



PRESS RELEASE

Be a dreamer, be a winner! Taking lottery storytelling to the next level

Budapest, 20 October 2025 – **The Hungarian Lottery has launched the latest national image campaign for the 5/90 lottery (Ötöslottó), focusing on the power of dreaming and the diversity of human desires. The integrated campaign, built around the message “Be a dreamer, be a winner!”, aims to provide a new, emotionally powerful communication platform for one of Hungary’s best-known brands.**

The central idea of the campaign is that the 5/90 lottery is not just a game of chance, but an opportunity for people to articulate what they truly desire. The new brand platform is based on the universal insight that every desire, every change, begins with a dream.

“The 5/90 lottery has been part of the lives of Hungarians for generations; almost everyone has a related story or a memory. It is our most well-known and most popular product, and our goal is to once again be present as a love brand in consumers’ hearts. A promise of a win is not enough to accomplish this; we need to create an emotional bond that also gives space to the personal stories connected to the game”, emphasised András Dion, Head of Marketing, client-side representative.

The campaign started in mid-September with a teaser phase in which only a single question was asked: “What is your dream?” This idea paved the way for the emotionally-driven nationwide campaign launching in October.

The central element of the integrated communication is a 120-second online film which, without narration and solely through images and emotions, tells a story spanning decades. What makes the production special is that it was shot on classic 35 mm film, which gave the story an authentic visual world and aesthetic quality. Among the scenes are archive-style “home video” recordings captured by a separate VHS crew, strengthening the personal, nostalgic atmosphere.

The campaign is also accompanied by a 45-second TVC, several online short edits, as well as an image- and a sales-focused key visual series, complemented by a radio spot matching the mood, special outdoor appearances and digital activations.

The new 5/90 lottery image campaign started in early October and will run with nationwide coverage until mid-November, reaching audiences across multiple platforms.

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