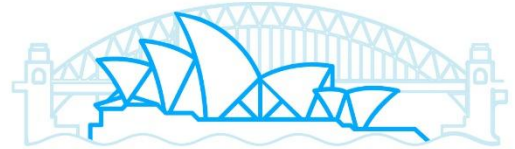


WLA Awards



WORLD LOTTERY SUMMIT

9-12 NOV 2026
SYDNEY

The WLA Awards are a flagship moment of the World Lottery Summit, shining a spotlight on the most powerful and innovative initiatives in the global lottery industry.

These awards offer a unique opportunity to showcase your lottery's strongest Advertising and Responsible Gaming initiatives from the past two years and to gain valuable visibility and recognition across the industry.

For this edition, each Awards program includes a Jury Recognition Award category, allowing the jury to recognise an outstanding Advertising campaign and an exceptional Responsible Gaming initiative that deserve distinction beyond the standard categories, demonstrating excellence, originality or relevance.

We look forward to seeing your submission!

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1. A new era for 2026

The WLA Advertising Awards are evolving for 2026, marking a bold new step forward for the competition. This new identity places a stronger emphasis on effectiveness and the diversity of communication channels, reflecting the fast-changing landscape of the industry.

The categories have been redesigned to better align with today's advertising realities and industry practices, bringing greater relevance and impact to the competition.

This new edition also introduces the Responsible Gaming Awards, highlighting the industry's ongoing commitment to safer play and social responsibility.

For the first time, the WLA Awards bring together two ceremonies in one powerful event:

- The WLA Advertising Awards
- The WLA Responsible Gaming Awards

Two pillars, one stage, one celebration of creativity, effectiveness, and responsibility.

This guide has been created for this new edition to introduce you to all the latest updates, outline the different categories, and provide a clear overview of the selection process. It also details the criteria that will guide the jury in making their decisions, ensuring full transparency, and helping you better prepare your participation.

2. WLA Advertising Awards

Introduction

The WLA Advertising Awards are a traditional component of the World Lottery Summit, designed to acknowledge and promote best practice in lottery industry advertising.

The WLA Advertising Awards provides an ideal platform for you to gain industry exposure for the promotional material produced by your organization in the past two years.

The Lottery Corporation, as the host lottery, has recruited a panel of experts to assess submissions against the criteria. Panel members have an excellent awareness of global advertising / marketing trends and the ability to maintain a global perspective during the judging process.

Categories and Criterias

Category 1: Best Product Advertising

Advertising that stands out for its creative excellence in promoting a specific product, highlighting originality, clarity of the idea and the quality of the creative execution.

Criteria:

This category celebrates excellence in the creative promotion of a lottery or betting product, highlighting originality, clarity of the idea and the quality of the creative execution.

Product Context and Objectives

Submissions should clearly explain the product being promoted and the role of the advertising within its broader marketing objectives. The context should make it easy to understand what success looked like and why the campaign was necessary.

Target Audience Relevance

Entries should identify the intended audience and demonstrate that the messaging, tone, and execution were appropriate and relevant to that audience. Insights informing the approach should be evident.

Creative Idea and Execution

Judges will assess the originality of the creative idea and how effectively it was brought to life. Creativity should enhance understanding and appeal of the product, not distract from it.

Design, Craft, and Aesthetic Quality

Submissions should demonstrate high production standards, including effective use of visuals, sound, pacing, and overall structure.

Category 2: Best Campaign Effectiveness Advertising

Marketing work that demonstrates clear, data-backed success, showing that strategic advertising delivered real outcomes.

Criteria:

This category rewards advertising that demonstrates clear, data-backed success, showing how strategic thinking and creative execution delivered measurable results.

Campaign Objectives and Strategy

Entries should clearly outline the campaign objectives and the strategic approach used to achieve them. The rationale behind the chosen strategy should be clear and logical.

Audience Insight and Relevance

Submissions should show a strong understanding of the audience, including the behaviors, perceptions, or challenges the campaign aimed to address.

Creative Execution in Support of Strategy

Judges will look for creativity (artistic direction media, assets...) that directly supports effectiveness. The execution should clearly serve the campaign strategy and contribute to achieving results.

Measured Results and Outcomes

Evidence of success is essential. This may include context of the campaign, quantitative data, qualitative insights, or comparative benchmarks demonstrating meaningful impact.

Change in Perception or Behaviour

Strong entries will demonstrate how the campaign influenced customer attitudes, perceptions, or behaviors, beyond simple exposure or reach. Differences in perception are not limited to consumers and may also be shared by other stakeholders.

Category 3: Best Corporate Advertising

Creative communication that presents the organisation and what it stands for, strengthening its image and credibility with audiences.

Criteria:

This category recognizes advertising that profiles the organization and strengthens its corporate identity, credibility, and public trust.

Corporate Narrative and Positioning

Entries should clearly communicate who the organization is, what it stands for, and its role within society or the lottery and betting ecosystem.

Reputation and Perception Impact

Judges will consider how effectively the advertising contributed to building trust, credibility, or a positive emotional connection with audiences.

Storytelling and Creative Approach

Submissions should use engaging and authentic storytelling to bring the organization to life, avoiding generic or purely promotional messaging.

Production Quality and Craft

High standards of craft appropriate for TV or cinema environments are expected, including strong visual identity and sound design.

Audience Engagement and Memorability

The advertising should capture attention, sustain interest, and leave a clear and lasting impression of the organization.

Category 4: Best Social Impact Advertising

Advertising that helps society by raising awareness about social issues, promoting responsible gaming, supporting communities or vulnerable groups, encouraging sustainability or equality to health, education, or environmental causes.

Criteria:

The Best Social Impact Advertising Award recognises advertising that reflects a lottery or betting operator's commitment to making a positive contribution to society. This category honours communications that highlight the organisation's role in promoting responsible behaviour, supporting communities, or advancing social, environmental or public interest causes, beyond commercial objectives.

Social Purpose and Relevance

Entries should clearly define the social issue addressed and explain why it is relevant. The role of the company in addressing this issue should be appropriate and credible.

Eligible submissions include any positive contribution to society, such as responsible gaming, support to good causes, community initiatives, sustainability, equality or other public interest objectives.

Authenticity and Responsible Approach

Submissions should demonstrate genuine commitment to the cause, with respectful and ethical treatment of the subject matter.

Creative Expression and Emotional Engagement

Judges will assess how effectively creativity is used to engage audiences emotionally and communicate the message without sensationalism or exaggeration.

Potential for Broader Influence

Strong entries will show whether the initiative could be scaled, adapted, or applied in other markets or contexts.

Special Category: Jury Recognition Award

This award allows the jury to highlight a piece of advertising that made a strong impression for its exceptional quality, originality or relevance, and that merits recognition beyond the standard award categories.

The Jury Recognition Advertising Award may recognise work that stands out for one or more of the following reasons:

- outstanding creative quality or craftsmanship;
- an innovative or unconventional approach;
- a particularly strong alignment with the values and mission of lotteries;
- a powerful or thought-provoking message;
- a project that combines creativity, responsibility and public interest in a compelling way.

The jury's decision will be based on a documented and reasoned assessment, and the rationale for the Jury Recognition Advertising Award will be recorded by the jury.

Selection Process

Entries must:

- Must have been released between **July 2024 and August 2026**
- Be video based (max. **90 seconds**). "Video-based" means that the submission must be presented in video format, regardless of the campaign's original medium.

For example, if the campaign was created for print media, the presentation video should showcase the different materials used, their formats, and how they were implemented.

Any text added to the video for explanatory or illustrative purposes must be in English.

- Be submitted with a completed **Advertising Award Nomination Form** and comply with the relevant requirements
- Have the **entry fee paid** (payment required for judging to proceed) – AUD 500.00 per submission.

Non-English entries must be submitted as a dubbed English version or have English subtitles. The deadline is to be submitted by **Wednesday 30 September**.

Based on scores and expert assessment, the Jury will select **3 finalists per category (12 finalists in total)**.

3. WLA Responsible Gaming Awards

Introduction

The Responsible Gaming Awards aim to recognize impactful, innovative, and scalable initiatives that promote responsible gaming across key stakeholder groups. These awards highlight best practices and encourage knowledge sharing among WLA Regular members ahead of the WLS in Sydney. Submissions should clearly demonstrate real-world impact, measurable outcomes, and alignment with responsible gaming principles.

The WLA Responsible Gaming Awards will be judged by the WLA Independent Assessment Panel (IAP). The IAP is an independent group of international corporate social responsibility experts who agreed to evaluate all submissions for the WLA Responsible Gaming Awards.

Each of the experts is imminently qualified to evaluate these programs, having not only the qualifications and experience in corporate social responsibility, but an intimate knowledge of the lottery and gaming industry.

Based on their evaluations and subsequent recommendations for certification, the WLA is able to award those programs that truly stand out, as well as help all lotteries achieve continued improvement and excellence in Responsible Gaming. For more information on the panel consult the WLA website at [WLA Corporate Social Responsibility Committee](#)

Categories

Category 1: Player Engagement: Youth & Young Adults Awareness

This category focuses on initiatives aimed at preventing gambling-related harm among younger audiences, including under-25s and first-time players. Submissions should demonstrate how awareness is raised using relevant channels such as digital platforms, social media, influencers, or educational partnerships. Strong submissions will show evidence of reach, engagement, and measurable impact on awareness or behavior.

Category 2: Employee Engagement

This category recognizes internal programs that build a strong responsible gaming culture within organizations. This includes training programs, internal campaigns, leadership engagement, and tools that empower employees to understand, promote, and act on responsible gaming principles. Strong submissions should demonstrate employee participation and cultural integration.

Category 3: Retailer Engagement

This category focuses on initiatives that support retailers in promoting responsible gaming at the point of sale. This includes training, certification programs, in-store materials, mystery shopping programs, and tools that help retailers identify and respond to potentially risky player behavior. Strong submissions should highlight adoption rates and real-world usability.

Special Category: Jury Recognition Award

The Jury Recognition Award is a special distinction granted at the Jury's discretion to recognise an exceptional Responsible Gaming initiative that deserves particular attention and that may inspire other members.

This award may be given to a submission that does not fit neatly within the predefined categories, or was not selected through the main award process, but which the jury considers outstanding for its substance, organizational integration, originality, learning value or strong alignment with Responsible Gaming Principles.

The jury's decision will be based on a documented and reasoned assessment.

Criteria for all Responsible Gaming Award categories

Submissions will be evaluated based on the following criteria:

- Relevance & Alignment (25%): Alignment with responsible gaming priorities and risks
- Innovation (25%): Creativity and originality of the approach
- Impact & Effectiveness (30%): Demonstrated outcomes and measurable results
- Scalability & Replicability (10%): Potential to replicate across markets
- Engagement Quality (10%): Clarity and strength of communication

Please provide a brief introduction explaining the purpose of the initiative, the problem or risk it addresses, and when it was implemented. This should set the context and explain why the initiative was needed.

Target Audience

- Clearly identify who the initiative is designed for (e.g., youth, employees, retailers, at-risk players). Explain why this audience was chosen and any relevant insights that informed the approach.

Actions Taken / Approach

- Describe the key activities, tools, or interventions implemented. This may include campaigns, training programs, digital tools, partnerships, or behavioral strategies. Focus on what was actually done and how it was delivered.

Measurable Impact and Outcomes

- Demonstrate the effectiveness of the initiative using evidence wherever possible. This can include quantitative metrics (e.g., reach, engagement rates, training completion, behavioral indicators) and/or qualitative results (e.g., feedback, observed changes in awareness or behavior).

Key Learnings and Future Potential

- Share any insights gained, challenges faced, and how the initiative could be improved or scaled. Highlight whether the approach could be replicated in other markets or contexts.

Style and Tone

- Videos should be clear, engaging, and authentic. The focus should be on substance and impact, rather than promotional messaging. Real examples, testimonials, or visuals of the initiative in action are encouraged where possible.

Selection Process

Entries must:

- Be video based (max. 2-3 minutes) presenting the initiative
- Be submitted with a completed **Responsible Gaming Award Nomination Form** and comply with the relevant requirements
- Payment of the **entry fee** (mandatory for judging) – AUD 150.00 per submission

Non-English entries must be submitted as a dubbed English version or have English subtitles. The deadline is to be submitted by **Wednesday 30 September**.

Based on scores and expert assessment, the IAP will select **3 finalists per category (9 finalists in total)**.

3. WLA Awards Ceremony

The Jurys of both the Advertising and Responsible Gaming Awards will determine the finalists to be presented to delegates at the WLA Awards Ceremony during the WLS 2026.

Nominees

The finalists (3 per category) will be screened at the WLA Awards Ceremony on **Thursday, November 12, 2026, from 10:00-11:00 a.m.** We encourage the WLA Awards contestants and all delegates to attend the WLA Awards Ceremony to vote for their favorite advertising and Responsible Gaming initiative in each category.

Winners

From all the finalists presented at the WLA Awards Ceremony, the delegates will vote for their favorite and all winners will be presented a trophy in the last part of the same session.

The **Jury Recognition Awards** (Advertising and Responsible Gaming) trophies will be presented the same evening at the **WLS 2026 Closing Dinner**.

4. WLA Awards Terms and conditions

General

The WLA Awards are organised by the World Lottery Association (WLA) in connection with the World Lottery Summit (WLS) 2026.

These Terms and Conditions apply to all entries submitted to:

- WLA Advertising Awards
- WLA Responsible Gaming Awards
- Any associated special or Jury Recognition Awards

Eligibility

Submissions are open to WLA Regular Members (excluding the host lottery for the Advertising Awards).

How to submit

STEP 1: Download the nomination form on the WLS website or email at wlsawards@world-lotteries.org to request the nomination form.

STEP 2: Send your nomination form by email to wlsawards@world-lotteries.org

Once the WLS Awards Team has received the nomination form duly completed, the applicant will receive a dedicated personal link to upload their high-resolution video or media files.

Only the files uploaded to the company's dedicated folder will be considered valid for the Award.

STEP 3: Make your payment by following instructions.

Payment

Advertising Awards: An entry fee of **AUD 500.00** per submission is payable by electronic bank transfer.

Responsible Gaming Awards: An entry fee of **AUD 150.00** per submission is payable by electronic bank transfer.

Full payment details are provided below.

Entry fees must be received by close of business on by **Wednesday, September 30, 2026**. (Central European Time).

Please note that:

- regarding the Advertising Awards Program, there is no entry fee for the Jury Recognition Awards as finalists will automatically be entered into the pool for this award
- regarding the Responsible Gaming Awards Program, there is no entry fee for the Jury Recognition Award if the applicant had previously applied in another category. An

entry fee of AUD 150.00 is payable if the applicant submits an initiative solely to compete for the Jury Recognition Award

Bank transfers should be in AUS (not your own currency) made payable to:

Payment details	Bank Details AUD
Company	World Lottery Association Avenue de Provence 14, 1007 Lausanne, Switzerland
VAT N°	CHE -100.972.547.
Account N°	0245 00240818.62T
Bank	UBS SWITZERLAND AG Paradeplatz, 8001 Zürich, Switzerland
Swift / BIC	UBSWCHZH80A
IBAN	CH64 0024 5245 2408 1862 T

Payments should be made with the instruction 'fees and charges to be paid by sender'.

Should you not be able to make a bank transfer, please send a mail stating reasons to wlsawards@world-lotteries.org.

Intellectual Property

Entrants retain full ownership of the intellectual property rights in all submitted materials.

By submitting an entry to the WLA Awards, the entrant confirms that all necessary rights, permissions and consents have been obtained for the use of the materials, including any third-party content.

The entrant grants the World Lottery Association (WLA) a non-exclusive, worldwide, royalty-free licence to use the submitted materials for purposes related to the Awards, including:

- Evaluation and judging
- Screening during WLA Awards Sessions and WLS events
- Promotion of the Awards, finalists and winners
- Use in WLA communications, publications, websites and digital channels

Where reasonably practicable, materials will be used with attribution to the submitting organisation.

Materials

Submitted materials include all content provided as part of the entry, such as videos, written descriptions and supporting documents.

Materials may be:

- Reviewed by juries or independent assessment panels
- Screened during Awards Sessions
- Made available for delegate viewing and voting, where applicable

The WLA may make limited technical edits (e.g. formatting, subtitling or length adjustments) without altering the substance of the entry.

All submissions are final and will not be returned.

Privacy Policy

Please refer to the Privacy Policy available on the WLS website for further information on how your personal data is collected, processed, and protected.

Governing law and Dispute resolution

These WLA Awards Terms and Conditions shall be governed by and construed in accordance with the substantive laws of Switzerland, without regard to its conflict of laws principles.

Any dispute, controversy, claim, or difference arising out of or in connection with these Registration Terms and Conditions shall be submitted to the exclusive jurisdiction of the competent courts in Lausanne, Switzerland. The Parties hereby irrevocably submit to the personal jurisdiction of these courts.