

EL Advertising Awards 2025

Celebrating excellence in lottery marketing

The 12th EL Congress 2025 in Bern, Switzerland continues the tradition of the EL Advertising Awards, designed to acknowledge and promote best practices in lottery advertising.

Take your chance and be one of the winners of the 2025 edition !



Your chance to shine!

Categories

1. Best Corporate Commercial
2. Best New Media Production
3. Best Product Campaign
4. Best Responsible Gaming Campaign

A fifth category - "The Best of the Best" - will be voted on-site by Congress participants.

Eligibility

- Only EL Regular (Lottery) members are eligible to enter
- Maximum three entries per member per category
- Commercials should be valid within the last term of the EL ExCom (2023-2025)
- Commercials should be in English (or subtitled)
- Commercials can be in the form of tv ads, cinema, digital (social media YouTube) & radio



Entry fee

250 EUR (excl VAT)
per submission
One commercial =
one submission



Judging procedure

The jury will assess
submissions based on strict
criteria. A calculation process
will elect the winners



And the winners are..

Winners will be announced
during a special award
ceremony at the EL Congress
on 16 September 2025

Submissions via EL website

DEADLINE: June 30, 2025 @ 23:59 CET



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