



**intralot**

## OFFLINE, WE MISS YOU\*

While all projections are giving us a future of people “touchlessly” and remotely doing everything, what is the chance of us rising above these predictions and touching base with our true human nature of needing to touch, feel and tangibly experience things?

\* title inspired by the in-person socializing app “Locals” UK campaign called Offline We Miss You.



**by Christina Boubalou,**  
Group Marketing Director  
INTRALOT

Undoubtedly, we have seen many bizarre things taking place these past 18 months:

### A PANDEMIC.

If we watched a movie about the pandemic a few years ago we would say “these things only happen in movies!” and if someone told us we would hear the word “unprecedented” a zillion times a day, we would laugh hard and call him an arrogant snob.

### REVENGE IS A DISH BETTER SERVED COLD.

Online waited long enough and it successfully took its revenge against Offline, overnight. All doubts and conspiracy theories on the countless things that could go wrong if you used your credit card to pay something on the web were magically gone and above that, it happened in the most data-driven era of all times: Tons of data-based results indicated immediately that we should turn online for everything if we wanted to cope. And we did.

### SWITCHING CHANNELS

We tele-worked, we tried out clothes remotely from an app, we YouTube'd videos on how to make our own bread, we Zoomed for school, Teamed for work and Skyped for Pilates' classes, honest-

ly, it is astonishing that Netflix is not yet a verb. In GB, the total proportion of consumers who shop online at least weekly has increased from 32% pre-coronavirus to 61% during lockdown; in the US, the same figure has grown from 33% to 60%\*\* And after running virtual dinners and blowing birthdays candles towards the TV, we played games!

“People could play the lottery from home, buy scratch cards and have them delivered via the post-office.”

## FINALLY! GAMING ONLINE

Online gaming at such a short notice was quite a challenge for some – not every business was ready to switch on the spot. Still, players were suddenly willing to try what they would not try before and registering to play online seemed much less horrifying now that it was the only possible way. Regulation became just a little more understanding due to the unprecedented (!) of the situation and players were giving us a chance to engage them. Online gaming platforms were optimized, simplified and up-the-shelf as a top priority and roadmaps for both lottery operators and technology providers were amended accordingly and unanimously to support this.

## LONG LIVE THE JOURNEY

New customer journeys were designed to facilitate gaming participation in every way. People could play the lottery from home, buy scratch cards and have them delivered via the post-office and virtual sport events were surfacing to cover for the real ones that could not take place due to COVID-19 restrictions. Payment methods became really creative, withdraw limits in credit cards were increased and even tipping a decent delivery guy was now remotely done through the take-away apps that offered you a chance to pick up your food from the stairs to avoid human contact.



So now the big bet is: will this last? Have we facilitated people so much that they will continue to live their lives from a distance even after they are not obliged to? Mega-trends are identified and speak of a **Cashless Society** that will continue to transform our financial interactions, a **Presence-free Living** during which physical presence becomes as valuable as time, attention or money. They highlight consumers' enhanced **Healthy Habitats** that allow us to safeguard the space we inhabit to protect us and glorify the **Stakeholder Customer** who needs to be empowered to direct, decide for the brand of his choice and be rewarded for his input. Last but not least, consumers look to brands with **Local Credentials** in support of their community, while in need to feel better connected with heritage and in a quest for sustainability.\*\*

The answer is both Yes and No. These new, amazing capabilities and the technology that provides them are already embraced because they make our lives easier. But our brick-n-mortar habits make our lives better because they are perceived by all our senses simultaneously and this is what makes us truly happy people and loyal customers.

If we were to approach these latest mega-trends from a different angle, is there a chance they are a cry of people wanting to have the option to log off on demand? We – marketers – have bombarded customers with so much, so many options for every single decision so sometimes it seems like they are telling us to back off a bit. And maybe that is where true opportunity lies.

They say that drinking a glass of wine is an action that satisfies all five senses: We feel the glass in our hands, see the colors of the liquor, smell the grapes out of it, taste its ingredients one-by-one and hear the sound of the glasses brought together in a common wish. This is our chance to do the same with all our products. So, let us go out and just admit it: Offline we miss you! Maybe now all the trends and the innovation will finally make sense. ■

\*\* Foresight Factory, data 2019