



## **Advertising and Promotion Code of Practice**



# Advertising and Promotion Code of Practice

## 1. Purpose

**To establish a code of practice covering advertising, marketing and promotion in respect of the National Lottery and every National Lottery Game and any National Lottery ancillary activities which the National Lottery intends to pursue.**

## 2. Definitions

In this Code of Practice unless the context requires otherwise:

**Act** means the National Lottery Act 2013

**Licence** means the National Lottery Licence dated 27<sup>th</sup> February 2014

**Marketing Communications** means any form of advertising, marketing or promotion of National Lottery and every National Lottery game and any National Lottery activity which the National Lottery intends to pursue

**Public Relations** means any form of publicity, promotion or editorial for National Lottery

**National Lottery** means any lottery game or combination of lottery games held under a licence in accordance with the rules contained in a scheme under section 45(1) of the National Lottery Act 2013

**PLI** means Premier Lotteries Ireland Limited, the operator of the National Lottery in accordance with the Section 29 of the Act

## 3. Scope of the Code

The primary objective of this code of practice is to regulate the advertising and Public Relations (PR) activities of The National Lottery. This applies to the following:

- Television commercials
- Radio commercials
- Press advertisements
- Outdoor advertisements
- Online and digital advertisements
- Cinema advertisements
- Social media
- All promotional materials
- Direct marketing
- Public Relations activities
- Sponsorships
- Point of Sale and Agent Incentive programmes
- Sales promotion
- Agent store merchandise (Game Playslips, Lottery tickets)

- Permanent point of sale including terminals and vending machines

The code of practice applies to any other activity or means of communications which is intended to advertise, market or promote the National Lottery, or any of its games.

#### **4. Other Codes**

This Code of Practice will operate in conjunction with the current *Code of Standards for Advertising and Marketing Communications in Ireland* set out by the Advertising Standards Authority of Ireland (ASAI), while at the same time being aware of the exclusion applied to the National Lottery under Section 10(2) of that code.

Additionally, this Code of Practice can be read alongside the *General Advertising Code* set out by the Broadcasting Authority of Ireland, *Code of Professional Practice for Public Affairs and Lobbying* set out by the Public Relation Institute of Ireland and *the National Lottery Act 2013* and the National Lottery Social Media Guidelines.

#### **5. Standards**

This Code of Practice seeks to provide a responsible basis for all advertising, promotion and public relations activity to be produced by the National Lottery in order to maintain the integrity and sustainability of the National Lottery, while protecting players' interests.

1. All forms of advertising should be legal, decent, honest and truthful;
2. Marketing Communications and PR activities should be prepared with a sense of responsibility to consumers and to society;
3. Marketing communications should not state or imply that a player's skill can influence the outcome of a game;
4. Marketing Communications and PR activities should not portray actions or behaviour that would be considered socially irresponsible or could lead to social, financial or emotional harm;
5. Marketing Communications and PR activities should not mislead or be likely to mislead, by inaccuracy, ambiguity, exaggeration, omission or otherwise;
6. Marketing communications for promotions or events that can only be accessed through registering online or otherwise purchasing a National Lottery Product should make that condition and the age restriction clear;
7. Marketing Communications and PR activities should respect the dignity of all persons and should avoid causing offence on grounds of gender, marital status, family status, sexual orientation, religion, age, disability or race;
8. Marketing Communications and PR activities should not infer that winning any National Lottery game is anything other than a matter of chance;
9. Marketing Communications and PR activities should not exploit an individual's financial anxieties or personal difficulties nor present winning in a way that is seen to be a way out of financial difficulties or as an alternative to work;

10. Marketing communications should not a) suggest that playing National Lottery games can enhance personal qualities b) suggest peer pressure to engage in playing National lottery games or disparage abstention from doing so, or c) suggest solitary National Lottery play is preferable to social National Lottery play;
11. Marketing Communications and PR activities should not encourage problem play;
12. Marketing Communications and PR activities should incorporate responsible gaming messages;
13. Marketing Communications and PR activities with any association with alcohol, tobacco, pharmaceuticals or related products are strictly prohibited;
14. Marketing Communications shall not direct advertising at vulnerable groups (in respect of age, social status or gambling playing habits);
15. Marketing Communications shall not offer incentives for loyalty unless prior approval has been given by the Regulator of the National Lottery;
16. Marketing Communications shall not cooperate with, or support links to other commercials that are offering loans that can be drawn upon for the purposes of playing;
17. All factual statements contained in Marketing Communications and materials released into the public domain shall be true and capable of independent verification;
18. Where a factual statement is not capable of independent verification PLI shall ensure that it is not included in any Marketing Communications or PR activities;
19. All Marketing Communications and PR activities shall ensure that no unsolicited telephone calls or other forms of direct or personal communication are made with a view to encouraging the purchase of Tickets in a National Lottery Game;
20. Players who opt to receive direct or personal communications from the National Lottery may choose to opt out of such communications at any time;
21. No Marketing Communications or PR activities shall be produced on the basis of a top prize where the top prize(s) has already been won.

### **Under 18**

22. Marketing communications should not exploit the susceptibilities, aspirations, credulity, inexperience or lack of knowledge of children;
23. Marketing communications should not be likely to be of particular appeal to children, especially by being associated with youth culture;
24. Marketing communications including branding should not make direct use of a) signs, symbols, themes, drawings, fictitious characters or real people of primary or particular appeal to children, b) depict adolescent, juvenile or loutish behaviour, c) contain endorsements by recognisable figures who would be regarded as heroes or heroines of the young or d) induce a child to regard National Lottery play as a natural element of his or her leisure time/activities;
25. Marketing Communications should not be aimed at persons under 18 years of age;

26. No suggestion/inference should be made (in any Marketing Communications and PR activities) that anyone under the age of 18 years of age may participate in National Lottery game;
27. Point of Sale material stating that players must be '18 years or over' will be distributed to and displayed by all Retail Agents;
28. Any person who is under the age of 18 or appears to be under the age of 18 shall not be shown in anything other than an incidental role of Marketing Communications and PR activity. Only actors who are and appear to be over 18 years of age shall be shown as the main character of any National Lottery advertisement or Public Relations campaign;
29. No advertising shall appear in Media directed primarily to people under the age of 18 years, or in media where most of the audience is expected to be under the age of 18;
30. Any application forms designed for promotional activity should include a question on age verification. Only individuals who confirm they are over 18 years of age may participate.

### **Public Relations**

31. No Marketing communication(s) or PR activity should make reference to the identity of any winner or beneficiary without the written agreement of, and approval from, the individual prior to the communication(s) being made public.
32. All National Lottery social media activity will abide by the National Lottery Social Media Guidelines relevant to the channel.

### **Advertising with Third parties**

When Sponsorships or co-promotions are entered into with third parties the following rules should be adhered to:

33. No Marketing communications or PR activity should be published or broadcast without prior approval from PLI;
34. PLI shall ensure that the service or quality of co-promoters products do not detract from the image of the National Lottery or its Retail Agent network;
35. The National Lottery logo and associated brand logos may not be reproduced by third parties without the prior written approval/consent of PLI;
36. PLI shall ensure sponsors or co-promoters involvement will not detract from the good reputation of the National Lottery.

### **The National Lottery's Retail Agent Network**

37. PLI shall require the Retail Agent displays the mandatory Over 18 message in a visible location.
38. PLI shall require the Retail Agent does not sell any National Lottery product to anyone under the age of 18 years;
39. PLI shall require the Retail Agent to ask for photographic age verification identification (e.g. in the form of a Garda Age Card, driving licence or passport)

where there is reason to believe that a prospective player may be aged under the age of 18 years.

#### **4. General Information**

All Marketing Communications materials will carry:

- The National Lottery Name/Brandmark or individual Game Name/Brandmark
- Website address: [www.lottery.ie](http://www.lottery.ie)

#### **5. Review of Code of Practice**

This Code of Practice will be reviewed on an annual basis.

#### **Contact Details**

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