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## Special wins The Lottery Corporation creative pitch

By [Ashley Regan](#) | 14 November 2024 [0 Comments](#)

Lottery operator The Lottery Corporation has appointed Special Australia as its creative agency following a competitive pitch, AdNews can reveal.



TrinityP3 conduct a [closed review](#).

The incumbent VML had held the creative account for 13 years.

Special will become the agency of record for The Lottery Corporation's portfolio of brands, which include The Lott, Keno, Powerball and Oz Lotto.

The three-year appointment begins in early 2025.

The Lottery Corporation general manager of marketing Ben Johnson said his team was excited to explore new opportunities and innovative marketing solutions with Special Group.

"Throughout the pitch process, we were impressed by Special's exceptional strategic and creative expertise, as well as their collaborative spirit," Johnson said.

"What truly set them apart was their culture of kindness, honesty, and simplicity – values that align with The Lottery Corporation. In addition, their ability to tap into world-class strategic and creative talent, unrestricted by geography, offers a unique advantage.

"We're eager to build a robust and enduring relationship with Special that continues to drive some of Australia's most iconic brands."

Special Australia Partner and CEO Lindsey Evans said the team at The Lottery Corporation blew the agency away with their energy, smarts and ambition.

"Their unwavering commitment to true partnership, super high standards and more human ways of working was evident right the way through what was a great process," Evans said.

Special Melbourne partner and CSO Rebecca Stambanis said the agency can't wait to get started.

"From the very beginning, we could feel the warmth, curiosity and collaborative spirit of the entire team," Stambanis said.

"They are an incredible group of humans who want to do world-class work and have a good time doing it, so it is the perfect fit for us."

Johnson said thanked VML for the strong partnership that had helped evolve and elevate The Lottery Corporation's portfolio of brands.

"Over the past thirteen years, our businesses have grown and evolved together, forging a partnership that has contributed to the success of our brands," Johnson said.

"Thirteen years is an outstanding achievement, of which we are very proud. We have loved working with the VML team and wish them every success in the future."

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