



Entrant company name: **VCCP**

Entry title: **Allwyn x VCCP: The Scratch Car**

Category: **Sport or Entertainment Campaign**

BRIEF, OBJECTIVES AND BUDGET

In 2025, lottery-led entertainment company Allwyn aimed to raise global awareness of its brand and purpose ahead of its 2026 consumer launch. A key element of this strategy was its official partnership with the McLaren Mastercard F1 Team, which Allwyn had an opportunity to activate in the entertainment capital of the world, Las Vegas.

The brief: Create an earned-first activation at the Las Vegas Grand Prix to propel Allwyn into the consumer spotlight.

Objectives:

1. Build awareness of Allwyn as a new entertainment brand in priority markets (notably the US, Czechia, and Greece).
2. Drive high-value engagement through an experience epitomising Allwyn's playful spirit and shared commitment to innovation with McLaren.

Budget: Total budget £950,000 (associated PR fees and costs equated to £48,970)

IDEA, RESEARCH AND PLANNING

As a new brand planning a consumer-facing launch in 2026, building meaningful awareness was critical, but activating a campaign at the time of the Las Vegas Grand Prix, one of the noisiest races for brand activations, presented a challenge to secure cut through.

To address this, Allwyn needed a high-impact moment to help demonstrate its identity as a lottery-led entertainment company in front of the global audience provided by McLaren and the Las Vegas Grand Prix spectacle.

The idea was simple. Take what McLaren is recognised for - winning, performance, and most importantly, its cars - and unite it with a universal symbol of lottery-led entertainment - the scratchcard.

We launched the Allwyn X McLaren Scratch Car - the world's first full-scale race car designed to be scratched.

Allwyn commissioned former McLaren designer Florian Weber (Paperlegend) to create a 1:1 scale race car featuring 970 panels coated in bespoke latex ink, beneath which were a series of prizes, including a signed helmet, the chance to meet a McLaren driver, an official pair of McLaren overalls, and the opportunity to visit the McLaren Technology Centre in the UK.

STRATEGY, CREATIVITY AND INNOVATION

The earned roll-out utilised a tease-and-reveal strategy, based on the art of 'creative misdirection' to ensure an unknown brand achieved maximum cut-through.

The Tease

To build anticipation, we launched high-gloss teaser films across Allwyn and McLaren's social channels. Styled as a genuine car reveal featuring driver Lando Norris, we used the visual language of elite motorsport to announce a mysterious "Allwyn x McLaren F1 car built to win in Vegas." Positioning the car to F1 media as a 'technical marvel' tapped into the natural curiosity of the audience and seeded speculation among fans and technical media.

The Reveal

The campaign culminated during the week of the Las Vegas Grand Prix with a coordinated multi-channel reveal. The 'technical marvel' teased online was finally unmasked through a suite of high-energy launch assets across Allwyn and McLaren's social platforms, revealing the car's true identity as the world's largest interactive scratchcard.

Simultaneously, we brought this digital reveal to life by unveiling the physical Scratch Car on the LINQ Promenade, a high-footfall pedestrian hub just off the Strip. Over two days, the installation became a magnet for tourists and the public. By inviting passers-by onto the podium to scratch the car and reveal prizes, we turned a premium sporting asset into a street performance. This physical presence ensured Allwyn was unmissable

in the city, generating a real-time stream of social content and engagement that introduced Allwyn's identity and purpose to a global audience.

DELIVERY/IMPLEMENTATION

Delivery was structured to ensure a local activation in Las Vegas served as a content engine to drive brand awareness.

Content Amplification

The primary objective was to generate a suite of world-class assets to build awareness far beyond the Nevada desert. We executed a comprehensive social amplification strategy across Allwyn and McLaren's owned channels, supported by paid media investment to target priority markets. To lead the narrative, McLaren driver Oscar Piastri was filmed as the first to scratch the physical car, providing high-authority content that "validated" the stunt for the F1 community. This was supplemented by a dedicated social capture team who filmed real-time public reactions, creating a stream of authentic, "social-first" assets that showcased Allwyn's playful spirit.

Media Distribution and Digital Participation

To dominate the news cycle, we distributed a high-definition Video News Release (VNR) and professional photography to news outlets within two hours of the reveal, specifically targeting broadcasters in the US, Czechia, and Greece.

To sustain this momentum and drive active participation, we launched a parallel Digital Scratch Car. A hero film featuring Piastri invited the global audience to "take a chance" by picking a virtual square. This digital extension removed geographical barriers, ensuring the campaign functioned as an invitation to play rather than a localised stunt. The loop closed with a high-engagement social post where Oscar personally revealed the gold prize winner, cementing Allwyn's "Winning Awaits" message across international ecosystems.

MEASUREMENT, EVALUATION AND IMPACT

The campaign exceeded every KPI and helped grow brand awareness in key markets within two months:

Czechia: Increased from 37% to 40%.

Greece: Increased from 40% to 44%.

Results:

489 pieces of coverage, including 50 broadcast/VNR placements.

Secured the greatest share of voice in earned media (32.7%) among the other largest brand activations during the race weekend, including Hello Kitty (26.6%) and Disney (17%)

1.4 billion people across priority markets (56% USA / 44% Rest of World).

96% of coverage carried all three core brand messages (KPI: 20%).

99% of coverage included a visual or video asset (KPI: 80%).

15 pieces of content (vs KPI 8) generated 4.9m views and 300,000 interactions.

21.2m views and 30,000 profile views, accelerating brand discovery.

The campaign achieved 100% positive sentiment—a landmark result in the gaming sector. Media reception was stellar, with GamesHub asking: “The Best PR Stunt in Gambling?” and Verge noting it was “a way to bring fans closer to the action.” Oscar Piastri’s personal endorsement—“incredibly well done... very very cool”—cemented Allwyn’s reputation as a premium, creative innovator in the entertainment space.