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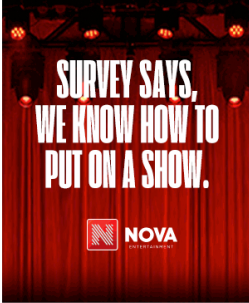
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Special appointed The Lottery Corporation's creative agency of record

MW by Mediaweek
Posted on 14 November 2024



Incumbent VML held the account for 13 years.



Special Australia has been appointed as the creative agency of record for The Lottery Corporation after 13 years with VML.

The creative agency will oversee the Australian lottery operator's complex portfolio of high-profile brands, which include The Lott, Keno, Powerball and Oz Lotto, over the next three years, beginning in early 2025.

Ben Johnson, The Lottery Corporation's general manager of marketing, 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."



Lindsey Evans

New partnership marks exciting transition

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 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".

A tribute to the outgoing partnership with VML

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

Johnson said he thanked incumbent 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

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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.

The Lottery Corporation, which is listed on the Australian Securities Exchange, is the driving force behind Australia's leading lottery games and 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.

RELATED ITEMS: BEN JOHNSON, LINDSEY EVANS, REBECCA STAMBANIS, SPECIAL, SPECIAL AUSTRALIA, THE LOTTERY CORPORATION, TRINITY3, VML

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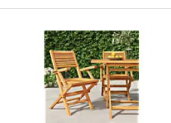
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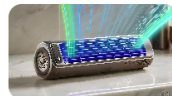
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IAS reports 11% revenue growth for Q3 2024 amid product innovation and key partnerships

MW By Mediaweek
Posted on 14 November 2024



Lisa Utzschneider: 'Our focus on AI-driven product innovation is paying off.'

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Integral Ad Science (IAS), a media measurement and optimisation leader, announced its Q3 2024 financial results, showcasing solid growth driven by strategic product expansions and new partnerships.

Key Financial Highlights

Total revenue rose by 11% to **\$133.5 million** from the same quarter last year.

Net income hit **\$16.1 million** with a 12% margin, reversing a net loss from Q3 2023.

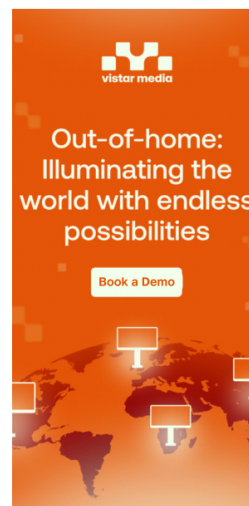
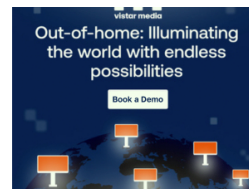
Adjusted EBITDA climbed to **\$50.6 million**, a 25% increase, with a 38% margin.

Strong international performance, with **\$40.8 million** in revenue outside the Americas, making up 31% of total revenue.

CEO Commentary

Lisa Utzschneider, CEO of IAS, attributed the strong results to industry-leading products and the addition of new clients. "Our focus on AI-driven product innovation is paying off, as seen with our recent optimisation solutions for Meta and expanded partnerships with platforms like TikTok and YouTube," Utzschneider said.

Recent Strategic Moves



- 1. Meta Optimisation Solution:** IAS launched a first-of-its-kind pre-bid optimisation tool to enhance ad placement on Meta platforms, allowing advertisers to ensure brand safety on Facebook and Instagram.
- 2. TikTok Partnership Expansion:** IAS extended its Total Media Quality offering to include new ad placements on TikTok, covering viewability and brand safety metrics.
- 3. Misinformation Detection on YouTube:** The rollout of misinformation detection ensures brand safety for advertisers across YouTube's ad inventory.
- 4. Google Ad Manager Partnership:** Launched IAS Curation to provide programmatic buyers with enhanced inventory targeting using actionable data.

C-Level Appointments

In a bid to strengthen its leadership, IAS welcomed **Marc Grabowski** as chief operating officer and **Srishti Gupta** as chief product officer, bringing deep expertise from Oracle and Amazon, respectively.

Financial Outlook for Q4 2024

Projected revenue of **\$148-\$150 million**.

Adjusted EBITDA forecasted between **\$55-\$57 million**.

Full-year 2024 revenue expected to reach **\$525-\$527 million**, with adjusted EBITDA of **\$185-\$187 million**.

CFO **Tania Secor** emphasised the company's robust financial health: "With a strong cash flow and minimal debt, we are well-positioned to continue investing in our growth initiatives."

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