



NASPL AWARDS

FINALISTS

BUDDY ROOGOW INNOVATION AWARD BEST NEW INSTANT GAME

Idaho Lottery

Sweethearts Scratch
Game

New Mexico Lottery

ORO Scratchers

Texas Lottery

\$20 Million Supreme – The
First \$100 Scratch Ticket!

TELEVISION ADVERTISING INSTANT GAMES

California Lottery

Scratchers Brand – Paper
B-Ball
David & Goliath

Georgia Lottery

Holiday Scratchers –
Nutcracker
BBDO Atlanta

Washington's Lottery

Seattle Kraken – Hard
Times
*Wunderman Thompson
Seattle*

TELEVISION ADVERTISING LOTTO AND DAILY NUMBERS GAMES

Hoosier Lottery

Cash Pop – Always
Poppin'
Laughlin Constable

New Jersey Lottery

Pick 3 – Aftermath
PureRED

South Dakota Lottery

Work Break
Lawrence & Schiller

TELEVISION ADVERTISING MONITOR GAMES

Arizona Lottery

Arizona Lottery – Quick
Draw
OH Partners

New Hampshire Lottery

KENO 603
GYK Antler

New Jersey Lottery

Quick Draw/Cash POP –
Freaky Funday
PureRED

TELEVISION ADVERTISING FAST PLAY AND SPECIALTY GAMES

Kansas Lottery

Holiday Ticket to Love
JNA Advertising

Kentucky Lottery

VIP
BCH Agency

Michigan Lottery

Numbers Day and Night
SMZ

TELEVISION ADVERTISING CORPORATE/ BENEFICIARY

Georgia Lottery

All In
BBDO Atlanta

Minnesota Lottery

Here
Periscope

West Virginia Lottery

Proceeds – Say Yes to West
Virginia
*West Virginia Lottery/The
Manahan Group*

TELEVISION ADVERTISING COORDINATED CAMPAIGN

New Jersey Lottery

Scratch-Offs Division
Spots
PureRED

South Carolina Education Lottery

Cash Pop Campaign
Chernoff Newman

Washington's Lottery

Department of Imagination –
Go Full You
*Wunderman Thompson
Seattle*

RADIO ADVERTISING INSTANT GAMES

California Lottery

Scratchers Brand – More
Questions
David & Goliath

Maryland Lottery

Maryland Riches
GKV

North Carolina Education Lottery

Cash Scratch-Offs – Winning
Celebrations
Cactus

RADIO ADVERTISING LOTTO AND DAILY NUMBERS GAMES

Georgia Lottery

Cash Pop – The Riddle
BBDO Atlanta

Nebraska Lottery

Dream Job
Smith Kroeger

South Dakota Lottery

Thomas Jefferson
Lawrence & Schiller

RADIO ADVERTISING FAST PLAY AND SPECIALTY GAMES

Connecticut Lottery

Fast Play – No Coins Needed
Decker

Michigan Lottery

Growing All Day Long
SMZ

North Carolina Education Lottery

Fast Play – Takes Your Breath
Away
Cactus

RADIO ADVERTISING CORPORATE/ BENEFICIARY

British Columbia Lottery Corporation

PlayNow Platform
Campaign
123w

Colorado Lottery

Funding the Fun
Cactus

South Dakota Lottery

Abe Lincoln
Lawrence & Schiller

RADIO ADVERTISING COORDINATED CAMPAIGN

California Lottery

Scratchers Brand – More
Questions, Even More
Questions, and Little
Joys

*David & Goliath, Media.
Monks, TIME*

Maryland Lottery

Maryland Riches
GKV

South Dakota Lottery

Presidents Campaign
Lawrence & Schiller

PRINT ADVERTISING RETAILER SIGNAGE / MERCHANDISING

California Lottery

The Addams Family
Fortune
Alcone

Idaho Lottery

Big Spin Signage Display
Idaho Lottery

Minnesota Lottery

Monopoly Free Parking
Periscope

PRINT ADVERTISING OUT OF HOME (INCLUDES DIGITAL)

California Lottery

Scratchers Brand Gas
Station TV
David & Goliath

DC Lottery

GambetDC Brand
Campaign
Taoti-Fusideas

Lotería Electrónica

Power Crane
DIGIMEDIA / MOZART

PRINT ADVERTISING TRADITIONAL MEDIA PRINT AD

Delaware Lottery

Time Out
OneMagnify

Minnesota Lottery

Perfect Gift Wrap
Periscope

Tennessee Education Lottery

Black History Month
Buntin Group

PRINT ADVERTISING CORPORATE/ BENEFICIARY

Colorado Lottery

Bears
Cactus

Georgia Lottery

Pre-K Signage
BBDO Atlanta

Texas Lottery

Not All Heroes Wear
Capes
Texas Lottery

PRINT ADVERTISING COORDINATED CAMPAIGN

Colorado Lottery

Conservation Month
Cactus

New York Lottery

My Lottery Dream Home
McCann New York

Washington's Lottery

That Sweet Hockey Life
*Wunderman Thompson
Seattle*

SPECIAL CATEGORY ORIGINAL MUSIC FOR TV, RADIO, DIGITAL MEDIA OR PROMOTIONAL EVENT

Maryland Lottery

I Thank You
GKV

New Mexico Lottery

ORO Scratchers Song
New Mexico Lottery

New York Lottery

Lucky Dog – Wanna Go for a
Walk?
McCann New York

SPECIAL CATEGORY USE OF HUMOR – RADIO

California Lottery

Scratchers Brand Holiday –
Procrasti-NATE
David & Goliath

Florida Lottery

Fantasy 5 – Interpreter
PPK

Washington's Lottery

Kraken Scratch – Too
Close
*Wunderman Thompson
Seattle*

SPECIAL CATEGORY USE OF HUMOR – TELEVISION

California Lottery

Scratchers Brand – Paper
B-Ball
David & Goliath

Colorado Lottery

Golden Riches
Cactus

Georgia Lottery

Big Bills Scratch – Coach
BBDO Atlanta

SPECIAL CATEGORY USE OF HUMOR – DIGITAL MEDIA

Colorado Lottery

Gold Rush Donkey
Cactus

Florida Lottery

Florida 300X THE CASH
Scratch-Off – Gull
Invaders
PPK

Virginia Lottery

Tuesday Shorts
Fable

SPECIAL CATEGORY USE OF CINEMATOGRAPHY

California Lottery

Scratchers Brand – Paper
B-Ball
David & Goliath

New Jersey Lottery

Jersey Cash 5 – Out of
Retirement
PureRED

Ontario Lottery and Gaming

Chatham Plays On
The Hive Toronto

SPECIAL CATEGORY CORPORATE/BENEFICIARY VIDEO

Idaho Lottery

Bucks for Books – Magic
Valley Presentations
CLM Northwest

Massachusetts Lottery

Fifty Years of Winning
Massachusetts Lottery

Ontario Lottery and Gaming

Borough Ballers
Behaviour

SPECIAL CATEGORY TV CAMPAIGN UNDER \$25,000 (USD)

Georgia Lottery

HBCU Grads – Congrats
Five Points Media

Idaho Lottery

Bonus Play – Temple of
Tombs
CLM Northwest

New Mexico Lottery

ORO Scratchers Stop Motion
Animation
New Mexico Lottery

CORPORATE COMMUNICATIONS EMPLOYEE/PLAYER NEWSLETTER

Maryland Lottery

Gazette – April 2023
Maryland Lottery

Ontario Lottery and Gaming

Did You Know! – March
2023
Ontario Lottery and Gaming

Washington's Lottery

40th Anniversary
*Wunderman Thompson
Seattle*

CORPORATE COMMUNICATIONS RETAILER NEWSLETTER

Kentucky Lottery

The Quarter – Spring
2023
BCH Agency

Louisiana Lottery

Living Lucky With Luke
Combs
Louisiana Lottery

South Carolina Education Lottery

Selling Points – July
2022
*South Carolina Education
Lottery*

CORPORATE COMMUNICATIONS ANNUAL REPORT

Minnesota Lottery

A Win for Minnesota
Minnesota Lottery

North Carolina Education Lottery

For a Better North
Carolina
*North Carolina Education
Lottery*

Texas Lottery

2022 Annual Report
Texas Lottery

MULTICULTURAL ADVERTISING

New Mexico Lottery

ORO Scratchers
New Mexico Lottery

New York Lottery

Spark Dance
McCann New York

Ontario Lottery and Gaming

Multicultural Integrated
Brand Campaign
*Balmoral Multicultural
Marketing*

DIGITAL MEDIA INSTANT GAMES

Florida Lottery

Florida 300X THE CASH
Scratch-Off – Gull
Invaders
PPK

Maryland Lottery

Frogger Twitch
GKV

Washington's Lottery

Seattle Kraken Yearbook
*Wunderman Thompson
Seattle*

DIGITAL MEDIA ALL DRAW GAMES

Hoosier Lottery

Cash POP
Laughlin Constable

Maryland Lottery

Fast Play – Slide
GKV

Massachusetts Lottery

Everyone Has a Number
Massachusetts Lottery

DIGITAL MEDIA CORPORATE/BENEFICIARY

Colorado Lottery

The Outdoors Wins
Cactus

Ontario Lottery and Gaming

Chatham Plays On
The Hive Toronto

South Dakota Lottery

Presidents Brand Rich Media
Unit
Lawrence & Schiller

DIGITAL MEDIA ADVERTISING NOT FITTING ANOTHER CATEGORY

Colorado Lottery

Tightly Wound Holiday
Digital Game
Cactus

Kentucky Lottery

Kroger Influencer
Campaign
BCH Agency

Virginia Lottery

Luke Combs Social Media
Influencers
Fable

DIGITAL MEDIA COORDINATED CAMPAIGN

Illinois Lottery

Get It
Dentsu Creative

South Dakota Lottery

Presidents Campaign
Lawrence & Schiller

Texas Lottery

Holiday 2022 Digital
Campaign
Texas Lottery

RESPONSIBLE GAMBLING COMMUNICATIONS PRINT

New Jersey Lottery

Responsible Gambling – Not
There Yet
Northstar NJ

North Carolina Education Lottery

Lottery Link – Help Your
Customers Play Smart by
Selling Smart
*North Carolina Education
Lottery*

Texas Lottery

Know When – Dog
Texas Lottery

RESPONSIBLE GAMBLING COMMUNICATIONS TELEVISION

British Columbia Lottery Corporation

GameSense Sports
Campaign
PS&Co Brand Studio

Loto-Québec

So That a Game Remains a
Game
Loto-Québec

Ohio Lottery

Back in the Day
Fahlgren Mortine

RESPONSIBLE GAMBLING COMMUNICATIONS RADIO

British Columbia Lottery Corporation

GameSense Sports
Campaign
PS&Co Brand Studio

Missouri Lottery

2023 Bets Off Public Service
Announcement
Barkley

Wisconsin Lottery

Fantasy vs Reality
Wisconsin Lottery / Hiebing

RESPONSIBLE GAMBLING COMMUNICATIONS DIGITAL MEDIA

Ontario Lottery and Gaming

PlaySmart Chinese New Year
*Balmoral Multicultural
Marketing*

South Dakota Lottery

Delivery Guy – RG
Lawrence & Schiller

Texas Lottery

Know When
Texas Lottery

RESPONSIBLE GAMBLING COMMUNICATIONS COORDINATED CAMPAIGN

South Dakota Lottery

Keep the Fun Good
Campaign
Lawrence & Schiller

British Columbia Lottery Corporation

GameSense Sports
Campaign
PS&Co Brand Studio

Pennsylvania Lottery

Chances
9Rooftops

HICKEY LIVE SPECIAL EVENTS PROMOTION

Texas Lottery

30th Anniversary – Ghostland
Observatory
Texas Lottery

Maryland Lottery

Home Run Promotion
GKV

Georgia Lottery

Falcons – Gettin' Digg
With It
Georgia Lottery

HICKEY DIGITAL SPECIAL EVENTS PROMOTION

New York Lottery

LOTERIA
McCann New York

Idaho Lottery

Big Spin Facebook Live
Events
CLM Northwest

West Virginia Lottery

Halloween Scratch-Off Social
Campaign
West Virginia Lottery

HICKEY POTPOURRI PROMOTION

Ontario Lottery and Gaming

LOTTO MAX Dream Bars
FCB Toronto

Minnesota Lottery

Monopoly Free Parking
Activation
Periscope

Washington's Lottery

Seahawks Scratch – Fan
Up
*Wunderman Thompson
Seattle*

HICKEY BEST WEBSITE, MICROSITE OR APP

Hoosier Lottery

Cash POP
Laughlin Constable

Florida Lottery

Florida 300X THE CASH
Scratch-Off – Gull Invaders
Microsite
PPK

Arizona Lottery

Arizona Adventure
Microsite
OH Partners