

Know your gambling habits

Loterija Slovenije: responsible gambling campaign case study

Loterija Slovenije at a glance

MISSION

To create fun and safe games, trusted by players and the general public. As a strategic state-owned investment, we organize games of chance in a socially responsible manner to secure funding for Slovenian disability, humanitarian and sports organizations.

PORTFOLIO

Draw games • instant tickets • e-instants

Draw based games represents 81% of total sales.

€148m

2025 turnover

79%

of adults played at least once

26.7%

digital share in 2025
>30% in 2026

~80%

returned to society each year

€96.5m

Prizes paid out

€16.4m

Taxes paid to the state budget

€25.1m

Funding for Slovenian disability, humanitarian and sports organizations

€8.2m

Funding for Slovenian municipalities

Sustainability pillars, impact areas and strategic priorities

01 CORE PILLAR

RESPONSIBLE GAMBLING

Our impact area

Through our games, we spread joy and collect funds for the public good - all this with zero negative impact on society at large.

Strategic priorities

- **Zero tolerance for addiction**
Monitoring societal impact • Support system for vulnerable groups • Raising public awareness • External quality validation of responsible gaming practices
- **Protection of minors**
- **Ensuring stable financing for disability, humanitarian, and sports**

02 ETHICAL CONDUCT

Our impact area

With our positive business practices, we are raising the expected standards of corporate governance.

Promote fair work, inclusion, human rights and high standards of corporate governance.

03 ENVIRONMENT

Our impact area

We are tracking and measurably reducing the environmental impacts of our business processes.

Measure and reduce our footprint, use resources responsibly and strengthen circular practices.



Safe play supports trust, long-term growth and stable funding for the public good.

Self-assessment test

PLAYERS

Reflection and guidance

OPERATOR

Risk insight and validation

16 Q • ≈5 MIN

HOW IT WORKS

REFLECT

Understand your play

Time and money spent
Patterns of play
Potential consequences

RESPOND

Personal guidance

Personalized feedback
Practical recommendations
Concrete action (change your limit, play break)
Online, for registered and anonymous use

LEARN

Stronger insight

Validate risk indicators
Calibrate with analytics
Broaden the evidence base

PLAYERS

LOTTERY

Reflection → feedback → decisions → insight

CAMPAIGN OBJECTIVES

Know your gambling habits campaign

The decisive metric was a fully completed test.

The ultimate goal was to encourage at-risk players to take concrete action.

01

PRIMARY

COMPLETED TESTS

Evidence of full engagement — and useful volume for further behavioural analysis.

02

SECONDARY

AWARENESS

Make self-assessment feel normal, useful and accessible — also beyond active players.

03

SECONDARY

BUILDING TRUST

Strengthen Loterija Slovenije's reputation as a responsible operator.

Different objectives helped us judge every channel by the role it was meant to play.

Trust before scale

PRIMARY

Registered online players

SECONDARY

Other players

€3,000 BUDGET

CHANNEL LOGIC

OWNED

Trust + efficient scale

System email
Newsletter
loterija.si / mLoterija
Retail LCD screens
Facebook + Instagram

PAID

Relevance + action

Remarketing
Digital advertising

EDITORIAL

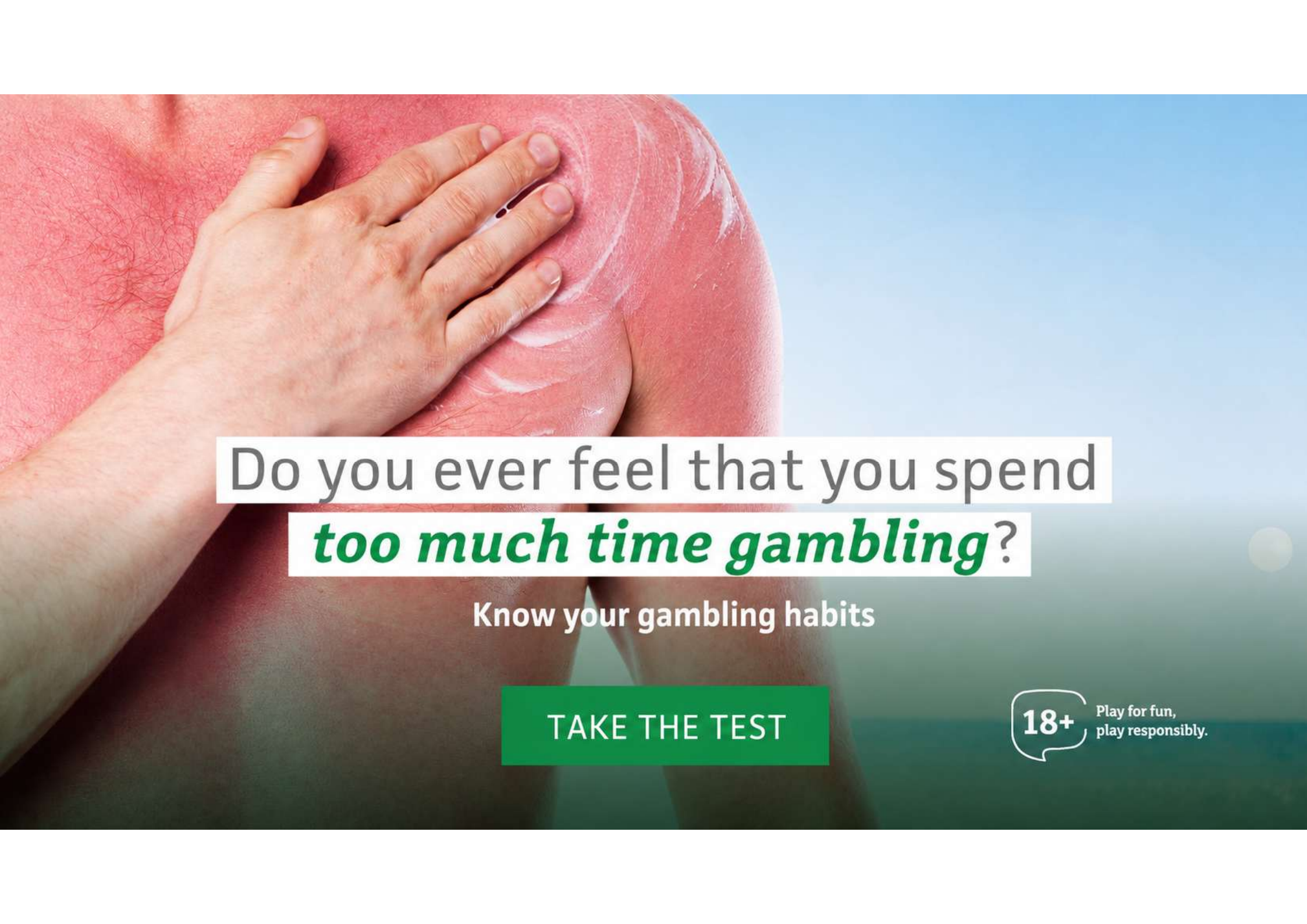
Context + awareness

Cekin.si advertorial
Med.Over.Net advertorial

OWNED

SCALE

Activation → relevance → understanding → trust

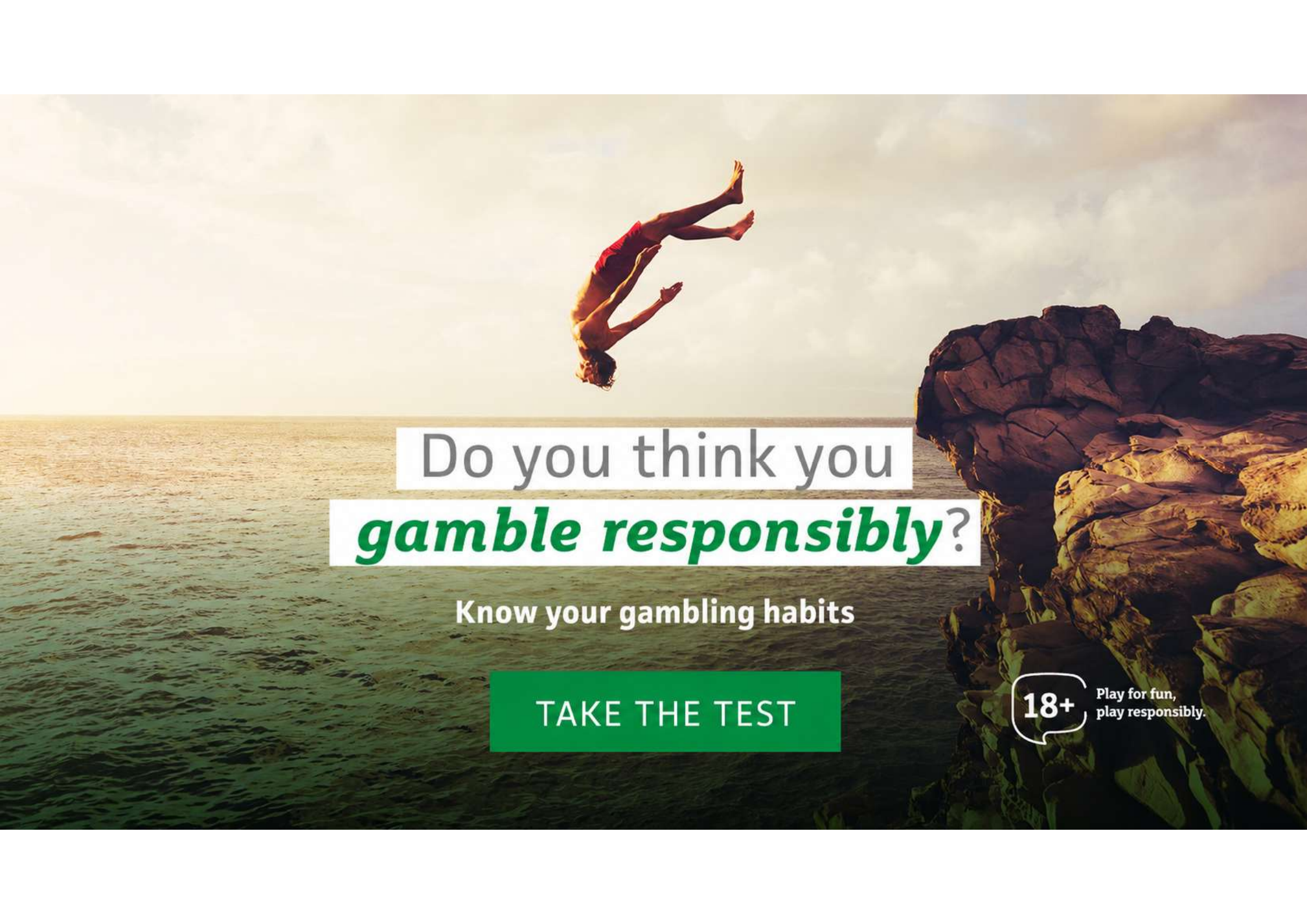


Do you ever feel that you spend
too much time gambling?

Know your gambling habits

TAKE THE TEST

18+ Play for fun,
play responsibly.



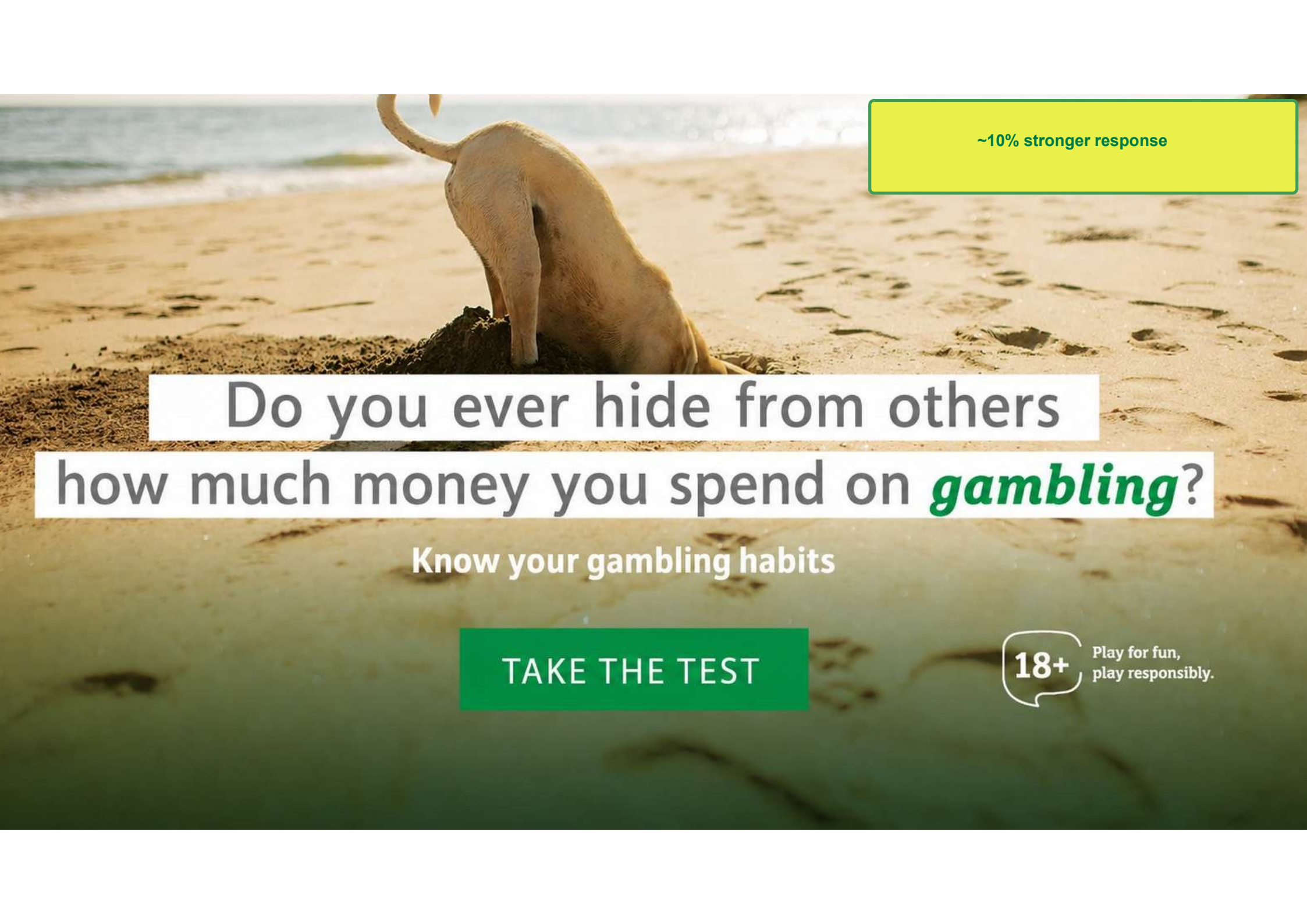
Do you think you
gamble responsibly?

Know your gambling habits

TAKE THE TEST

18+

Play for fun,
play responsibly.

A light-colored dog is seen from behind, sitting on a sandy beach and digging its front paws into the sand. The dog's tail is slightly raised. The background shows the ocean waves and a clear sky. The beach is covered in footprints and some scattered debris.

~10% stronger response

Do you ever hide from others
how much money you spend on *gambling*?

Know your gambling habits

TAKE THE TEST

18+

Play for fun,
play responsibly.

The meaningful outcome: people completed the test

5,073

COMPLETED TESTS

62.4%

of those who started the test

8,127 people started the self-assessment test



62.4% completed

EMAIL

105,911 opens

8,387 clicks

REMARKETING

176,603 reached

8,586 clicks
4.86% CTR; nearly 100% ad visibility

NEWSLETTER

10.47% click rate

vs. 4.47% average

ADVERTORIALS

7,348 + 2,230 reads

Context beyond players

The strongest direct effect came from remarketing and the email — supported by a trusted sender, relevant targeting and a low-barrier experience.

Four practical lessons to repeat and refine

4

PRACTICAL LESSONS

START

with your own players and trusted channels

Make the message clear, private and easy to act on



RELEVANCE → ACTION → LEARNING

RELEVANCE

Make it actionable

Use engaging content

REACH

Combine reach + action

Guide people to completion

TRUST

Start with your players

Use owned channels first

LEARNING

Measure meaningful behaviour

Repeat, compare and refine

GET STARTED. REPEAT WHAT WORKS. UPGRADE. KEEP TESTING.

THANK YOU

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