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The Lottery Corporation Appoints Special Australia to Creative Account

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Advertising Agency
Sydney, Australia

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Special will work on a portfolio including The Lott, Keno, Powerball, and Oz Lotto



The Lottery Corporation, Australia's largest lottery operator, has appointed Special Australia as its new creative agency following a competitive pitch process.

Special will become the agency of record for The Lottery Corporation's complex portfolio of high-profile 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," he 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."

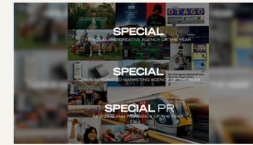
Special Australia partner and CEO Lindsey Evans said, "The team at The Lottery Corporation blew us away with their energy, smarts and ambition. Their unwavering commitment to true partnership, super high standards and more human ways of working was evident right the way through what was a great process."

Special Melbourne partner and CSO Rebecca Stambanis added, "From the very beginning, we could feel the warmth, curiosity and

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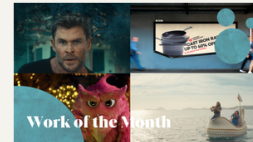


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collaborative spirit of the entire team. They are an incredible group of humans who want to do world-class work and have a good time doing it, so it is the perfect fit for us. We can't wait to get started".

The appointment of Special comes after The Lottery Corporation had engaged TrinityP3 to conduct a closed review of its creative agency arrangements.

VML had previously held The Lottery Corporation's creative agency account for 13 years.

Ben said he 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. 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," he said.

Listed on the Australian Securities Exchange (ASX), The Lottery Corporation is the driving force behind Australia's leading lottery games.

Licensed to operate in every state and territory except Western Australia, its brands include The Lott and Keno.

In addition to its digital apps and online platforms, The Lottery Corporation has more than 3,800 lottery outlets and 3,400 Keno venues in Australia, making it one of the largest retail operations in the country.

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