

**Hello,
Postcode Lottery Group.**

Bedankt.

Introducing your lead team.



President
Ben Tarr



Managing Director
Natasha Dagenais



Group Account Director
Kristine Black



Chief Strategy Officer
Tahir Ahmad



Group Strategy Director
Pooja Beri



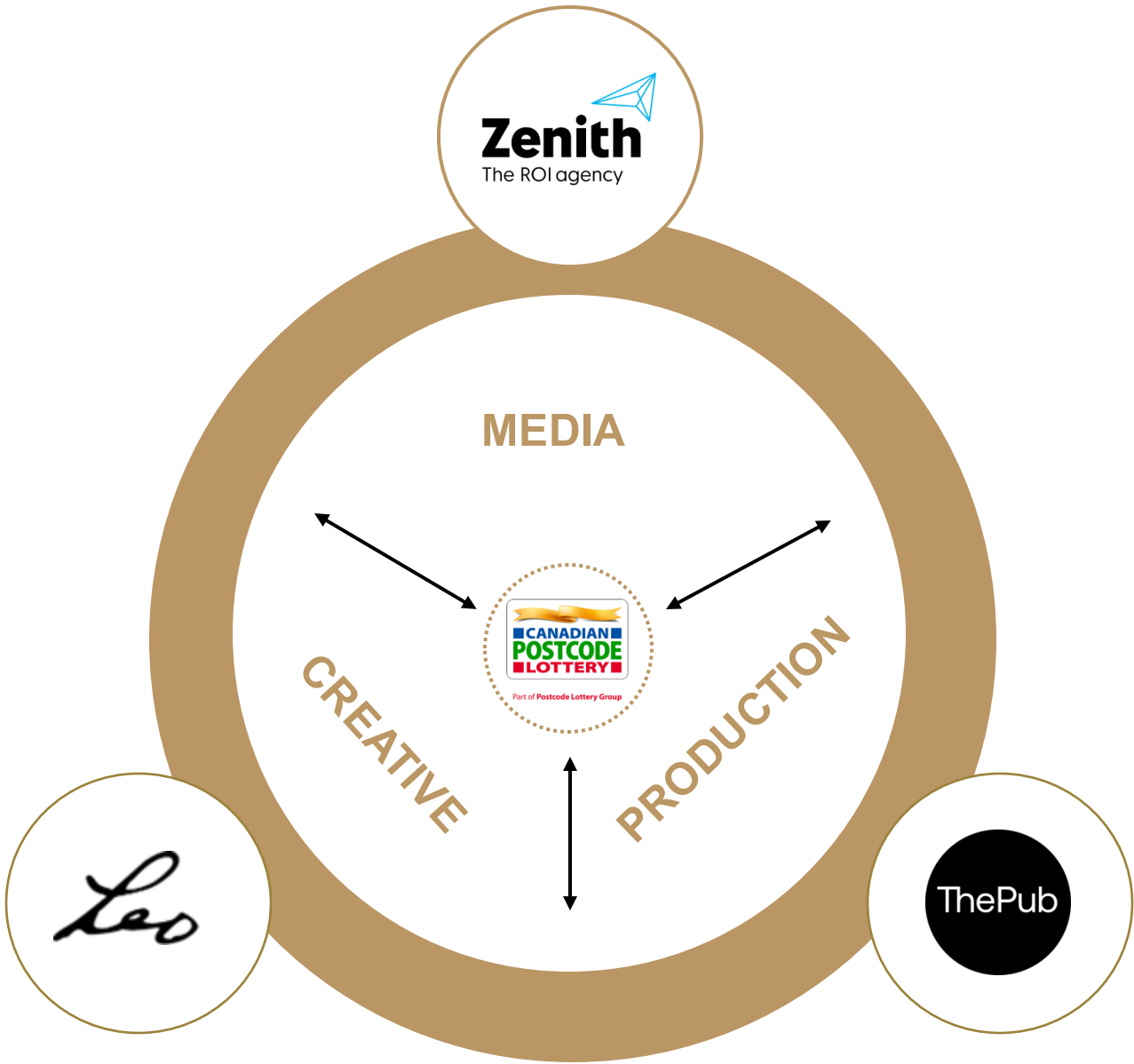
Chief Creative Officer
Angus Tucker

What we'll share today.

1. An introduction to Leo.
2. Our approach in action – the work.
3. Initial strategic thinking.
4. Discussion.
5. Tour of The Pub (if time permits).

1 | An introduction to Leo

Your Publicis Groupe M5C 1S2 Ontario team.



CORE TEAM



Creative consultancy putting people and purpose at the centre of our thinking.



Scaled smart media.



The largest in-house production team acting as the North American hub.

SUPPORT TEAM



Wholly owned Canadian customer identity graph and audience platform.



Strategic communications specialists.



Deep analytics and dashboard development.



CRM and direct mail specialists.

Not advertising.
Not comms.
People.

Our belief:

**What helps people,
helps business.**



Leo Burnett

Our people: 172 humans serving clients across Ontario.



Doing good and having fun doing it.

Our Leo Values

Please, be human.

Be open to new.

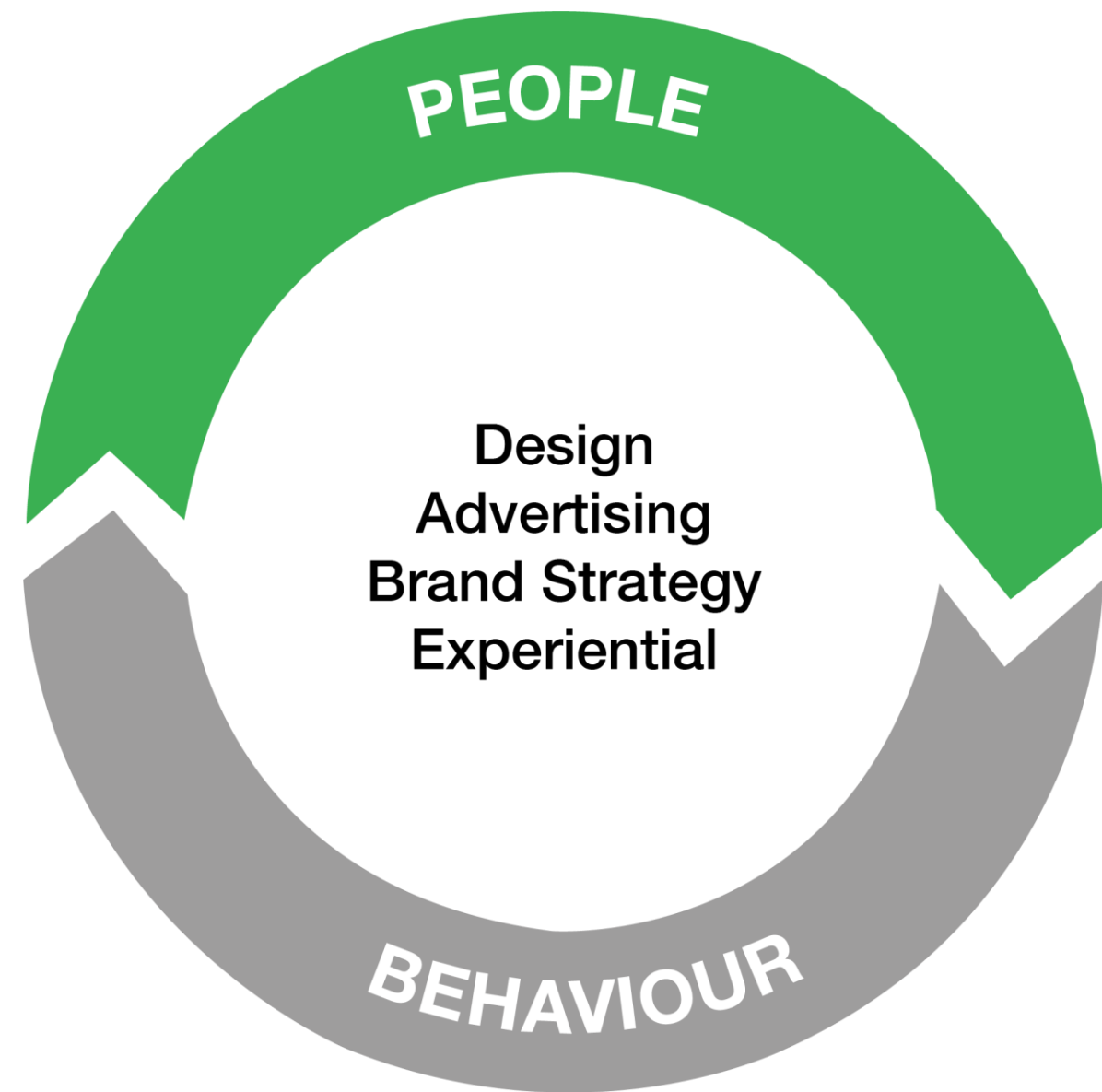
Look out for one another.

Create don't criticize.

Never. Give. Up.

Our approach to brand building is rooted in people and their needs, wants and motivations.

HumanKind™



Underpinned by a deep understanding of Canadians and their needs.

The

Humankind™

Study

2025

Leo

58%

Corporations are going to use AI to replace and make better people.

62%

There are big personalities online like social media, podcasts that are influencing society for the worse.

64%

We have an attention economy that is harmful to people and society.

The algorithm never sleeps.

Canadians aged 16-45 are digital natives, but that doesn't mean they trust what they see. In fact, two-thirds fear the misinformation and manipulation fuelled by AI and social media. They know how algorithms shape attitudes, behaviours, and even realities—and they're wary of the opportunists behind the code, using it for their own gain. In a world where it feels like everyone is out for themselves, skepticism is survival. No wonder authenticity and credibility are in such high demand—they're the rarest currency in the digital age.

It would benefit me if I could do my chores so I have time for art and socializing. But it looks like AI computers are more concerned with making AI do our art and socializing for us so we can do more chores.

—Julia, 23, ON

No plan B.

If Canadian-born people are stressed about the fear of failure, imagine the weight that New Canadians feel when the stakes are much higher. They hit the ground sprinting, knowing there's no safety net if things don't work out—no parents' basement to fall back on. Every moment counts—77% of them feel like every spare minute they have should be doing something to reach their goals, compared to 53% of Canadian Gen Pros. They are starting to realize the reality that Canada can feel more "dog-eat-dog" than they ever expected.

68%

51% Gen Pros

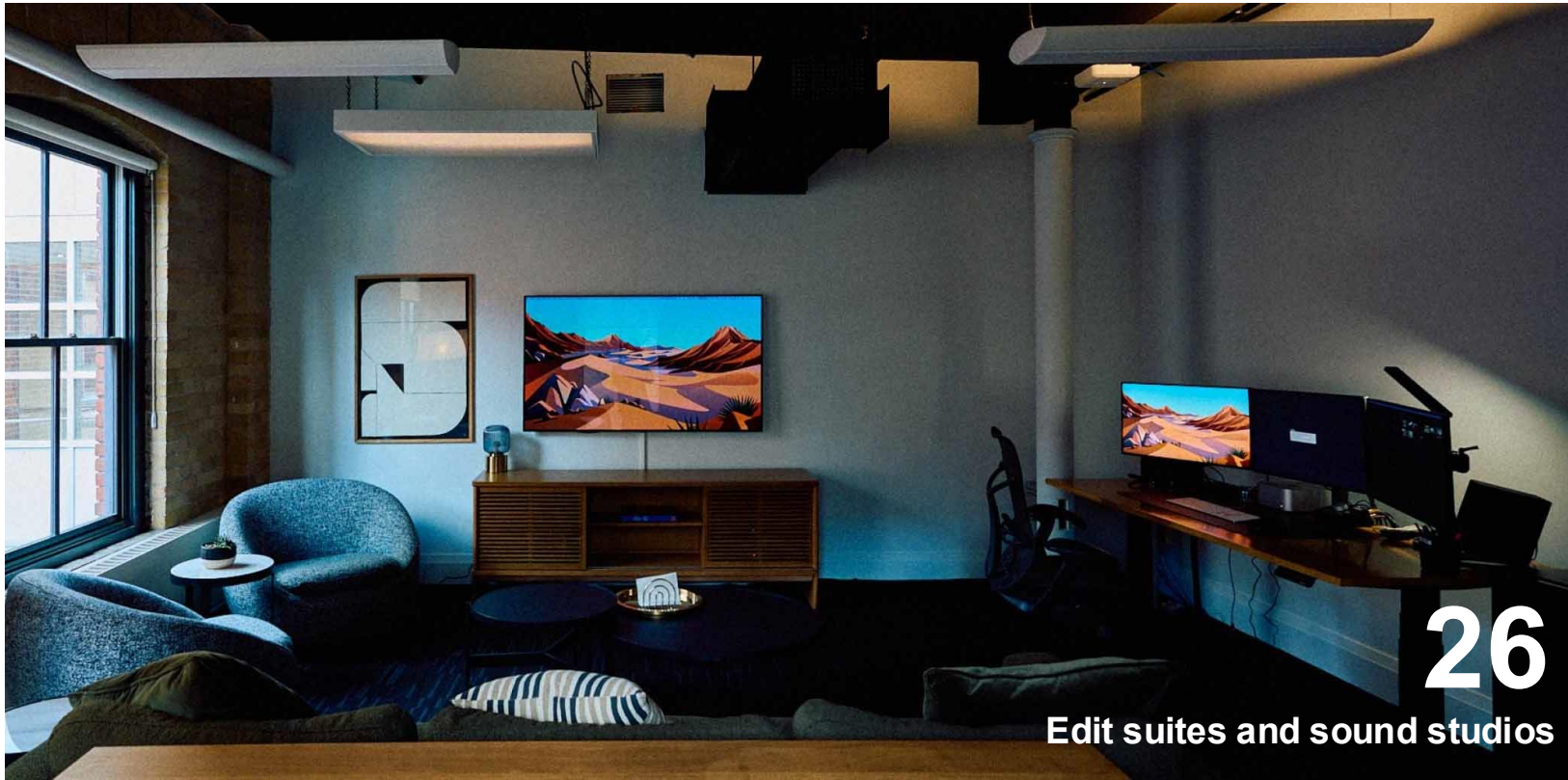
NDC + 2 years believe that if they don't work harder than everyone around them, they will be replaced.

It feels impossible to have a work-life balance when you're trying to prepare for a future in which you don't really feel like there's a fair chance that you can achieve what you want to achieve.

—Chris, 22, QC



The largest
in-house production
team in Canada.



We exist to build an unbreakable bond between people and brands.



3 | Our approach in action – the work

Why we've chosen these case studies.



Localizing a global brand and making it feel personal.



To turn Prime Day into THE day for new and existing members.



Relaunching with an expanded subscription service.



STARBUCKS®

The Challenge

The global promise to *uplift the everyday* had been lost in Canada. The brand was at risk of becoming just another coffee shop.

Our opportunity: To bring the magic back to Canada.



The Insight

A visit to Starbucks (the 'third place') has always been about *more* than just a premium coffee.

The Idea

To bring to life the million 's'pecial moments that people experience at Starbucks.



'special

It's never just coffee.





MILK

PROMOTION
PREP

X

DRINK

It's never just coffee.



MILK

WORKING
FROM HOME

X

DRINK

It's never just coffee.



MILK

PRIORITIES

X

DRINK

It's never just coffee.



SYRUP

MILK

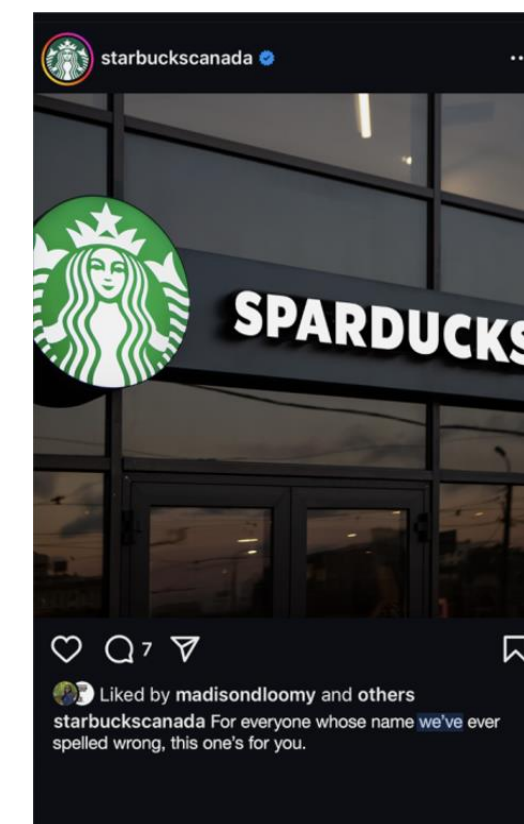
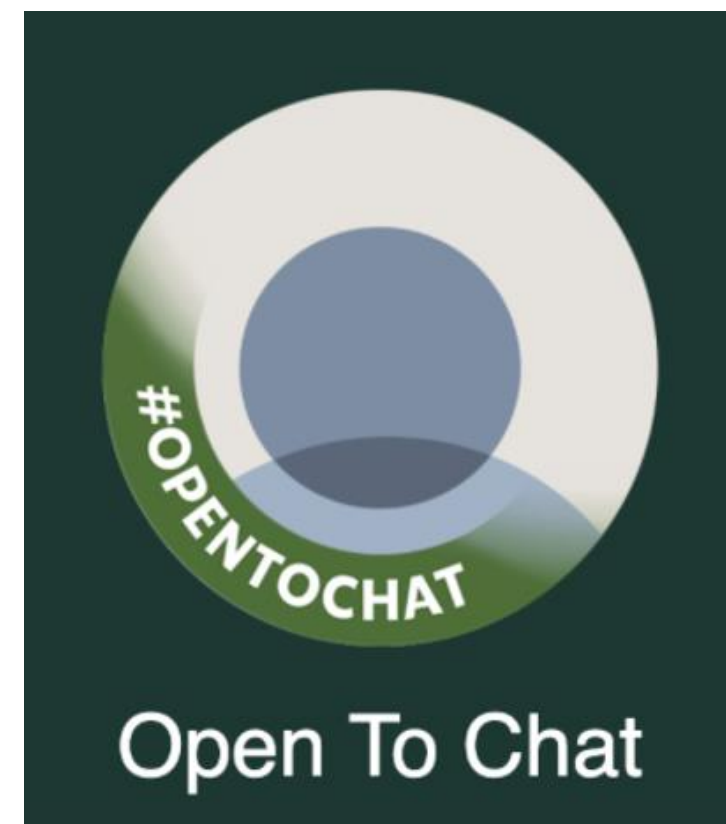
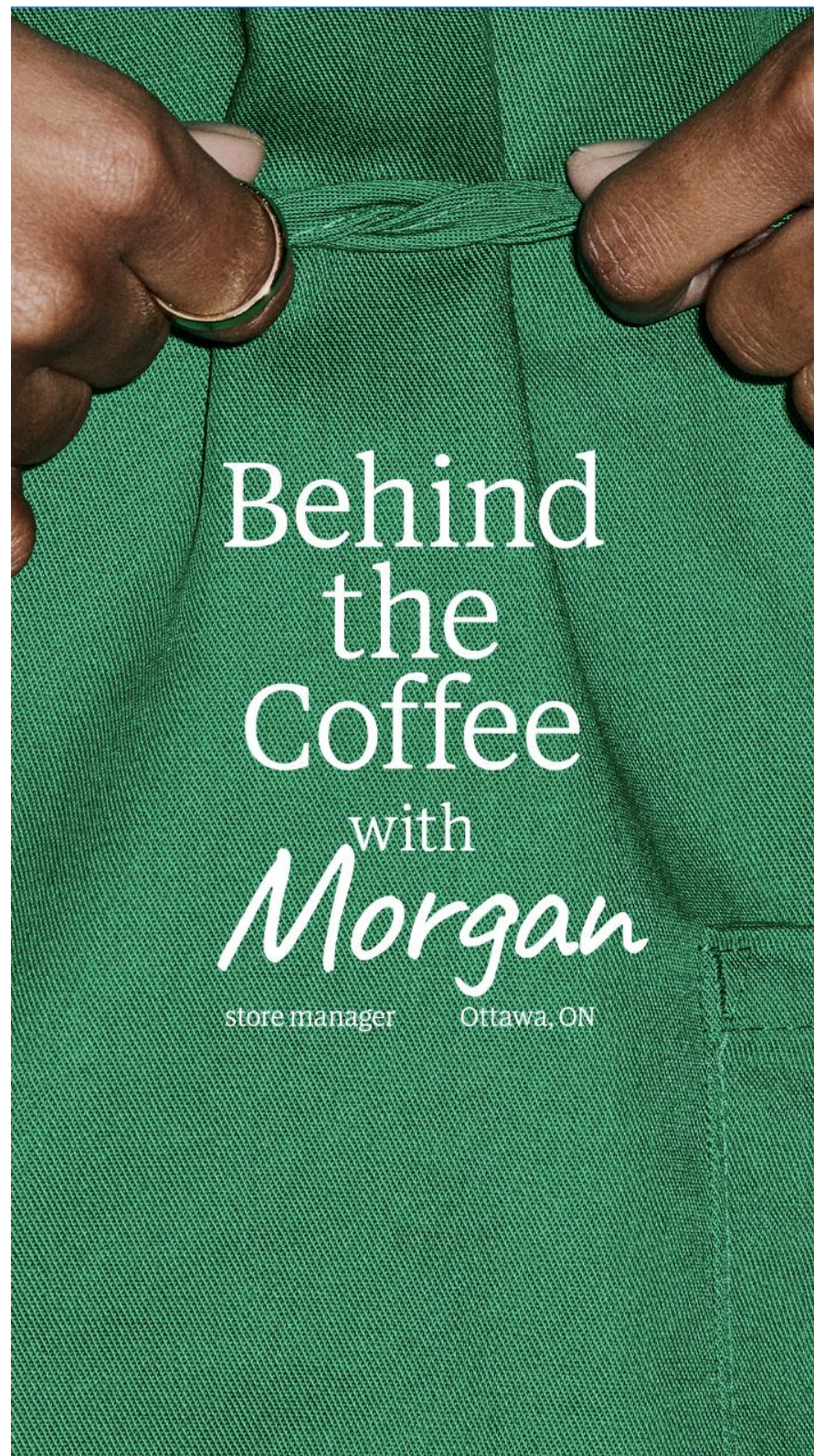
THERAPY SESH

X

DRINK

It's never just coffee.





We're only three weeks in but seeing positive results.

Positive comparative sales driven by strong traffic, **outpacing competitive growth by 5%.**

+5%

Increase in comparative sales.

+72%

Increase in view-through rate on Meta and 32% on Tik Tok.

17%

More efficient with our CPM media spend.

primeday

The Amazon smile arrow, a dark grey curved line with an arrowhead pointing to the right, positioned below the word "primeday".



The Challenge

Prime Day, a day designed to drive online sales + memberships, had failed to take hold with the Amazon community.

Our opportunity: Reignite the day as THE DAY for online shopping.



The Insight

People felt that the big holiday shopping events were about buying gifts for loved ones, but they really just wanted to buy something for themselves.

**We created buzz and
personalized appeal.**



prime day

The Idea

July 11 is an entirely different shopping world with epic deals on everything you're into.



prime day





amazon
primeday

JULY 11th

**An epic day of deals
on everything you're into.**

NOT A PRIME MEMBER? SIGN UP TODAY.



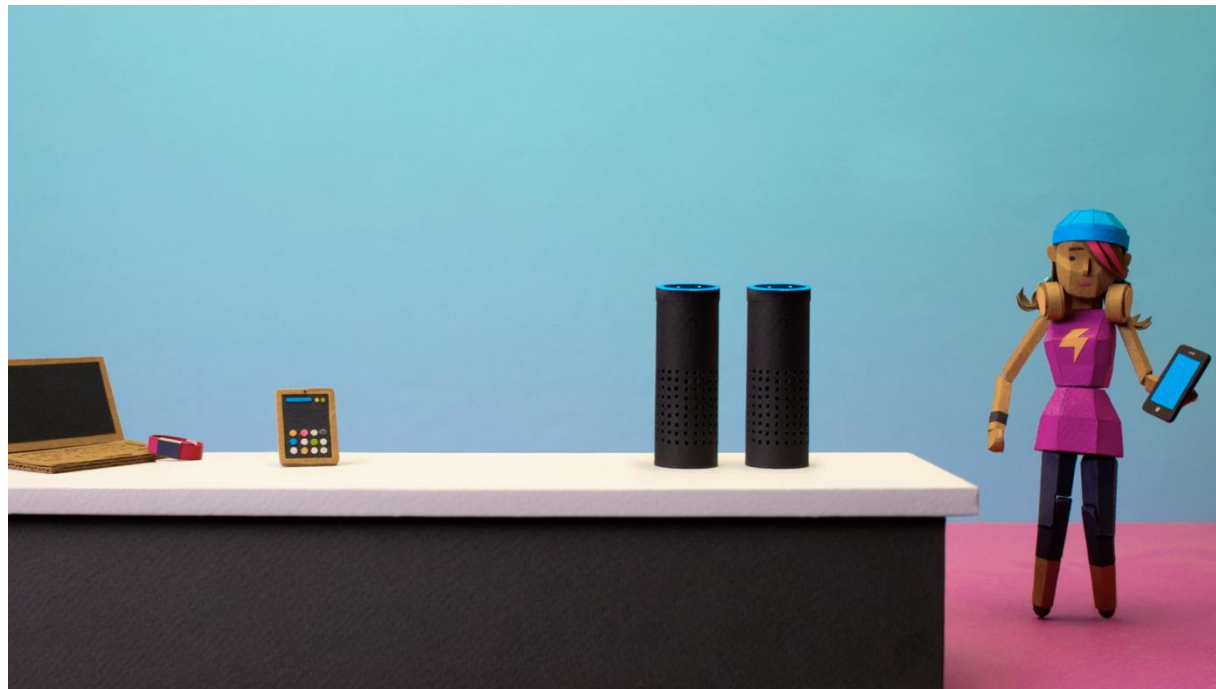
Targeted Interest- Based Digital Ads



Home Chef



Beauty

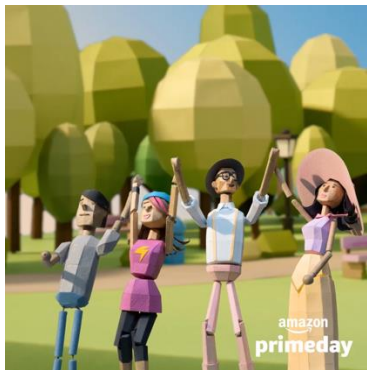
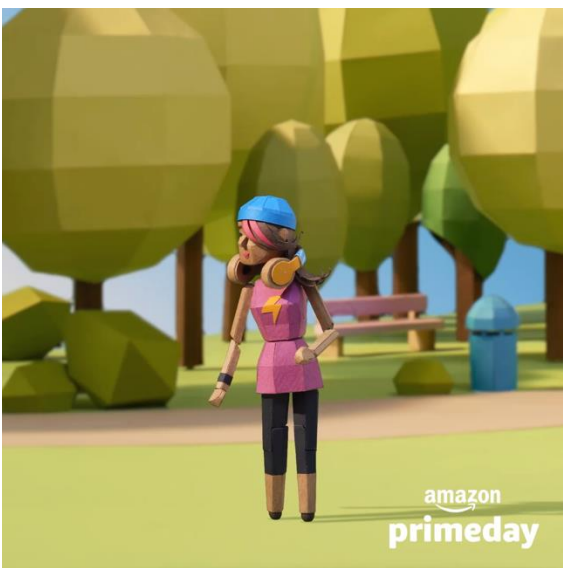


Techie



Pets

12 markets globally



The background of the slide features a stack of several cardboard boxes. The boxes are brown and have the Amazon logo and 'amazonPrime' labels on them. The text is overlaid on this image.

It created the biggest shopping day in **Amazon's history.**

Generated more
**Prime Member
subscriptions** than any
other campaign in
Amazon's history.

50%

more Prime Members
visited the website
(exceeding our goal
by nearly 4X).

60%

increase in sales
(exceeded goal by 5X).



The Challenge

Canadians didn't know about the Internet, TV, and member benefit subscriptions that came with Virgin Mobile.

Our opportunity: To be considered for more than mobile.



The Insight

The brand name doesn't live up to its available subscription services.

The Idea

Virgin Mobile just got PLUS'D.





Pre-launch Teaser



Launch Reveal





Virgin
plus

LA RENTRÉE EST DANS LA POCHE AVEC UN FORFAIT MOBILE PLUS GÉNÉREUX.



8Go
POUR 40 \$/MOIS

+ DES AVANTAGES DE MEMBRE

lorsque vous apportez votre propre téléphone.

Economisez les frais de connexion de 50 \$ lorsque vous achetez en ligne.

Virgin
plus



GET THAT PLUS'D UP FEELING.

mobile + internet + tv

We've got a lot you'll love, from value-packed household plans with Internet and TV service to discounts on food, fashion and more with Member Benefits.

Virgin
plus

VIRGINPLUS.CA



SANTÉ, BONHEUR ET NOUVELLES OFFRES.

DES AVANTAGES DE MEMBRE

Allez voir

Virgin
plus

800 10 GO POUR 45 \$/MOIS

longue durée d'abonnement

Economisez les frais de connexion de 50 \$ lorsque vous magasinez en ligne.



HAVE IT ALL, PLUS MORE.

It's better to be a Member.

It just adds up. Get more with value-packed household plans, affordable internet and TV services, plus Member Benefits for discounts on food, fashion and more.

Virgin
plus

VIRGINPLUS.CA



RELAX WITH THE CONTENT YOU LOVE AND THE FRESH INTERNET PLANS YOU NEED.

Up to 100 Mbps Unlimited Internet

GET A \$35/MO. CREDIT FOR 12 MONTHS.


NOW \$45/MO.

Current price \$80/mo. Prices may increase during subscription.

Virgin
plus

T.G.I. BLACK FRIDAY WITH SWEET PHONE PLAN DEALS.

ON NOW UNTIL NOVEMBER 29.




+ MEMBER BENEFITS

Virgin
plus

VIRGINPLUS.CA

Expires on 11 November 30, 2021. Available to new Virgin Plus Members when connecting through partner. VIRGIN, VIRGIN+ and the Virgin Signature logo are trademarks of Virgin Mobile Canada Inc. and other brands. All other trademarks are property of their respective owners. © Virgin 2021.




IT'S BETTER TO BE A MEMBER

Virgin
plus

Creative at Scale: 200+ Bilingual Assets For Every Campaign

GET THAT 'I LOVE MY NEW PHONE' FEELING.

Get an awesome TCL 30 phone with Intelligent Display, plus all the sweet deals and discounts on food, fashion, entertainment and more with Member Benefits.



\$0 DOWN % APR

with Select Pay™ on eligible 2-year plans. Taxes extra.

\$12 50/MO. | Phone payment for 24 mos. | One full device price: \$555.

\$17 00/MO. | Phone payment for 24 mos. | One full device price: \$605.

Virgin
plus

VIRGINPLUS.CA | 1-888-600-7843 | VIRGIN PLUS STORE

One-time connection fee of \$37 applies.

Virgin Mobile Canada Inc. is a subsidiary of Virgin Mobile Group Ltd. ("Virgin Mobile"). Virgin Mobile is a registered trademark of Virgin Mobile Group Ltd. ("Virgin Mobile"). All other trademarks are property of their respective owners. © Virgin Mobile 2021.

We PLUS'd up subscriptions.

+22%

more **Internet**
subscribers
2021 to 2022.

+10%

more **TV**
subscribers
2021 to 2022.

+5.2%

more **Mobility**
subscribers
2021 to 2022.

The rebrand helped reposition Virgin Plus as a key contender in the tier 2 telecom category.

Source: BCE Annual reports 2020, 2021, 2022

4 | **Initial strategic thinking** **Maximizing participation day 1.**

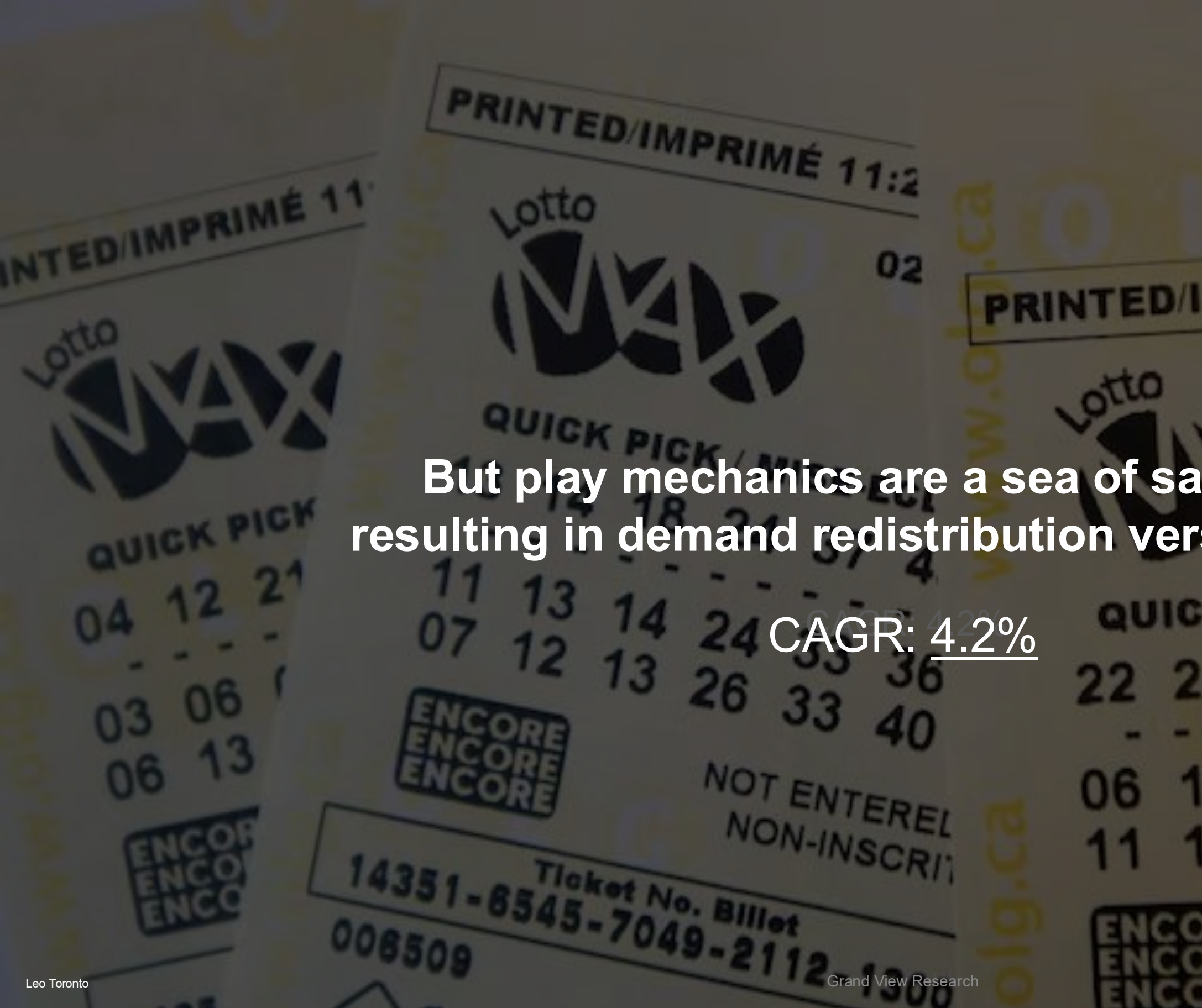
Lotteries have enjoyed a long, positive relationship with Canadians.

65% of Ontarians played the lottery in the past year
(46% in the past month).



The combination of ‘doing good and winning big’ is still compelling.

Nearly 50% say they play because it makes [them]
feel better doing something to help others.



But play mechanics are a sea of sameness,
resulting in demand redistribution versus growth.

CAGR: 4.2%



\$2.8M



\$2.7 Million
GRAND PRIZE



\$2.6M



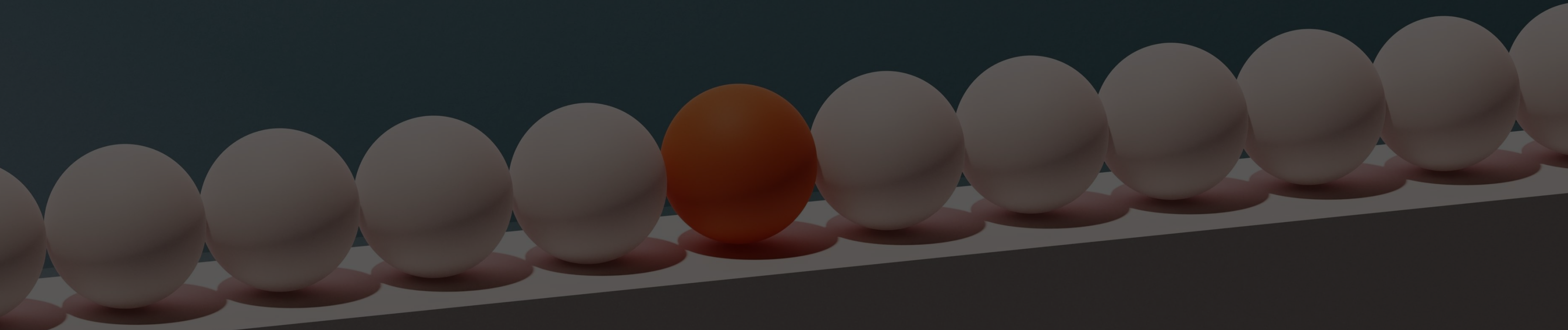
1. Own: Switchers.

85% of lottery players are already switching between games, brands, winnings.

2. Win: 18–34 YO (Experience Seekers).

+22% more likely to try a new lottery vs. GenPop.

**To stand out on Day One:
Feel credible enough to trust and enticing enough to try.**



You have what's needed to be successful in Canada.

Charitable
claims that
drive credibility.

A spin on
gameplay that
evokes interest.

From "me" to
"we", then back to
"me"?

Ontarians gave us insight on what you need to do to be successful on Day One.



Strategic considerations to win on Day One.

Charitable
claims that
drive credibility.

**Your choice of charity could
make a big difference.**

A spin on
gameplay that
evokes interest.

**Subscriptions:
From skeptics to signups.**

From "me" to
"we", then back to
"me"?

**Motivations that go beyond
'togetherness'.**

**Your choice of charity could
make a big difference.**

For Canadians, charity is an expectation.
For you, it doubles as a credibility driver.

Q: Which of the following claims increases Canadian Postcode Lottery’s credibility?

64%

Canadian Postcode Lottery is one of the
top 5 charitable donors in the world.

One of the safest lotteries	58%
Building a fairer, greener, healthier world	54%

“

If the charity aspect was emphasized, I'd be way more interested in trying out Canadian Postcode Lottery.
It's a matter of trust.

San Das, ON, 35

When it comes to charity, we know the competition's got physical healthcare covered.

Q: If you were given \$500 to donate to charity, what are the top two areas you would donate to?

20%

Physical Health



Hospitals, Cancer, Kids...



But there are other causes that Ontarians care deeply about.

Q: If you were given \$500 to donate to charity, what are the top two areas you would donate to?

20%

Physical Health



25%

Animal Welfare



22%

Food Assistance



21%

Mental Health



19%

Housing Support



Housing: A deeply motivating cause with a compelling connection back to your brand.

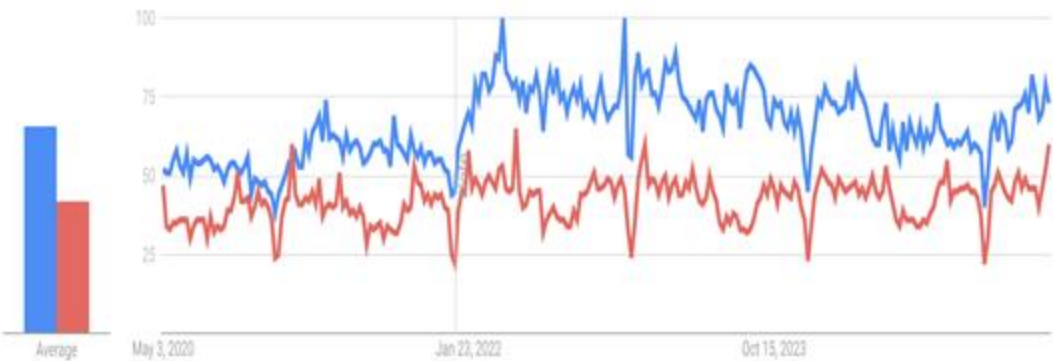
45%

of 18-34 YOs worry the housing crisis will force them away from their neighbourhood community.

HumanKind Study '25

Housing (66) vs. Mental Health (42)

Search has gone up in the past 5 years



» TORONTO STAR « **Mark Carney’s new plan gives me hope we might finally address the housing crisis**

Google Trends



Subscriptions: From skeptics to signups.

A woman with long brown hair tied back, wearing a light-colored jacket, is smiling broadly while holding a small white card (likely a lottery ticket) in her right hand. A baby is nestled in her arms, looking towards the camera. In the background, a large computer monitor displays a soccer game interface with a green field, a goal, and the word 'LIVE' in an orange box. The score '2-1' is visible. The scene is set in a home office or living room with a desk and various items like oranges and a mouse visible.

Lottery subscriptions have been slow to pick up in Ontario.
Currently, only 5% of Ontario lottery players have a lottery subscription.

A photograph of a lottery retailer, a woman wearing a red vest and glasses, handing a lottery ticket to a customer. The background shows shelves stocked with various lottery products, including scratch-off tickets and Keno games. A sign in the background lists age restrictions for alcohol and tobacco. The text is overlaid on the image.

Despite millions of Ontarians playing the lottery routinely,

1/3 of all lottery players across Ontario say they play regularly (weekly).

But that doesn't include all the others who 'underestimate their frequency'—
i.e., they think they play annually but it's actually closer to monthly.

Behaviour suggests a subscription model would be successful. But the word ‘subscription’ comes with baggage.

8

The average Canadian has 8 recurring subscriptions.

73%

of Canadians say they feel ‘trapped’ by recurring subscriptions.

“

We’re in a moment where I think the average consumer is trying to **pare down their subscriptions**, not subscribe to more things.

Neha C., ON, 29

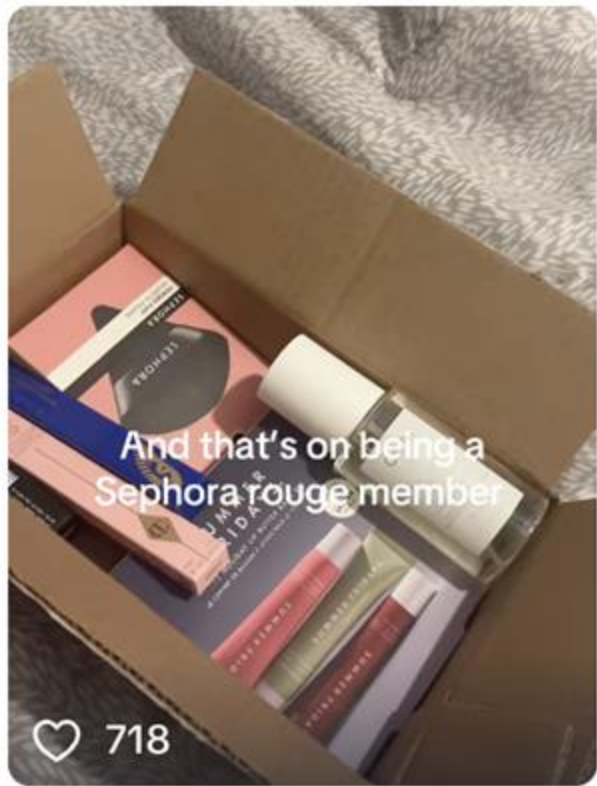
How do you make a subscription feel like it offers greater value than Ontarians expect?

“

I get **value out of being a member.** Subscriptions, right now, feel transactional.

Kirk Round, ON, 43

People are willing to pay, consistently, for ‘greater value’:

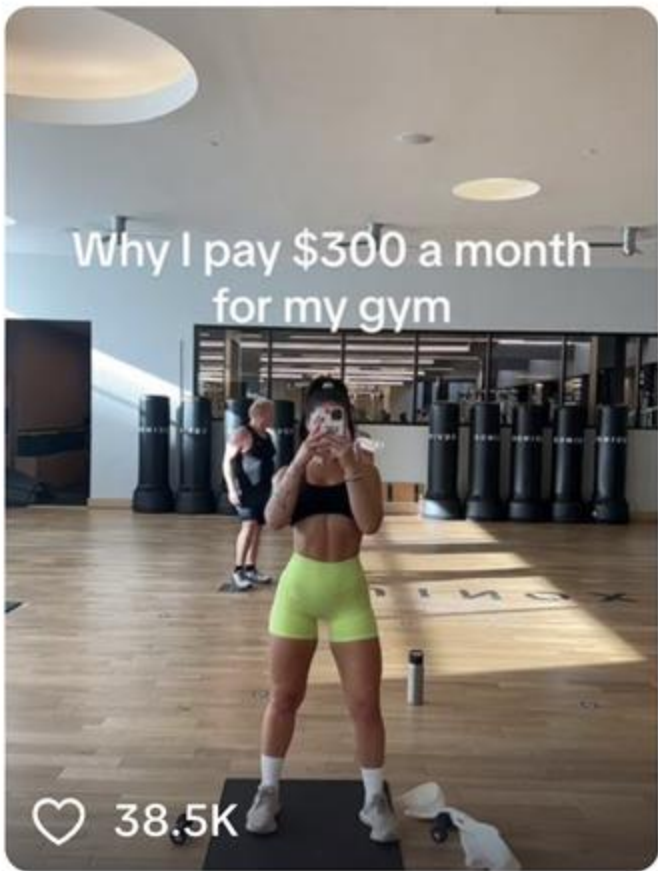


#sephora #sephorasale...



lilmarraps

▶ 18.3K



Litetally my second home...

Prompts we're eager to test.

Helping land a simple, clear, positive message...

Subscription value drivers:

“Is your door in the draw?”

Don't miss out on a draw – daily, weekly, monthly.

87% of people won prizes in 2024.

Explore how we could unlock 'greater value':

Personalising participants' charitable impact.

Connecting you to your neighbours (addresses a local gap in 'community').

Making you feel like an insider on your block.

**Motivations that go beyond
‘togetherness’.**

At first glance, the power of postcodes is clear, simple, and has the potential to motivate sign ups.

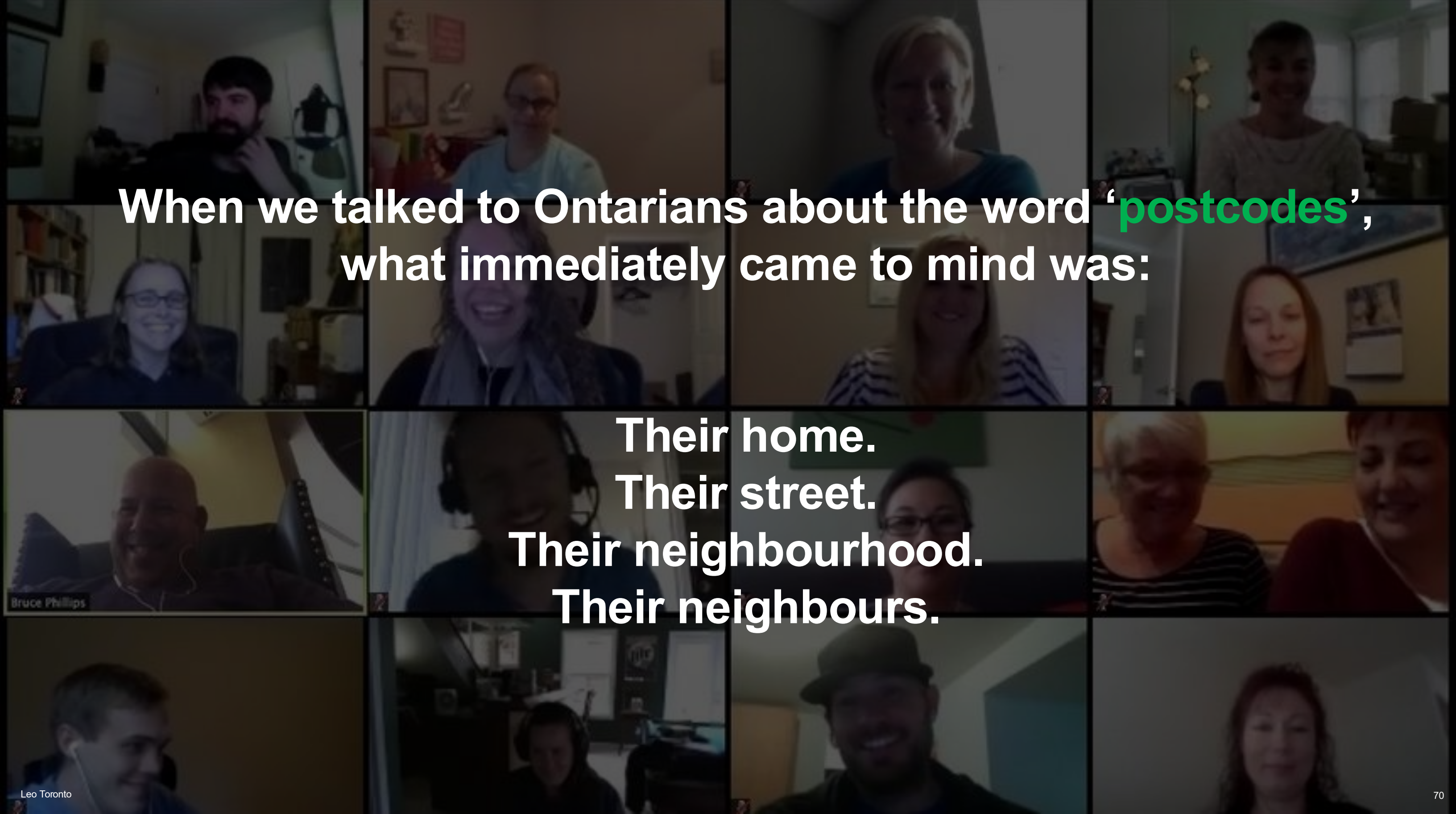
Q: How clear and motivating are the following statements? [Split, T2B]

71%

of Ontarian players immediately understood the concept of their postcode being their lottery ticket.

30%

of Ontarians were motivated to sign up for a lottery subscription with the CTA “Is your door in the draw?”

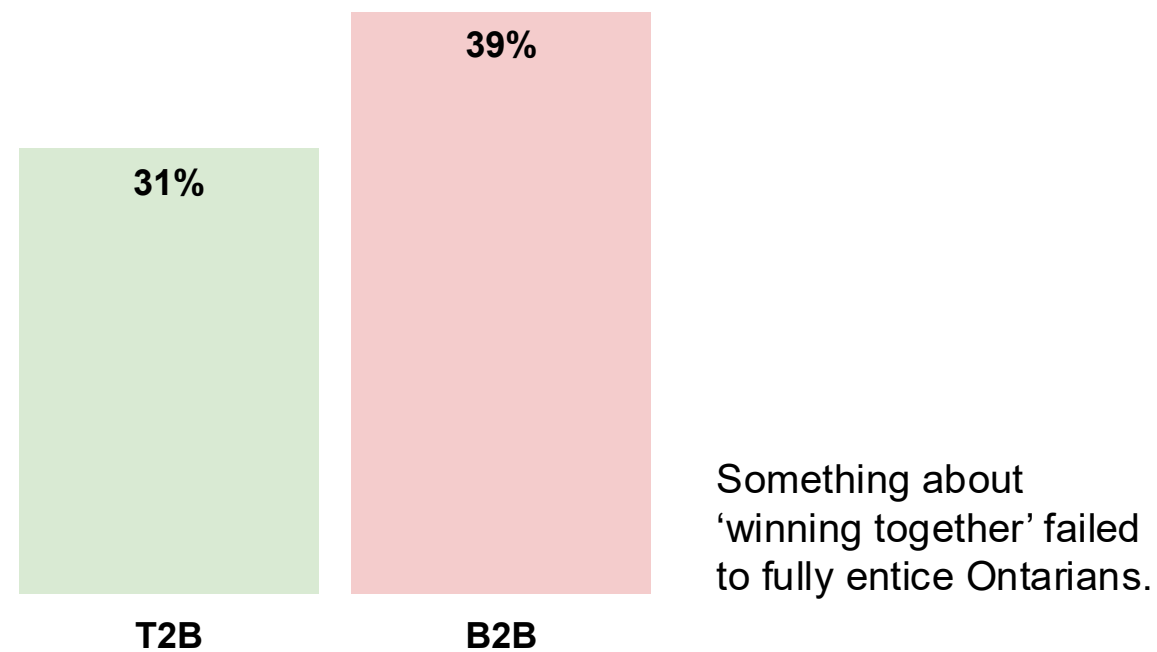


When we talked to Ontarians about the word ‘**postcodes**’,
what immediately came to mind was:

Their home.
Their street.
Their neighbourhood.
Their neighbours.

We simply had to ask, conceptually, what appeal does ‘winning with your neighbours’ have in Ontario?

Appeal:



“

Win with your neighbours is a nice thought, but **I just don’t know if it’s the key reason** I would play the lottery.

Alex S., 30, ON

From 'me' to 'we'. Ontarians rally behind causes and community.

Q: From the below, what are your top motivations for playing the lottery?

+86%

Participating in a charity lottery
makes me feel **a positive
sense of community.**

18–34 vs. 55+

From ‘me’ to ‘we’. And then back to ‘me’.

FOMO, Envy – winning brings out all the emotions.

Q: From the below, what are your top motivations for playing the lottery?

+86%

Participating in a charity lottery makes me feel a **positive sense of community**.

18–34 vs. 55+

+87%

I feel like I would be **missing out** if they won and I wasn’t a part of it.

18–34 vs. 55+

+200%

I would feel **envious** if a group I had the chance to join ended up winning.

18–34 vs. 55+

Summary.

Considerations to win on Day One.

Charitable claims that drive credibility.

Housing:
a hard-working choice.

A spin on gameplay that evokes interest.

Unlocking the full potential
of subscriptions.

From "me" to "we", then back to "me"?

Testing a range of motivations
that can inspire play.

Our Promise to You

Our Promise to You

We will deliver the best work bar none.

Our Promise to You

We will deliver the best work bar none.

You will have our most experienced talent.

Our Promise to You

We will deliver the best work bar none.

You will have our most experienced talent.

We'll have fun winning as a team.

Our Promise to You

We will deliver the best work bar none.

You will have our most experienced talent.

We'll have fun winning as a team.

We will put skin in the game with a
Performance Based Remuneration.

Our doors will be in your first draw.



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Tahir Ahmad



Group Strategy Director
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Chief Creative Officer
Angus Tucker



Part of Postmedia Lottery Group



Let's chat.

What helps people,
helps business.

Leo Burnett