

# CASE STUDY



## Summary

In December 2003, Camelot launched Lotto Online, enabling players to purchase tickets for the game through the Internet at [www.national-lottery.co.uk](http://www.national-lottery.co.uk). The move was part of the company's strategy to build on sales growth and maximise returns to good causes by increasing access to The National Lottery. Camelot aimed to generate incremental sales from irregular and occasional lottery players who do not buy tickets at their local retailers and prefer the convenience of purchasing online.

The first task was to raise awareness of the new service and, as a result, encourage trial.

AOL were well placed to help Camelot achieve these aims, as Lotto advertising could reach the 2.2 million members that go online every day<sup>1</sup>. Perhaps just as importantly, AOL could also confidently predict that this awareness would be converted into sales. AOL members feel secure in conducting online transactions through AOL, and account for almost £1 billion of UK online retail revenue<sup>2</sup>.

This campaign would be judged on a variety of brand metrics as well as online sales and, ultimately, returns to good causes. Consequently, AOL commissioned NOP to run a research study, which would provide Camelot with extensive insights into AOL users' habits concerning The National Lottery and online purchasing behaviour. The research was conducted on the AOL service, with AOL members.

**Repeat online purchase rose by 22%<sup>4</sup>**

AOL's core benefits for Camelot:

- A mass audience that is interested in purchasing tickets for Lotto Online
- Dedicated National Lottery area on the AOL service

1. GB TGI (Winter 04) 2. AOL E-commerce survey 2004

# CASE STUDY

## CONT...



## Background

Camelot wanted to reach a quality, mass audience to raise awareness of Lotto Online. It was felt that online should be the primary medium for promoting the online lottery service, and so AOL, who could offer extensive opportunities for editorial integration and 6.8 million unique users<sup>3</sup>, were therefore chosen as partners.

## Summary of Activity

AOL created a dedicated National Lottery area, which allows AOL members to access The National Lottery site, purchase tickets online, check results, and to keep up with all the latest lottery news.

Promotional placements on the AOL Welcome Screen were the main drivers of traffic to the AOL National Lottery area, which directed people through to [www.national-lottery.co.uk](http://www.national-lottery.co.uk).

All activity was optimised around the Wednesday and Saturday Lotto draws and to maximise effectiveness, all ads were served between 5pm and 7pm on Wednesdays and Saturdays.

## Objectives

Camelot wanted to:

- Build awareness for ability to purchase tickets for Lotto Online
- Encourage trial of the service
- Build regular online player base, incremental to those who play via retailer
- Encourage advance play

**Awareness of online ticket purchase rose by 10%<sup>4</sup>**

## Research Study

The NOP research was carried out in three waves:

- Pre ad campaign (Wave 1) – 6th December 2003
- Mid ad campaign (Wave 2) – 13th to 21st March 2004
- Post ad campaign (Wave 3) – 29th May to 2nd June 2004

In all waves, the people who were interviewed were AOL members who were irregular or occasional National Lottery players. Therefore all findings relate specifically to AOL members.

<sup>3</sup> comScore

# CASE STUDY

## CONT...



### Performance

The campaign has been a great success in terms of increasing awareness and overall online sales with AOL Members.

### Key Findings

- Repeat online purchase has risen, mid-campaign to post-campaign, by 22%<sup>4</sup>
- AOL members who have bought tickets online say they are more likely to buy in advance and play more regularly<sup>4</sup>

### Awareness

The research showed there has been a significant uplift in awareness of The National Lottery online service amongst AOL users, indicating that the advertising generated cut-through.

- Awareness of the ability to purchase tickets for Lotto Online rose, mid-campaign to post-campaign, by 10%<sup>4</sup>
- 69% of those aware of the ability to purchase tickets for Lotto Online attribute awareness to Lotto Online advertising<sup>4</sup>
- Large increase in awareness (29%) amongst 18-34 year olds claiming to have seen the advertising on AOL<sup>4</sup>

**79% said they will continue to buy tickets online<sup>4</sup>**

### Future Potential

Almost half of AOL members who play Lotto are likely to continue to buy tickets online via the AOL service<sup>4</sup>. This is because AOL members find it more convenient and because they trust content provided by AOL. In fact, 30% of members are more likely to buy a Lotto ticket through [www.national-lottery.co.uk](http://www.national-lottery.co.uk) having visited the AOL National Lottery microsite beforehand<sup>4</sup>.

Given this 'AOL comfort factor' and the high awareness generated by the campaign, it's not surprising that repeat online sales from AOL members will be high - 79% say they will continue to buy Lotto tickets online<sup>4</sup>.

### Client comment

**"We are very pleased with the results of the campaign as AOL has generated consistent traffic, driven a high number of players and significantly contributed to the overall success of Lotto Online. AOL also provides a professional and focussed account services support team."**

Ailsa McKnight, Head of Marketing & Channel Strategy at Camelot.

<sup>4</sup> NOP World: AOL Lotto Ad Evaluation Survey 2004

