive and share. This was also supported by the sports respective organisations to help spread the word on social media.



The athletes loved having the opportunity to reach out say thank you. To the point that other sporting groups, such as the UK badminton team, got in touch to get involvement with campaign activity after seeing all the #Lotto Thanks conversations.

#LottoThanks reach exceeded its social media reach target of 2M by 500,000.

NATIONAL LOTTERY: LOTTO THANKS

The Last Lap

3D Thanks

Wire's final challenge was to create one big 'wow' idea that would translate across all four Home Nations, raising awareness of ways Lottery funding has helped regional athletes get Game-ready.

A giant sport-themed 3D artwork, commissioned by Wire, formed not only an impressive backdrop for photocalls and elite-athlete interviews, but became an experiential activity for members of the public to pose, take photos and share National Lottery messages on social media.

The NLPU team were incredibly excited about the 3D Thank You project, which also provided the opportunity to also highlight how 20 years of Lottery local, grassroot support helped competing athletes achieve their dream of competing in the Games.

Touring Glasgow, Cardiff, Middlesbrough and Belfast, Wire project-managed the entire campaign including sourcing artist, locations, and photographers, arranging props/print materials and securing a local athlete for each city.

Devising a fully integrated social and PR strategy, hashtags were shared with influential local bloggers and websites in advance. All regional print and broadcast outlets invited to attend and interview each elite-athlete. Wire reached out to regional tourist boards to help spread the word before and during the art's appearance in the city. As a result, the campaign made a huge regional splash both on and off-line.



Michael dips into 3D to mark lotto funding

TAKING THE PLUNGE Michael McKillop appears to go in at the deep end to mark 20 years of National Lottery funding to sport. But the 800m and 1500m triple gold medalist was posing at 3D artwork drawn outside Belfast City Hall to mark the occasion.

With the Commonwealth Games under way in Glasgow, Michael wished local athletes every success.

The 24-year-old from Glengormley, Co Antrim, said: "There's never been a better time to recognise the immense difference National Lottery funding has made to sport in Northern Ireland by supporting elite athletes and its future talent by funding grassroots projects and investing in facilities such as the Sports Institute Northern Ireland."

Every week, National Lottery players raise more than £3.3million for projects across the UK.

In the past 20 years, more than £126 million of funding has been invested in almost 3,000 sports schemes here.

That includes more than £25million going towards the building and running of the Sports Institute Northern Ireland, where many of our elite athletes train.

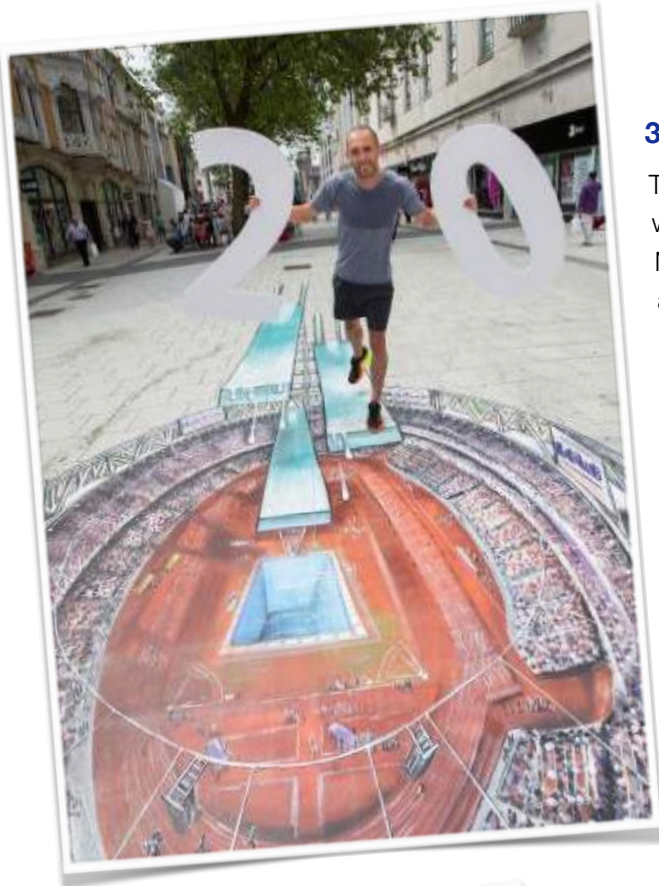
MAKING A SPLASH Lord Mayor Nicola Mallon and Michael on artwork

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3D Thanks

The four city photocalls and print/broadcast athlete interviews were extremely well attended by local and regional media. NLP's regional teams fed back that they among the best attended photocalls of their entire 'Summer of Sport' campaign. In total over 40 items of coverage appeared, generating an TS of just under 154M.

Broadcast coverage including STV Glasgow, ITV North & Tees, BBC Wales, Citybeat Belfast and BBC Look North, while print features included Middlesbrough Gazette, Belfast Telegraph, Athletics Weekly, Daily Mirror and Northern Gazette, Ability NI.



NATIONAL LOTTERY: LOTTO THANKS

3D Thanks

Consumer engagement during the 3D Art was a big part of the campaign and was a huge success. An estimated 500 members of the public posed on the 3D art. Most shared their pictures using #LottoThanks hashtag, leading to social media engagement achieving a level three times higher than targets.



A Lotto Success

Wire Media implemented a strategic, creative and successful campaign for National Lottery's summer of sport, smashing our targets across traditional press and social media engagement.

- 75 pieces of print, online and broadcast coverage, 99% positive in tone and generating 194.5M+ TS
- All coverage clearly enforced the National Lottery's role in supporting athletes, venues and cultural organisations preparation for the Games
- Scottish coverage included: Scottish Sun, The Times, Daily Record and Evening Times, Clyde1, STV and Global Radio
- Regional coverage included: BBC Wales, Citybeat Belfast, BBC Look North, Middlesbrough Gazette, Belfast Telegraph, Daily Mirror and Northern Gazette
- 500+ locals posed on the 3D-art, the majority sharing images on social media using #LottoThanks. Engagement and reach were 3x higher than targets
- Social media reach of over 200M+
- The National Lottery's Lotto Cheer YouTube video viewed almost 13K times. While The Daily Record's online link to the video has been shared over 2,500+ on Facebook, Twitter and Google+. The video rated one of the site's top five stories on launch day.
- The reach from the #LottoThanks athletes Twitter campaign were 25% higher than targets, reaching 2.5M.



ROBBIE'S KILT IS JUST THE TICKET

As Scotland's Robbie Renwick prepares to defend his Commonwealth 200m freestyle title in Glasgow in July, a textile artist has sown together more than 1,000 Lotto tickets to create a unique kilt highlighting this vital source of sports funding

As one of 1,300 elite athletes in the UK to receive National Lottery support, Robbie Renwick says: "National Lottery funding has helped me to get where I am today as a swimmer and everyone who plays the National Lottery should be really proud of the difference they are making to athletes like me. Throughout the years it's supported me - it's been there so I can live comfortably and just focus on my training and get the absolute best out of my performances every year. Hopefully this kit of 1,300 Lotto tickets will bring me some extra luck at the Commonwealth Games this year."

What did you think about the record Dual in the Pool?
Dual in the Pool was an amazing event. The swimmers really put on a show and the athletes loved it. It was a real treat. Hopefully we have more events like this, where we can show the world what we're capable of. I was really proud to represent the UK and give the US a run for their money. After an amazing equal score finish, it all came down to a decider - a 4x50m mixed medley relay. We were just touched out in the end, but it's definitely gone on for next time!

Did you have a Christmas break?
The Christmas break was a bit of a blur really. I had a few days of rest after Dual, then spent time with my family in Aberdeen on Christmas Day and Boxing Day. Then it was straight out to Tenerife on the 27th with Team Scotland.

What are your plans for early 2014?
At the moment I am out in Tenerife at the T3 training centre. It's great to get some warm weather training and hopefully avoid the worst of the cold spell back home. It's also a good team bonding exercise, as many of the athletes I am out here training and living with will be vying for places on the Commonwealth team.

Any thoughts about the Commonwealth Games?
I'm really looking forward to the Commonwealth Games in Glasgow. It's amazing to have the Games in my home country and I'll be doing

everything to make sure I'm on the team again. There is a real buzz building in Glasgow and to be able to train day in day out at the Commonwealth pool is a real advantage for me. Dual in the Pool gave a little taste of what the atmosphere will be like, so I'm looking forward to seeing what Scotland can bring in July. This will be my third Commonwealth Games for Scotland and to defend my 200m freestyle title from 2009 is definitely the goal.

Do you have any advice for young people who want to follow in your footsteps?
Yeah, absolutely - just have fun and enjoy it. That's all you can do. If you enjoy something, you're going to become good at it, and that's what it's all about. All my friends and even family were involved in swimming, and it was just a natural progression to get faster and faster. It's great because you can find so many friends, I have friends all over the world and I really recommend getting involved in sport.

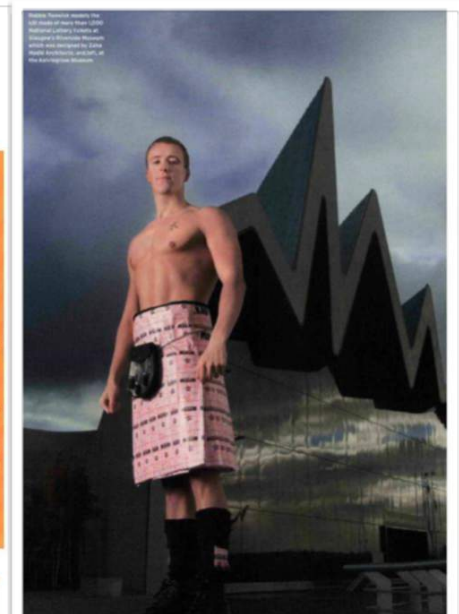
The Commonwealth Games are going to be fantastic, and having a home Commonwealth

Games especially live and train in Glasgow and the excitement around the city is just great.

LOTTERY STITCH-UP

Created by textile artist, Malcolm Chisholm, the kilt used over 4,000 metres of thread and took 40 hours of hand work to make in his Edinburgh studio. Malcolm said: "Making something as big as a kilt would be challenging for most people but creating one by stitching individual Lotto tickets was another matter altogether. I'm passionate about creating imaginative and decorative works out of unusual materials, so this was a really interesting project that I have enjoyed working on." The National Lottery has invested in a number of the Games' venues, such as Hampden Park and the Emirates Arena, key attractions including the Kelvingrove and Riverside Museums, as well as supporting volunteers and funding cultural and community initiatives inspired by the Games.

Swimmer, Viki Kennedy said: "Along with supporting our athletes, money raised by National Lottery players has built and refurbished world-class sporting venues and funded attractions, making Glasgow a wonderful and proud host city." "We think the Lottery ticket kilt is a fun way to visually represent the National Lottery's investment in the very fabric of Scotland, sport and the Glasgow 2014 Commonwealth Games." Robbie said: "The new kilt is absolutely fantastic - it's really impressive, one of a kind. More than 1,000 Lottery tickets made this kilt and it's just great." He added: "I'm literally counting down the days to the Commonwealth Games."



NATIONAL LOTTERY: LOTTO THANKS

A Lotto Success

The campaign surpassed all objectives, achieving visibility in a busy cultural year on a modest budget – Despite the complication of not being able to directly mention Glasgow 2014.

During an extremely busy time for Scotland and despite not being an official Commonwealth Games sponsor, Wire Media's engaging and fun campaign, built upon a genuine, warm message of gratitude from National Lottery supported athletes and cultural organisations, enabling them to say 'Thank You' to the public for their ongoing support. Helping Scotland get ready for its big year.

But don't just take our word for it...

"We were delighted to work with Wire Media on delivering our 'Summer of Sport' campaign. Their ideas were exciting and their creative approach resulted in brilliant coverage throughout the UK."

Vicki Kennedy, Director, NLPU

"We were blown away with the level of regional coverage Wire Media secured around the National Lottery 3D Artwork. We've been creating street art designs across the UK and internationally for a huge range of blue chip clients and charities since 2011, the results Wire Media produced surpassed anything the Street Advertising Team has seen before."

Kristian Jeffery, Director Street Advertising Services

