



**MAKE THE
NATIONAL
LOTTERY
RELATABLE**



SYNDICATE 8



YOUR CHALLENGE

+1M PLAYS OVER 8 WEEKS

18-34'S AREN'T AWARE OF
TNL'S GOOD CAUSES

NOT REACHING 18-34
TARGET AUDIENCE



OUR PERSPECTIVE



+1M PLAYS OVER 8 WEEKS

18-34'S ARE SPENDING ON
WHAT MATTTTERS TO THEM

NOT **RELATING** TO **GEN Z**
TARGET AUDIENCE



60%

**of 18-29's don't
play TNL**



**BY DOING THIS
WE'LL DELIVER... 2.1M**

INCREMENTAL PLAYS



**YOU
SPEND
£30M
EVERY
Q4**

Source: AdIntel

SYNDICATE 8

WHO ARE GEN Z?



Undisciplined? Entitled? Lazy? Gen Z faces familiar flood of workplace criticism

The i Paper
https://inews.co.uk › opinion › what-its-like-to-be-a-laz...
hat it's like to
Feb 2025 We're

The Guardian
https://www.theguardian.com › society › mar › why-is-...

Why is everyone so obsessed with gen

Medium · Jessica Yarmey
70+ likes · 2 years ago

Gen Z Sucks (and what you should do about it as a leader

Cosmopolitan

Fox News

Gen Z plans micro-retirement
working



political, civic affairs

e so much

The
of Hating the Next
Generation (Gen Z)
Gen Z Is the First Generation Dumber Than Their
Parents. Neuroscientist Claims

←
Z
17 Jan 2025 · 2y ago
Volumed-Coyote

What's something about GenZ that you dislike?

Are All Gen Zers Really Entitled,
Lazy, and Phone-Addicted?



Reddit

https://www.reddit.com › unpopularopinion › comments › gen_z_are...

Gen Z are the most entitled and selfish generation - Reddit

It's not always a sad thing. Gen Z are more likely to work at multiple places, and gain more experience.
It's a whole new workforce.

GEN Z ARE FICKLE; THEY HAVE A 'SAY-DO' GAP



90% want sustainable products...

...**41%** won't pay for it

51% of Gen Z want to stop fast fashion consumption...

...**55%** buy fast fashion items after seeing them on TikTok

62% of Gen Z nicotine users want to quit for their health...

...**76%** reach for a vape before breakfast



**THEIR
SPENDING
REFLECTS
THIS
SELFISH
NATURE**

**THEY ARE BUILDING A RICH INNER LIFE
THROUGH **SMALL LUXURIES** IN THE THINGS THEY
LOVE**





Socialist Worker
**TAX
THE
RICH**
No to a rise in
energy prices

Socialist Worker
**FREEZE
PRICES,
NOT THE
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Renationalise gas
and electricity

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CUT
VARS
OT

THE BIG IDEA

BE MORE SELF **Fish** 

SYNDICATE 8



*My goal is to give myself
everything I deserve.*



I cannot wait
to financially
afford who I
really am



GET 18-29 year olds
TO play The National Lottery
BY believing that being more
SELFish  **can help good causes**



3 ASPIRATIONS. 1 MINDSET. 3.5 MILLION YOUNG ADULTS.

Gen Z (18–29) who
put themselves first.

Source: TGI (June 2026)



**3.5 MILLION YOUNG ADULTS
WHO ARE ALL THREE.**

They care about their style,
crave adventure and joy.

**This is the audience we can
inspire – and genuinely connect with.**

DOUBLING DOWN
ON SELFish*



SYNDICATE 8

ALWAYS A
Wish*ER



THE Wish*
LIST



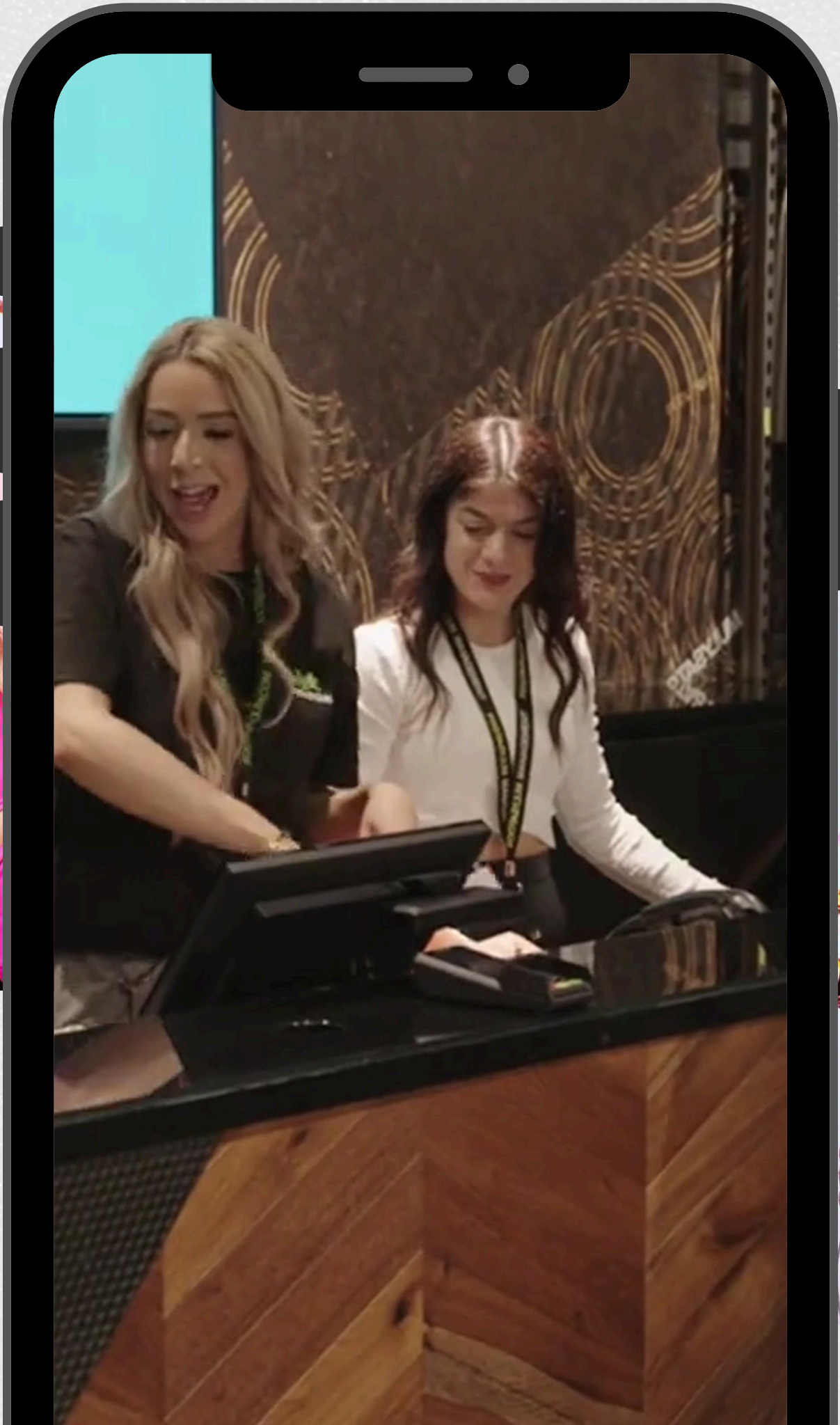
STAGE 1

DOUBLING DOWN ON SELFish[👉]

SYNDICATE 8



STAGE 1



SYNDICATE 8

BE MORE SELFISH

It could be **you**.

When you play The National Lottery,
you're not just playing for yourself.
You're helping create life-changing
opportunities for others.



WIN
EXCLUSIVE
EXPERIENCES



SUPPORT
AMAZING CAUSES
ACROSS THE UK



CREATE
GREATER IMPACT
TOGETHER



GK BARRY



MESSAGE

Social proof being SELFish* by partnering with Gen Z creators to spread the message.

MOOD

Daypart targeting to reach our audience when they are dreaming of a better life for themselves.

Monday morning commute, rush hour, self care rituals.

MOMENTS

We'll use programmatic OOH & Audio, targeting high footfall, urban areas that index highly for Gen Z. Dynamic copy with flex based on day of week.



REACHING THE 3.5M MORE, MORE PRECISELY.

Using Telco data to reach 18–29s
where they live, work and play.

AUDIENCE PROFILE



18–29 Year Olds

51%
Male

49%
Female

3.5M+
Target
Population

INTERESTS



MINDFUL

Wellbeing,
balance,
self-care



CULTURAL

Travel,
new experiences,
curiosity



STYLISH

Fashion,
grooming,
self-expression



TOP BRAND ENGAGEMENT (18–29)



GYMSHARK

ZARA

asos

Spotify

Uber

**Uber
Eats**

amazon

TOP PERFORMING LOCATIONS

Manchester

Indexed vs. UK

5.4x

London

Indexed vs. UK

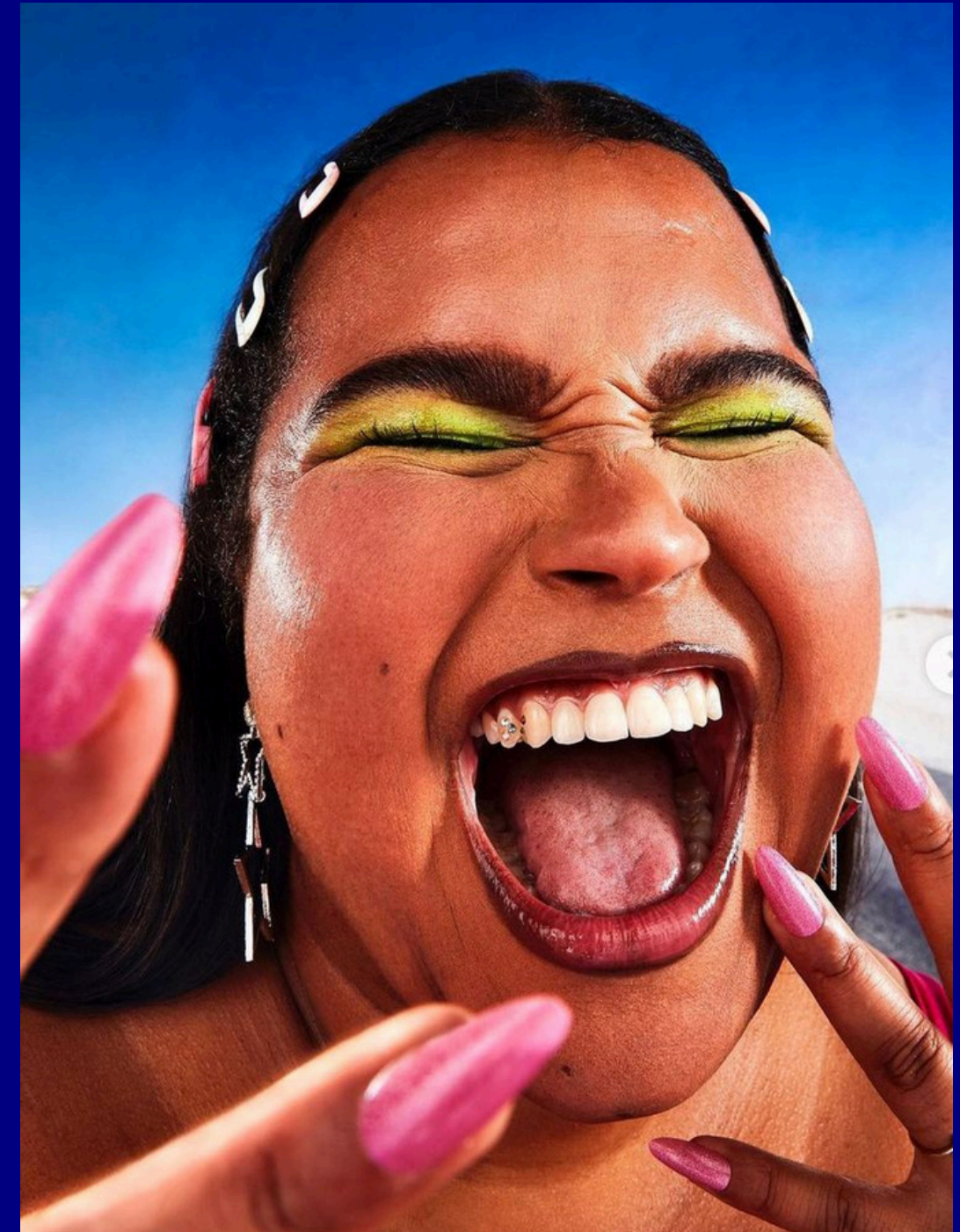
2.6x

STAGE 1



**BUT WE
COULD BE...
BOLDER**

SYNDICATE 8



EXCLUSIVE
DEAR GEN Z:
BE MORE
SELFISH

GK Barry's open letter to Britain's 'Selfish Generation'

Why it's time to stop apologising for our dreams, play the National Lottery and back yourself

A CHEEKY MANIFESTO FOR BRITAIN'S DREAMERS

By GK Barry

Let's get one thing straight. Apparently my generation is selfish. We spend too much money on ourselves. We care too much about our own happiness. We think too much about what we want. And honestly? Good. For years we've been told to lower our expectations. Don't expect to buy a house. Don't expect to retire comfortably. Don't expect a pay rise. Don't expect life to be easy. At some point you start thinking...

WHY SHOULDN'T I BE SELFISH?

Not selfish in an 'ignore everyone else' way. Selfish in a 'stop apologising for having dreams' way.

- ✓ Go after the promotion.
- ✓ Start the business.
- ✓ Book the trip.
- ✓ Move to the city.
- ✓ Write the book.
- ✓ Take the chance.

And yes...
BUY THE LOTTERY TICKET.

DREAM BIGGER

Somewhere along the line, ambition became embarrassing. People act like having big dreams is cringe. But every invention, every business, every success story started because someone dared to imagine something bigger. What if, just for a second, you allowed yourself to imagine what could go right? What if you gave yourself permission to hope? What if your biggest dream wasn't ridiculous after all? Call me delusional, but I think that's more fun.

"If believing in yourself is selfish, maybe selfish isn't such a bad thing."

SOMEBODY'S GOT TO WIN

Every week millions of us scroll through stories about what we can't afford, can't do and can't achieve. It's exhausting. So here's a radical idea. What if, just for a second, you allowed yourself to imagine what could go right? What if you gave yourself permission to hope? What if your biggest dream wasn't ridiculous after all? Call me delusional, but I think that's more fun.

THE BEST BIT?

People forget this. The National Lottery isn't just about winners.

Around a quarter of National Lottery funding goes towards good causes across the UK.

- SUPPORTING COMMUNITIES
- FUNDING CHARITIES
- BACKING GRASSROOTS SPORT
- INVESTING IN ARTS & CULTURE
- HELPING LOCAL INITIATIVES THRIVE

So even when luck isn't on your side, something good is happening somewhere else's. Not bad for something supposedly selfish.

MY MESSAGE TO GEN Z

So here's my official response to everyone calling us selfish.

BE MORE SELFISH.

DREAM BIGGER.

BACK YOURSELF.

STOP ASKING PERMISSION.

TAKE THE CHANCE.

Because if believing in yourself is selfish... then maybe selfish isn't such a bad thing after all.

GK Barry



1/4 OF LOTTERY FUNDING GOES TO GOOD CAUSES



DAILY MAIL
1h ago

TRENDING NOW
GEN Z TOLD TO
"BE MORE
SELFISH"

Influencer's cheeky Lottery letter sparks debate about dreaming bigger, backing yourself and taking your shot.

GK'S LETTER GOES VIRAL

A playful open letter encouraging Britain's so-called "Selfish Generation" to dream bigger has become one of the week's biggest talking points.

The tongue-in-cheek message urges young people to back themselves, chase ambition and stop feeling guilty for wanting more.

YOU LOT ARE LOVING IT

"Finally some optimism."

"Love this."

"Dream bigger."

"Somebody's got to win."

"This is so Gen Z."



DID YOU KNOW?
Around a quarter of National Lottery funding goes towards good causes across the UK.

SUPPORTING COMMUNITIES

FUNDING CHARITIES

BACKING GRASSROOTS SPORT

INVESTING IN ARTS & CULTURE

READ MORE

Why 'Be More Selfish' is inspiring Gen Z to dream bigger

HOT TOPIC
Gen Z says it's time to stop apologising for ambition and start dreaming ridiculously big.



"If believing in yourself is selfish, maybe selfish isn't such a bad thing."

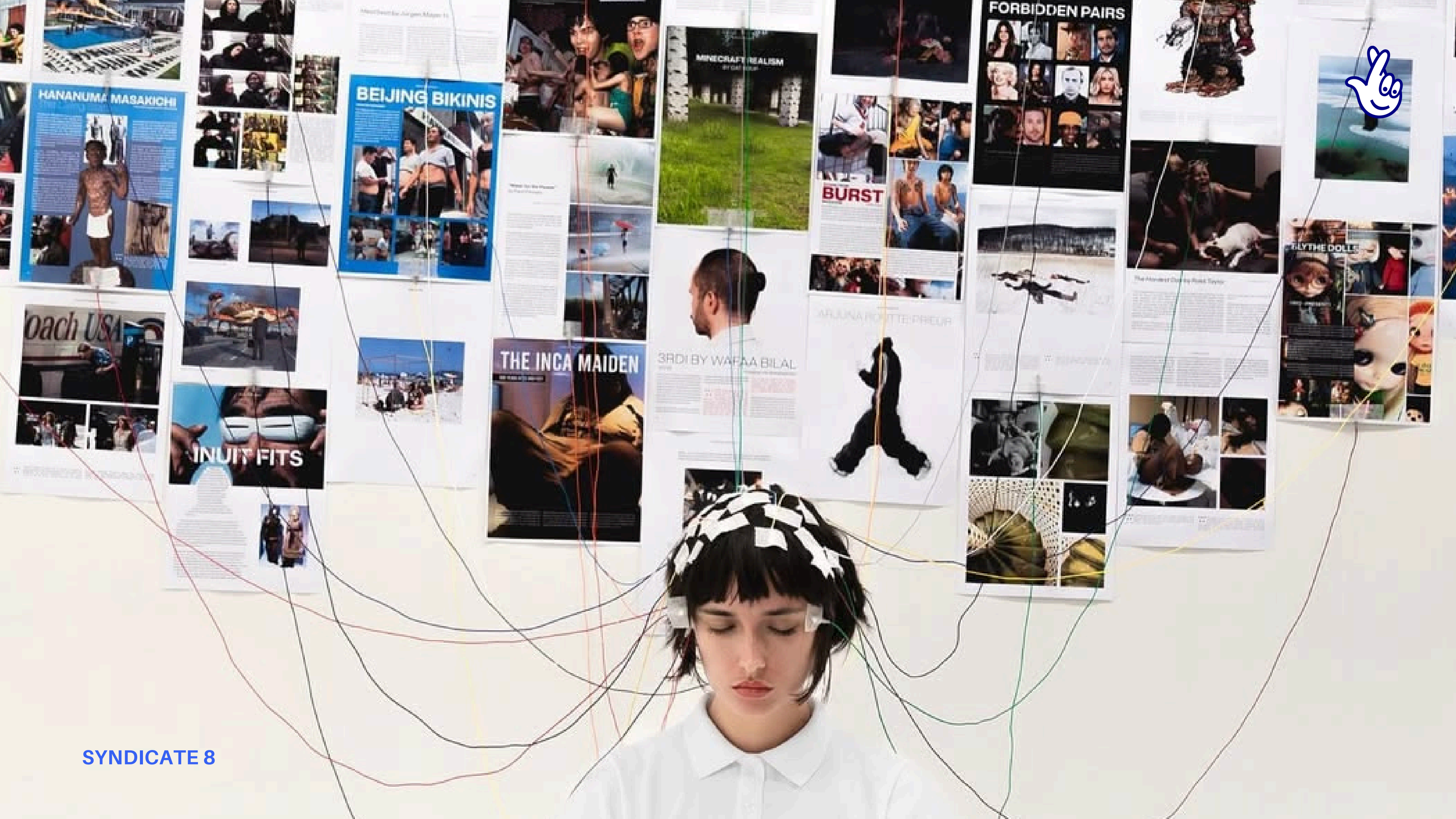
SYNDICATE 8

STAGE 2: ALWAYS A WISHER

**PUT YOUR MONEY
WHERE THEIR
MOUTH IS**

SYNDICATE 8







OOH

Contextual, location-specific OOH that connects the brand to local communities by celebrating the good causes

Regional

INFLUENCER



Using our ambassador alongside a network of hyper local influencers, we show audiences how TNL supports their communities and interests

National



PARTNERSHIPS

We will partner with local businesses that align Gen Zs interests to reward them with little luxuries to upgrade their lives, via digital ads and native articles

National

STAGE 3

THE Wish LIST

SYNDICATE 8





SYNDICATE 8

STAGE 3

THE O2 ARENA



SYNDICATE 8



AVIVA STUDIO

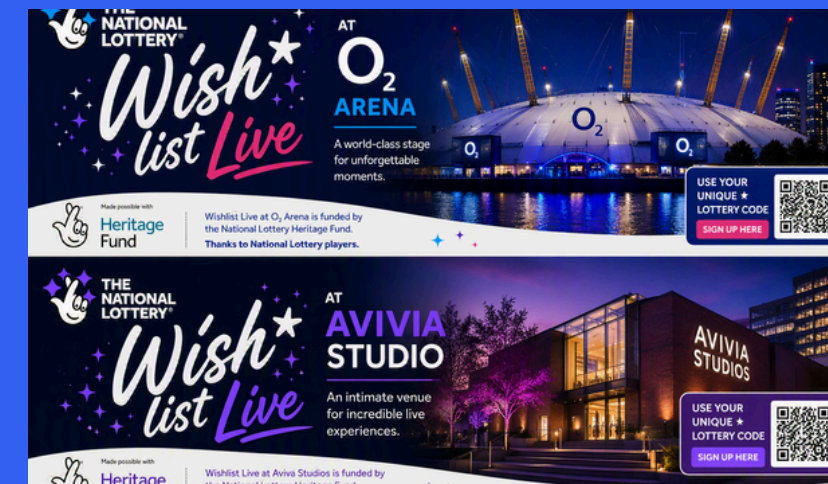
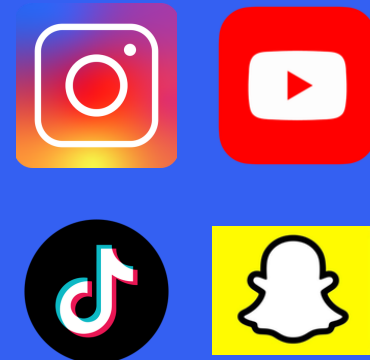


ENCOURAGE ACTION IN CONTEXTUAL AREAS

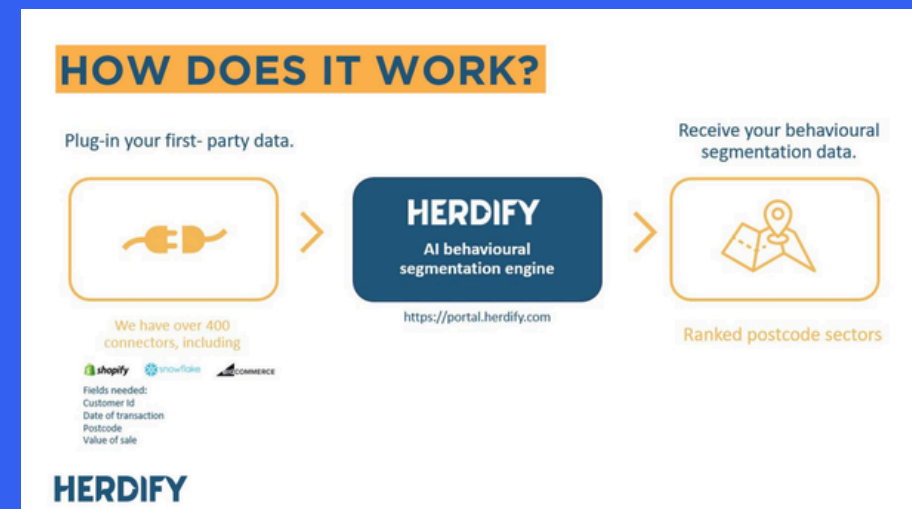


Influencer amplification
& giveaways

Paid social targeting key
audience interests;
Christmas wishlists



Running Ad Pause
across Broadcast to be
around premium
content



Identify those who have visited or
bought tickets to the event and
retarget them for further purchase

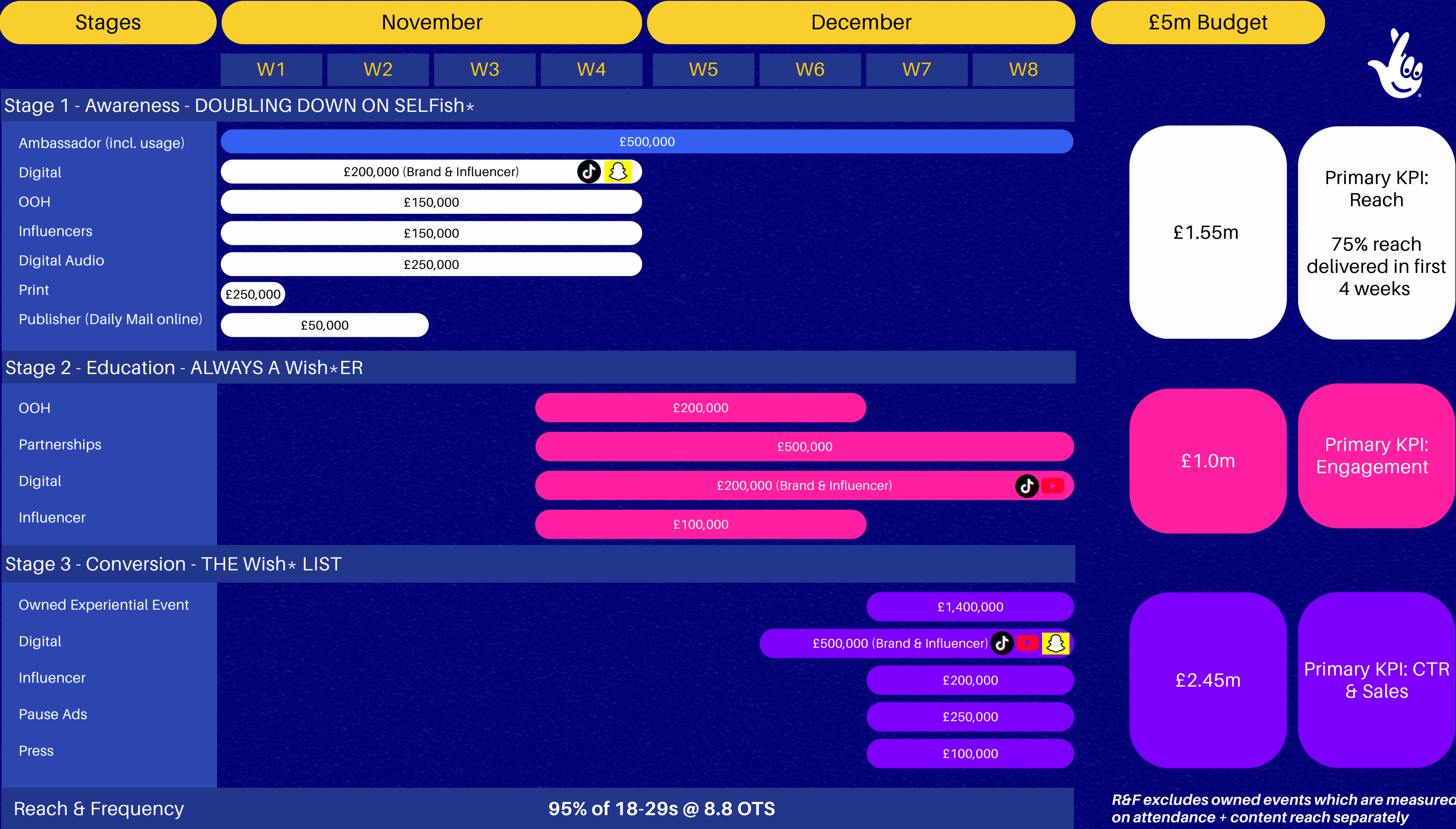
STAGE 3



FEAR NOT MILLENNIALS!



SYNDICATE 8



DELIVERABLES



NOVEMBER



BRAND
AMBASSADOR

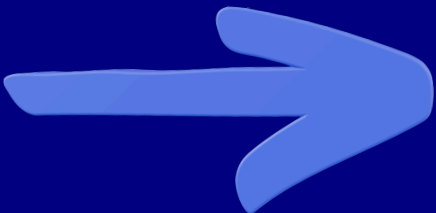


DIGITAL
AUDIO

PUBLISHER
PARTNERSHIP

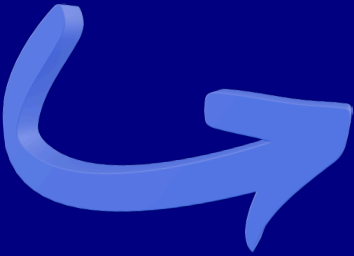


CREATORS



OOH

DECEMBER

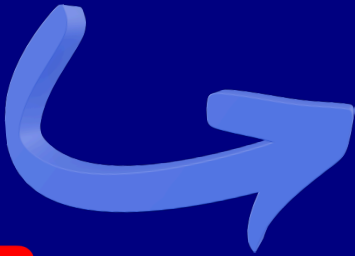


OOH

PARTNERSHIPS



PAID SOCIAL
SUPPORT

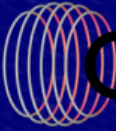


HERO MUSIC
EVENT

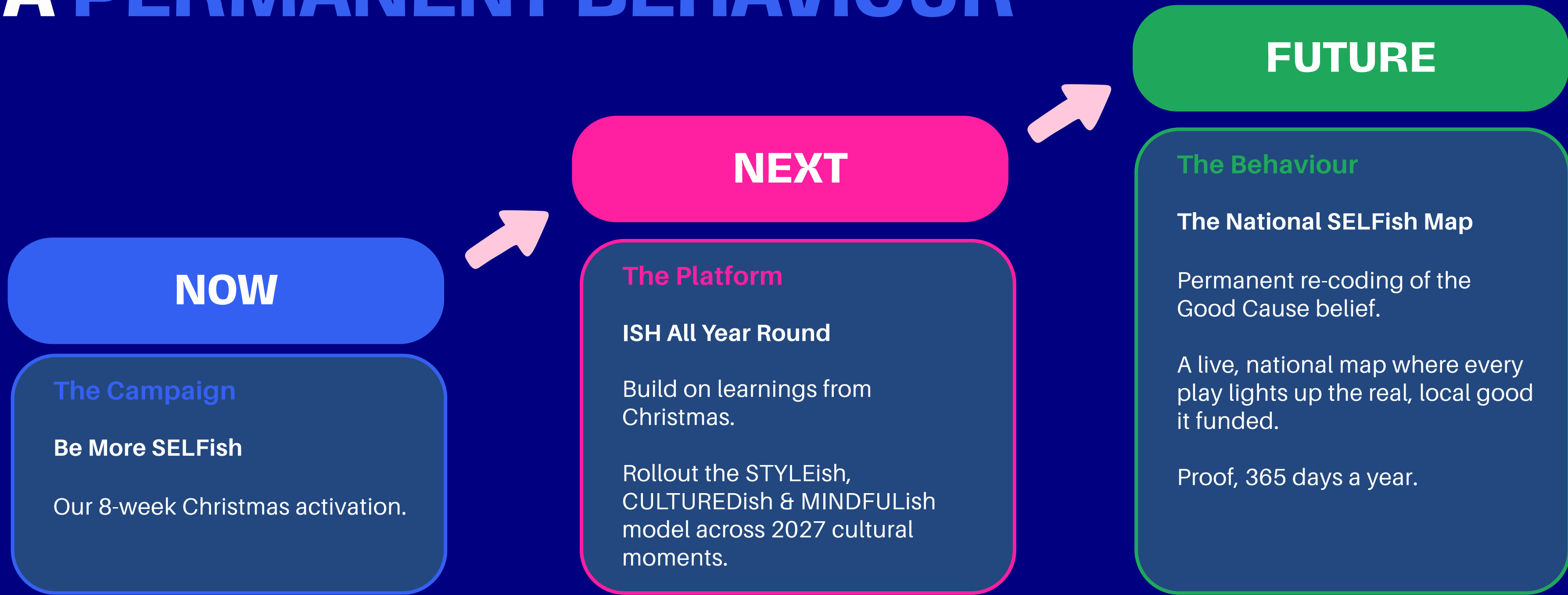


How we prove the £5m worked



	Awareness	Education	Conversion
Role of Media	Mass reach & exposure to get noticed	Get 18-29s to consider playing TNL	Generate incremental plays & Good Cause association
KPI	Prompted/spontaneous awareness lift	+10% Good Cause association	1m incremental plays
Metrics	Reach & frequency, BUZZ	Consideration score, engagement	Ticket purchases, TNL account sign ups, cost-per-play
Tools	Allwyn Brand Tracker & In-Platform Digital BLS	Allwyn Brand Tracker & 1 st Party Data	In-App play data, sales data
Target/Timing	95% @ 8.8 OTS vs. pre	+10% vs. pre-campaign baseline	+1m incremental plays vs. pre
Measurement & Effectiveness	 Skyrise KANTAR	 Skyrise KANTAR	  Circana.

FROM A CHRISTMAS CAMPAIGN TO A PERMANENT BEHAVIOUR



THE NATIONAL SELF-ISH* MAP

See where your SELF-ish play
changed someone else's world.

Every pay helps fund the things that
make life better in communities
across the UK.



STYLE-ish

Building confidence & opportunity



MINDFUL-ish

Improving health & wellbeing



ADVENTURE-ish

Connecting people & communities



CULTURED-ish

Supporting arts & heritage



POWERED BY PLAYERS

½ of every £1 spent on National Lottery
games goes to good causes.



EXPLORE LOCAL PROJECTS

See the good happening
near you.



SEE YOUR IMPACT

Track the difference
your plays make.



SHARE & INSPIRE

Stories worth sharing,
communities worth
supporting.



YOU PLAY.
GOOD THINGS HAPPEN.
EVERYWHERE.





**BY DOING THIS
WE'LL DELIVER... 2.1M**

INCREMENTAL PLAYS

AND BEAT YOUR 10% GOOD CAUSES TARGET



REMEMBER...

BE MORE SELF**Fish***



THANK YOU

ANY QUESTIONS?

