

# CONNECTING WITH GEN-Z:

## How lottery professionals leverage AI for brand storytelling



THE EUROPEAN  
LOTTERIES  
FOR THE BENEFIT OF SOCIETY



A successful Communications Workshop, organised by The European Lotteries (EL) focused on leveraging AI tools to enhance communications and brand storytelling, particularly for new generations such as GenZ. Attended by communication professionals in the EL membership and featuring engaging keynote speeches, interactive workshops, and fruitful discussions, the Workshop highlighted how AI and digital transformation can be used to reshape the games of chance sector.

### Reaching Gen Z: A Focus on Authenticity and Transparency

"We don't like ads". These were the first words by Keynote speaker and GenZer Sammi Huang of Dentsu who emphasised how the younger generation prefer authentic and transparent communications over traditional advertisements. Gen Z crave meaningful interaction with brands that align with their values. Several examples were highlighted, including Spotify Wrapped and McDonald's #TheOriginalMouthful, both of which foster

personal connections with users through customisation and co-creation. What did we learn?

"Brands should prioritise personalisation, co-creation and authentic storytelling to resonate with this generation. Brands don't always get it right, but what's important is the commitment behind the cause and the efforts that are put in. It's all about the human to human connection and mindset to reach Gen-Z".



### Branding storytelling for the next generation: Lottery best practices

#### Bringing Tradition into the Future: The Case of El Gordo

María Núñez, Head of Communications at SELAE (Spain) showcased how the iconic El Gordo has managed to remain relevant across generations, particularly with the challenge of attracting Gen Z players. It is vital to "speak the Gen Z language", using relatable and authentic content across various channels to reach your target audience.



## A New Approach to Engage Customers

Laura Feliziani of IGT Lottery Italy showed how the lottery is combining sustainability with innovation in their communications, despite an advertisement ban in the country. Videos in particular are being used to enrich the visual imagery of IGT's brand, offering a modern and engaging aesthetic that appeals to younger audiences while also promoting environmentally friendly practices.



## Rebranding to attract Gen Z

Kamelija Levenska from North Macedonia's National Lottery provided insights into their recent and rapid rebranding efforts (in just seven months!), aimed at making their lottery products more appealing to Gen Z. Incorporating modern

aesthetics and blending local cultural values, inclusivity and the integration of digital engagement, the transformation led to a significant shift in the brand's perception among younger players.

## Innovative Game Relaunch to Engage Gen Z

Aliki Kotzamani from OPAP (Greece) shared the experience of relaunching a lottery game tailored specifically at Gen Z with the focus on creating emotional connections by offering an annuity concept, providing stability and empowerment for younger players. OPAP's media strategy, combined with insights into Gen Z's desires for entertainment and community, contributed to significant increases in awareness and participation.



## How to make FDJ a Brand for the Youth Culture?

Starting her presentation with her own AI avatar, Laurence Auchère of FDJ (France) presented how the national lottery aims to make its brand relevant to youth culture by leveraging AI and staying authentic. With the integration of AI-generated content in campaigns, with genuine emotional connections with Gen Z,

Laurence showcased how AI can rally enhance storytelling while maintaining responsible gaming standards and the regulatory environment.

## Let's get creative with AI... Harnessing the power of Generative AI into day to day lottery communications

In addition to inspiring lottery presentations, a series of interactive sessions gave participants the opportunity to have hands on experience of using cutting edge AI tools and techniques to learn how to enhance content creation and gain a better understanding of how they should and shouldn't be used.

The sessions led by Creative and Social Media Agency Fairy Tailors introduced participants to various AI tools, giving them practical skills in using AI for content creation and campaign development. Participants were eager to learn and worked on projects such as designing scratch cards, developing lotto game tutorials and bringing campaigns to life with text-to-image and text-to-video platforms.



Tom Stehlík, Ondřej Tyleček & Albert Kašpar, Fairy Tailors

## Key outcomes and takeaways

The Workshop concluded with an open discussion on the use and future of AI, emphasizing the need for responsible AI use and ensuring it complements human creativity. There is no doubt that AI is a worthwhile support to communications efforts (for example by improving efficiency, simplifying work and bringing endless creative possibilities), but must be used in the right way.

Participants left inspired to incorporate these strategies and tools into their daily operations, with a focus on engaging Gen Z through authentic, transparent, and interactive campaigns. It is evident that there is a real opportunity for lotteries to harness the power of AI and digital transformation to stay relevant to younger generations while ensuring ethical, responsible use of these tools.

*The Workshop took place from 4-6 September in Reykjavík, Iceland, hosted by Íslensk Getspá. Thanks to all the participants, to Stefan Konradsson, CEO Íslensk Getspá, the speakers, the EL Marketing and Communications Working Group, and the moderators Hana BAROCHOVA, Allwyn (CZ), James Cunningham, Allwyn (CZ) and Lucy Lenaers-Mathieson, EL. For more information on EL's work and upcoming events, please visit the EL website [www.european-lotteries.org](http://www.european-lotteries.org)*