

CASE STUDY: NATIONAL LOTTERY

Industry: Consumer

Reinvigorating a national brand

The National Lottery was established in 1986 by the Irish government to raise money for good causes. 20 years on and the brand had grown organically, becoming fragmented and weakened. An evolution was needed to bring the brand up to speed with a fast-changing and contemporary Ireland.

We were approached to carry out a comprehensive brand review to investigate opportunities for reclaiming the core essence of the National Lottery. This meant creating a brand strategy that would deliver on the organisation's goals of responsibility, fundraising, retaining the current players and attracting younger consumers.



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Creating Ireland's brightest star

We began by developing a masterbrand strategy that would align the National Lottery game portfolio, media channels, beneficiary branding, sponsorship activity and stakeholder engagement. This was supported by a new masterbrand symbol that was used to endorse the main games and tie the National Lottery products together into a cohesive and appealing brand family.



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A world-class, iconic and lucky brand

We created a new identity that has been proudly received as more Irish, more appealing to all ages and demographics, and significantly more visible in retail – a world-class, iconic and lucky brand for the future.

The new masterbrand architecture has allowed National Lottery to introduce new games and generate significant increases in sales. The rebrand has also provided opportunities to increase the company's CSR commitments and reduce its carbon footprint.

The identity we developed took top prize in the Branding & Corporate Identity category at the 2008 Irish Design Effectiveness Awards and a Distinction in the 2009 Global ReBrand 100 awards.

