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INSIGHTS

JULY/AUGUST 2020

Wyo Strong



Focus On:
Marketing

*Digital Engagement and Marketing
in a Changing World*



I begin my tenure as NASPL President right as we enter the dog days of summer. But these hot, hazy days will be anything but lazy.

Here at the Montana Lottery – and at all lotteries across North America – we are working diligently to evolve with the “new normal.” This includes, of course, prioritizing the health and safety of our staff, retail partners and players, while continuing to provide much needed revenue to the jurisdictions we serve.

To accomplish this, and adjust to a new way of doing business, we’ve all had to think on our feet and adapt. And a big part of that includes embracing technology.

In this issue of *Insights*, we explore, specifically, the way the pandemic has affected the ways we handle marketing. Though we’ve all utilized digital marketing to some extent for many years, the current climate presents new – and often urgent – challenges. Messaging priorities are different; in-person events have been canceled; even the way we present prizes to winners has changed. To top it off, many of us are facing drastically reduced budgets as well.

Our marketing teams have had their hands full, indeed.

Fortunately, our industry has no shortage of clever and innovative individuals. The following pages include some of the myriad ways lotteries have transitioned to using creative digital marketing, to continue to highlight the ways we support our communities, and maintain revenue generation for our beneficiaries.

Read on to find out more.

On a personal note, I would be remiss not to extend a sincere thank you to our most recent President, and my friend, Bishop Woosley.

While I am honored and excited to accept the position of NASPL President a bit sooner than anticipated, my new title comes after his early departure from the helm of the Arkansas Scholarship Lottery. I’d like to congratulate Bishop on his many accomplishments during his 11 years with the organization – from being a part of its inception in 2009, to being appointed the youngest Director in the industry at the time in 2012, to hosting a fantastic NASPL Annual Conference in his home state’s capital last year, and everything in between.

Bishop, your impact at the ASL and across the entire industry will not soon be forgotten. Best wishes, and best of luck.

As for me and my presidency, I hope to do everything I can to help push this industry into an even brighter future. I look forward to collaborating with NASPL, to continue working toward and achieving our common goals.

Thank you for allowing me the privilege of serving you and our industry.

‘Til next time,

Angela Wong

Director, Montana Lottery
NASPL President



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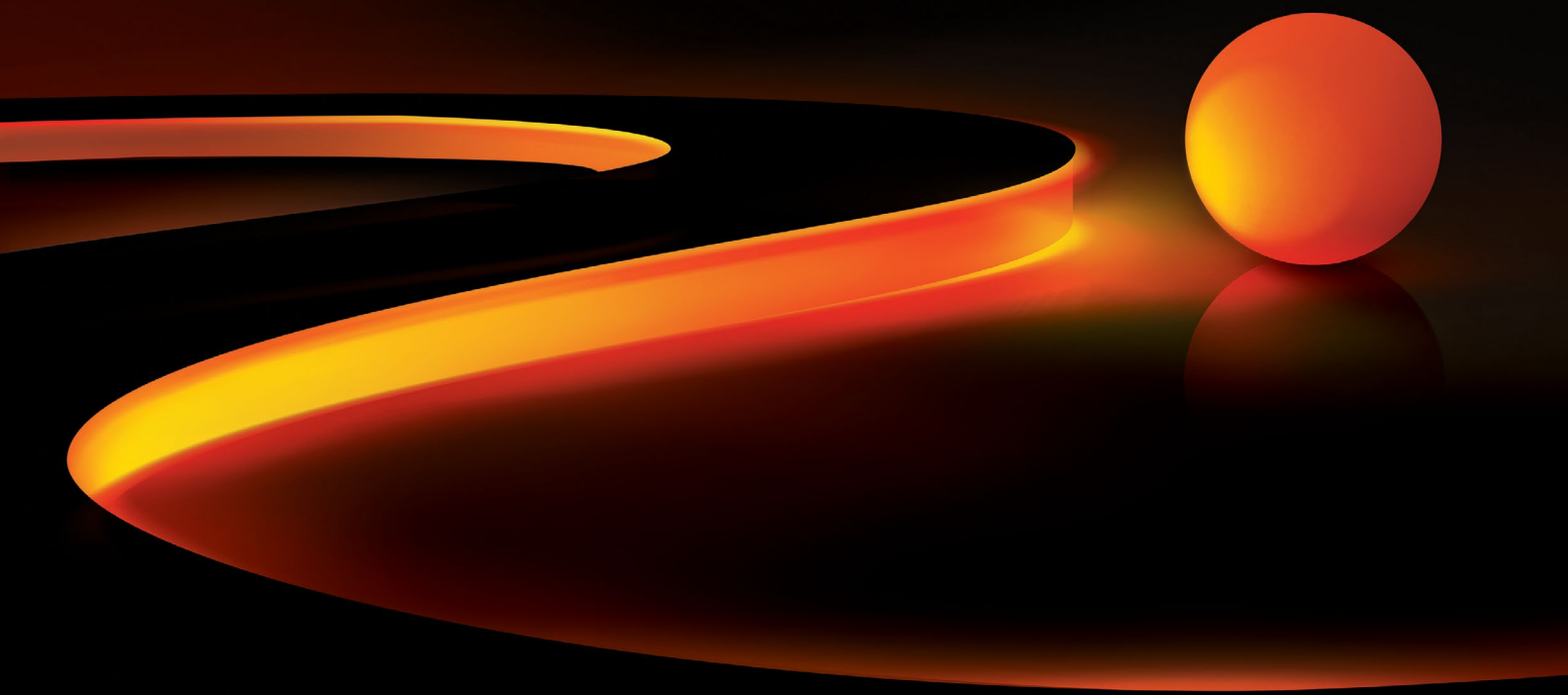
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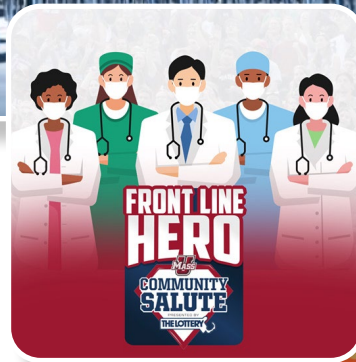
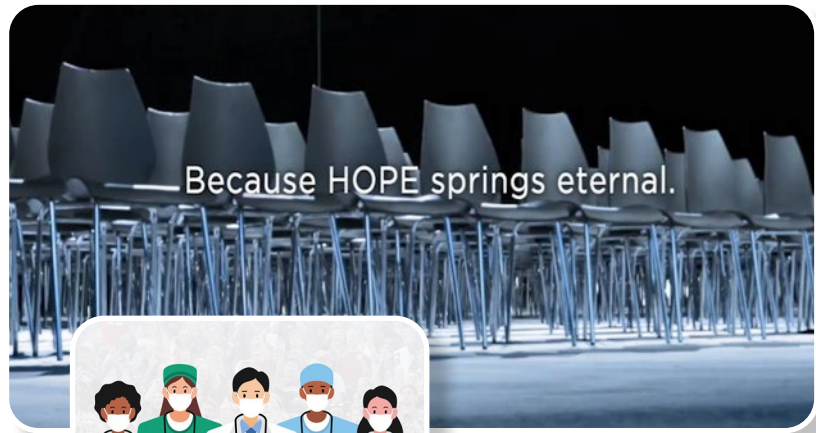
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iLottery

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Kentucky Lottery's Chip Polston Receives Prestigious NCPG Award

The lottery industry was well represented during NCPG's 2019 National Awards in Problem Gambling.



In late July, the National Council on Problem Gambling honored outstanding individuals and organizations for their accomplishments in professional work in problem gambling and responsible gambling during 2019. The virtual awards ceremony followed the conclusion of the first ever Digital Symposium hosted by NCPG.

“While this year has been challenging in many ways, the exceptional work done by these individuals and organizations in 2019 helped lay the foundation for NCPG’s sustained success in the most trying times,” said NCPG’s Executive Director Keith Whyte. “Their critical efforts make the Problem Gambling and Responsible Gambling fields more robust and impactful.”

Chip Polston, Senior Vice President of Communications, Public Relations and Social Responsibility for the Kentucky Lottery, was a big winner this year, becoming the ninth recipient of the prestigious Don Hulen Award for Advocacy. Polston, who also serves as a member of the NASPL Responsible Gambling Committee, the Kentucky Council on Problem Gambling Board, and the NCPG Board of Directors, was honored for advancing the role responsible gambling plays in lottery organizations around the world.

Among his many achievements in the field, Polston is credited with writing the first responsible gambling standard for the U.S. lottery industry, and for working to bring



NASPL and NCPG together to facilitate the development of their responsible gambling verification program.

“It’s the only model in the U.S. where a gambling trade group has joined forces with an advocacy organization to establish and check for best practices, and it’s something

in which I take immense pride,” said Polston.

Through his advocacy, the Kentucky Lottery became the first in the U.S. to hold all three industry responsible gambling certificates: The World Lottery Association certification program, the NASPL/NCPG verification standard, and the Internet



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Compliance Assessment Program (iCap). Polston has also played a major role in ensuring continued funding and support for the Kentucky Council on Problem Gambling's 1-800-GAMBLER hotline; creating a lottery-funded billboard awareness program; supporting the NCPG/McGill Holiday Campaign; and advocacy for dedicated state funding for treatment and education.

"Through all of his accomplishments, Chip has continued to serve as a role model for many in communications, and as a resource for countless others as a responsible gambling mentor," said NASPL's Executive Director David Gale. "Never dismissing a request for help and information, Chip has been and will continue to be a great steward of the responsible gambling effort. This recognition is very well deserved."

Communications Awards

Lotteries and their affiliates were also recognized with several of the NCPG communications awards.

The Oregon Lottery took home the Corporate Newsletter Award, for their data impacts report and microsite.

The Holiday Responsible Gaming Campaign Award went to the Illinois Lottery, for their campaign raising awareness about the risks of giving lottery tickets as holiday presents.

And Ohio for Responsible Gambling, an alliance that includes the Ohio Lottery, received both the Corporate Website Award and the Corporate Public Awareness Award, for their "Change-the-Game" Ohio Youth Prevention Campaign. ●

NCPG's 2019 National Awards in Problem Gambling Winners

Recognizing outstanding individuals and organizations for their accomplishments in professional work in problem gambling and responsible gambling during 2019.

NCPG Media Award

NBC-4 of Columbus, Ohio

For their television segment that focused on veterans with gambling addiction and featured members of the Ohio Department of Mental Health and Addiction Services.

NCPG Corporate Newsletter Award

Oregon State Lottery

For their data impacts report and microsite.

NCPG Affiliate Website Award

California Council on Problem Gambling

For their modern and well-developed website.

NCPG Corporate Website Award

Ohio for Responsible Gambling

For their "Change-the-Game" Ohio Youth Prevention Campaign.

NCPG Public Awareness Award

Oklahoma Association on Problem and Compulsive Gambling

For their "Smart Play O-K" Production.

NCPG Corporate Public Awareness Award

Ohio for Responsible Gambling

For their "Change-the-Game" Ohio Youth Prevention Campaign.

Holiday Responsible Gaming Campaign Award

The Illinois Lottery

For raising awareness about the risks of giving lottery tickets as holiday presents.

NCPG Corporate Social Responsibility Award

HardRock International and Seminole Gaming

For their Player's Edge Casino Employee Training Initiative.

NCPG Annual Research Award

Spencer Murch, University of British Columbia

For original, peer-reviewed research article on problem gambling.

NCPG Jim Wuelfing Award for Prevention

Epic Risk Management

For their major prevention and education projects across the UK and U.S.

NCPG Don Hulen Award for Advocacy

Chip Polston, Kentucky Lottery, Kentucky Council on Problem Gambling

For tremendously advancing the role responsible gambling plays in lottery organizations around the world.

NCPG Joanna Franklin Award for Direct Service

CP Mirarchi, IGCG-II, BACC, JD

For his long-time expertise in counseling and generous contributions to the problem gambling field.

NCPG Jeffrey M. Beck Recovery Ambassador Award

Marc Lefkowitz

For his dedicated advocacy, fighting to ensure that recovery services and programs are available, accessible and effective.

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Colorado Lottery Hosts GameJam

By Patricia McQueen

With Gov. Jared Polis eager to establish Colorado as a technology leader to better serve its residents, the state has embraced technology and innovation in several sectors. Now it's the Colorado Lottery's turn to kick things up a few notches. Together with ETHDenver, Chainlink and IGT, the Lottery hosted a virtual hackathon, GameJam, from July 31 to August 9. The event is the first for an American lottery, although Canada's Atlantic Lottery has held several hackathons in recent years and the British Columbia Lottery Corp. has also used a hackathon primarily for its casino products.

Hackathons bring game developers together in a competition to design new games in an unbridled, creative environment. For the

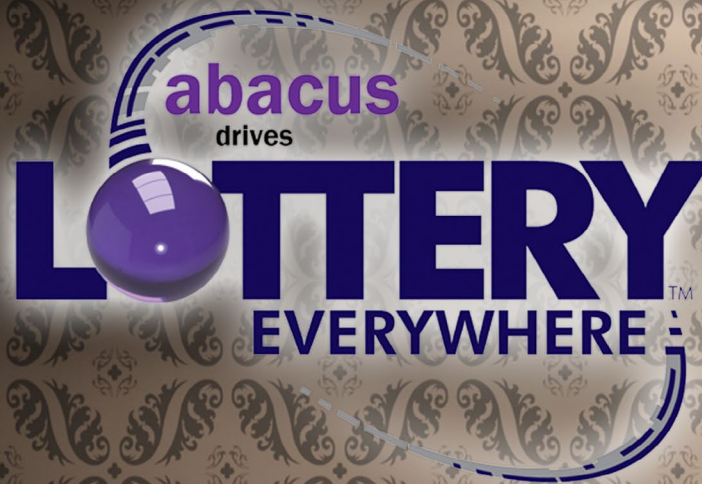
Colorado Lottery, the goal is to find potential games to complement keno in the monitor network it expects to have in place for the first time in FY22. "One of our initiatives is to expand our player base and grow by bringing in new retailers and developing new games," said Director Tom Seaver, adding that the Lottery currently has an underdeveloped retailer network and is looking at reaching more types of retail partners like restaurants and bars. "We've done a really good job at getting grocery and convenience chains, but to really attract a broader player base, we need a broader retailer base. And that means having something to offer those retailers that they will be interested in selling."

While keno is the mainstay of the monitor category, Seaver doesn't

think there is anything else in that space at the present time that would really attract different players or be a good retailer recruiting tool. Enter GameJam. "Our thinking was to use the game developer world to help us think creatively to bring some new ideas to the table."

Of course, the ultimate goal is to raise more revenues for the good causes the Lottery supports. Historically, there have been a limited number of games offered in Colorado, but there seems to be a more welcoming environment these days. "I think more people are seeing that the Lottery plays such a tremendous role in funding the outdoor lifestyle that Coloradans love. We're the only lottery in the world that is fully dedicated to supporting parks, recreation, open spaces and wildlife.

“But which way do I go from here?”
“That depends a great deal on where you want to get to”



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So rather than put up obstacles to our growth, maybe supporting us and letting us give back more to those beneficiaries is a good idea.”

ETHDenver is the world’s largest annual web3 #BUILDDathon and Community – the February event in Denver hosted more than 2,450 blockchain enthusiasts, developers and community members from 73 countries and 48 U.S. states. By partnering with ETHDenver, the Colorado Lottery can tap into the necessary resources to ensure there are high quality competitors in GameJam. Those competitors vied for a total of \$26,000 in prize money awarded to the top three teams. They were judged based on presentation, creativity and technology innovation.

While the goal with GameJam is to give the participants as much freedom as possible, there are some basic guidelines in order to

be suitable for future lottery games. Rules of good taste have to apply, of course, with no violence involved, and adults have to be the target audience. Because the Lottery is looking for game concepts to ride along with keno, an important consideration is the time it takes to play – it needs to fit between each keno drawing. “That’s a big challenge” for game developers, noted Seaver.

He would be thrilled to see at least one “take our breath away” concept that can get through testing and become a part of the Colorado Lottery’s product mix, but acknowledges that may not be the outcome this first time around. While even an idea that may ultimately bear fruit in one form or another would be wonderful, it may take additional GameJams to produce the right game for the Lottery, and Seaver is fine with that. “One of the things that I’ve learned from experience is

“This is the most unique thing I’ve done, and I’m really excited about it.”

that any kind of innovation is often an iterative process,” learning as you go along to produce the desired end result.

“I really don’t know what to expect,” mused Seaver. “I’m a lottery guy, and as they say in ‘Ghostbusters,’ I’d like to cross the streams a little bit, and let some of these new ideas and this new energy into our world and see what they come up with. This is the most unique thing I’ve done, and I’m really excited about it.” ●

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YOUR NUMBERS

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PRIZE	PRIZE	PRIZE	PRIZE	PRIZE
PRIZE	PRIZE	PRIZE	PRIZE	PRIZE

WIN UP TO \$125,000!

Virginia Lottery Rolls Out New Online Platform



valottery.com

Available products for play through the internet include instant-win games as well as traditional big-drawing games.

By John Hagerty, Virginia Lottery



The gambling landscape in Virginia is in the midst of dramatic change. After decades of being known for having a relatively conservative approach to gambling, the Old Dominion is preparing to launch casinos, sports wagering and expanded lottery offerings.

The first big change has already taken place. As of July 1, the Virginia Lottery is selling tickets online.

In early 2020, Virginia's General Assembly voted to lift the ban on online sales. Prior to that, the Lottery was specifically prohibited from offering tickets on the internet, although an exemption in the

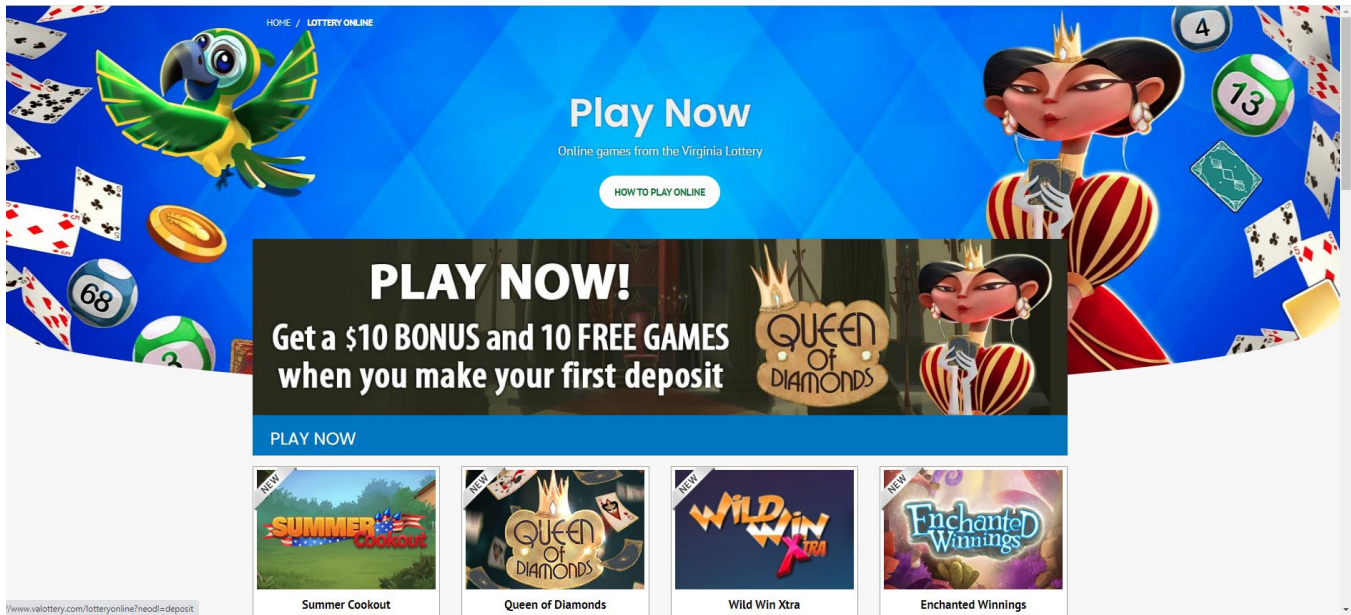
law allowed for online multi-draw subscriptions to high profile games like Mega Millions, Powerball and Cash4Life.

When the online sales ban was lifted, the Lottery's digital team got cracking. In fact, it rolled out its online platform to customers at www.valottery.com on the very day the enabling law took effect. That means it required less than four months from the legislation being signed to the first online wager being placed.

"We were able to look at best practices from other states who've been down this road and determine

which approach would work best for us," said Virginia Lottery Executive Director Kevin Hall. "We were especially pleased that, after several years of effort, our business case for allowing online sales achieved broad, bipartisan legislative support. Our new digital platform allows us to meet our customers anytime and anywhere they choose. This is an exciting opportunity to strengthen the relevance of our portfolio and generate additional support for Virginia's K-12 public schools."

The online platform includes not just Mega Millions, Powerball and Cash4Life, but also new instant-win



games, which include exciting digital game features and bonus rounds. New instant-win games will be added every few weeks. Popular daily draw games Pick 3, Pick 4, and Cash 5 are expected to be added within the first year.

Virginia’s partner in the endeavor is NeoPollard Interactive, which has also partnered with Virginia on its eSubscriptions platform since 2016.

Virginians had also gotten a taste of something close to online games with MobilePlay, the Virginia Lottery’s tethered solution launched in 2018 in partnership with IGT. MobilePlay used a Bluetooth connection to the existing lottery terminal inside retail to allow some limited digital functionality. MobilePlay coupled with the existing eSubscriptions platform enabled the Lottery to grow the player base, allow players to experience the digital purchasing experience and become familiar with playing digital instant win games. This work put the Lottery in a strong position for this year’s rapid launch of iLottery.

So, on July 1, the day the switch was flipped on, more than 1,300 wagers had been placed by 8:00 a.m. Within two weeks, online play

activity reached the \$16 million mark, with more than 29,000 unique players. Of that activity, 94% was instant-win games.

One of the larger hurdles in the years leading up to the legislation allowing online play was questions regarding how it would impact traditional brick-and-mortar retailers.

“Our 5,300-plus retailers are the backbone of the Virginia Lottery,” said Hall. “The data we’ve consistently seen from other iLottery states shows that online play makes the lottery brand more relevant, especially among younger adult consumers. We’ve committed to our brick-and-mortar retail partners that we will actively work to include traditional retail as we expand into digital product delivery.”

There are cross-promotions designed to drive online customers to stores, which benefits those core retailers. Shortly after launch, we kicked off an acquisition-focused promotion by adding a promo code to Print ‘n Play tickets. Players can apply the code when they register their account on the website to receive 10 free Quick 6 online instant games. We then expanded the concept by adding similar promo

codes to Mega Millions and Powerball tickets at retail. Using promo codes like this is a low-risk and low-budget way to dip our toe into omni-channel offerings.

In September we’re launching our first crossover with Scratchers by pairing one of our game families with VIP Platinum, a key number match style online instant game. Players can purchase any of the Cash Scratchers (\$1,000 Cash, \$10,000 Cash, \$100,000 Cash and \$500,000 Cash), and redeem the promo code on the back for 10 free games of VIP Platinum when they make an online deposit.

We’re planning a similar holiday promotion for November, by launching a matching Scratcher and online instant game called Holiday Gold. In this promotion, players can buy the Scratcher and redeem the promo code online when they register their account to receive 10 free games of the online version of Holiday Gold. After those games are redeemed, they’ll receive a coupon to buy Cash 5 at retail.

And of course, the online platform provides the opportunity for increased responsible gambling protections, such as age verification, deposit limits and self-exclusion. ●

Q&A With **Bishop Woosley**

Bishop Woosley recently stepped down as Director of the Arkansas Scholarship Lottery, a position he has held since 2012; he had been an employee since the beginning in 2009. He was also serving a term as President of the North American Association of State and Provincial Lotteries (NASPL); Arkansas hosted the association's 2019 annual conference in Little Rock with great success. We asked Woosley for some thoughts on the industry he loves as he prepares for his next chapter.



“ Above all, the industry is just fun. I am hopeful that I will be able to remain a part of it going forward.”

What do you see as the most significant developments in the industry during your time at the Arkansas Scholarship Lottery?

A few things come to mind. First, the explosion of instant ticket sales over the last several years has been nothing short of incredible. The innovation, imagination and planning that goes into each state's instant ticket catalog and process are amazing. I believe going forward that instant tickets will continue to be the foundation of most lotteries' sales.

Also, the emergence of online and iLottery sales has been very promising to me. Obviously the pandemic is going to accelerate the need for online and iLottery sales, and states will be forced to adjust accordingly.

The addition of Walmart to the lottery industry will also have a major impact. Adding the largest re-tailer in the world to the list of stores selling lottery will force other big box stores to come to the table and consider selling lottery.

Finally, the level of innovation that we see currently from some of the smaller vendors with new and fresh ideas is also exciting. Ideas related to in-lane sales, couriers, buy online pick up at store (BOPUS), curbside and other omni-channel alternatives are coming into their own spotlight and offer some new and exciting alternatives.

What had the most impact specifically in Arkansas?

The surge of instant ticket sales has had the most impact in Arkansas. The Lottery is somewhat limited legally in what can be offered, so the increase in instant ticket sales has been a big boost for sales and the scholarship proceeds we raise for the students in Arkansas. We just finished our third consecutive record year, both overall and for instant ticket sales.

Is there anything you are particularly proud that was accomplished in Arkansas?

Beginning in 2012 we took an agency that was controversial, riddled with audit findings, and had low public opinion, and over the course of time turned that agency into a record-breaking sales agency with high public confidence. I am very proud of what we built in Arkansas over the last 8 1/2 years.

The national games struggled this year with the double whammy of low jackpots and then COVID-19-related changes. Where do we go from here with these games?

The truth of the matter is I don't know. We have been studying various alternatives within the industry over the last year and hopefully will come up with a solution. The best answer I can give you is that we have to find a way to reinvent these games in a way that will excite our players, with a population and sales sufficient to fund large jackpots while still encouraging everyday play at lower jackpot levels. I am hopeful that the national groups can find a way to address these issues, as these games are so important to the lotteries here in the United States.

What is your biggest takeaway from the unprecedented experience lotteries faced this year with the pandemic?

It has long been thought that lotteries are not agile and that change is slow and difficult within the industry. I think the pandemic disproved those theories and has provided us with the momentum and the data to quickly make significant changes to the industry.

You want to stay in the industry – what do you find most compelling about the lottery business?

The lottery industry is an \$85 billion industry but relatively speaking it is quite small. Everyone knows everyone within the industry and everyone I've met along my journey has been a fantastic colleague. The group of lottery directors is also small and close knit because each of us understands what the other may be going through at any given time. Above all, the industry is just fun. I am hopeful that I will be able to remain a part of it going forward.

How about the role of NASPL? Is there anything else we can do to assist lotteries or any other direction we should be taking?

NASPL is one of the organizations that keeps lotteries from operating in silos. Without national trade organizations, we will be limited in our ability to collaborate, see new innovations and compare notes about what is happening in various states and regions within the industry. Some of the most rewarding times I've had have been when we were able to convene as a group and sit down and talk about what is happening in the industry, with honest and blunt discussions about how to resolve those problems. NASPL will be more important than ever going forward as our ability to meet in person is limited and our ability to see innovations in the industry is limited, due to cancellations of trade shows and the resulting limited exposure to existing and new vendors. It is more important now than ever to support NASPL, David Gale and the staff as they find new ways for us to meet and collaborate. ●



Atlantic Lottery

Q&A With Chris Keevill

Chief Executive Officer,
Atlantic Lottery

The Atlantic Lottery welcomed a new Chief Executive Officer in April, as Chris Keevill took the helm of the organization, now in its 44th year of operation running games in New Brunswick, Newfoundland and Labrador, Nova Scotia and Prince Edward Island. He came to the Lottery with a diverse background that includes experience in the telecom industry; most recently he was focused on digital transformation and marketing with his own agency, Colour, with offices in Canada and New York. Not surprisingly, he is bullish on how the lottery industry can embrace the digital world in bold new ways. *Insights* editor Patricia McQueen recently talked with Keevill about his plans for the Atlantic Lottery, which like all other businesses faced an unprecedented challenge with the COVID-19 public health crisis.

Let's preface our discussion with what governments need in this challenging year.

Our four shareholders are the four provincial governments, and they have had to focus on a health crisis which is real, current and urgent. Now, that focus has shifted to an emerging financial crisis. Not just because of the current slowdown in the economy, but also what is anticipated to probably be two to three years of "living with COVID-19." Our governments are continuing to support our businesses and our people during these times; they will eventually dig out from the impacts of the pandemic and will have to leave no stone unturned to generate new revenues and manage their costs.

Naturally, you have ideas how Atlantic Lottery can help.

We are in the midst of a corporate transformation, which I think will set us up to take advantage of new opportunities that come our way – and new opportunities we create – in order to grow our revenues for the provincial governments. We think the biggest potential lies in taking business away from illegal offshore casinos. The revenue they siphon from our Atlantic Canadians is not insignificant, and based on my past experience in digital customer acquisition, I know what these casino operators are doing to find and attract new players. As their revenue

base grows, they'll pile it all back into customer acquisition as they turn up the heat. Before too long, we'll see our players disappear – they'll age out to some extent as the younger players are playing offshore and the older players won't be here in 30 years. So we've got a generational problem – you might not see it from one month to the next, but you'll see it over a period of years, that's for sure. We are convinced that if we are allowed to compete toe-to-toe with illegal offshore operators, who take money out of our market, we can provide a safer gaming environment for local players and keep the money at home where it is needed most. This is really what keeps me up at night – these offshore operators who are taking Atlantic Canada dollars away.

What lessons did you learn during your time in the telecom industry?

In the early 1990s, the phone companies were still fully regulated monopolies, but competition was beginning – we were selling long-distance phone plans for the first time, finding ways to create loyalty and encourage usage among our customers while we learned the fundamentals of consumer behavior. To a large extent I think we are in a similar position now in the lottery business. Lotteries are fully regulated state monopolies, but they won't stay that way forever – all markets

liberalize in time. We've seen that over and over again in all verticals – liberalization of regulation and the release of monopoly protections, allowing more competition. The competitors of the future probably haven't been invented yet.

That was what the phone companies faced in the 1990s. Back then, we thought our phone customers would be ours forever – after all, the newly-commercial internet ran on our networks, so of course internet service would be ours to sell. But we were shortsighted and lacked imagination. Before we knew it, the industry was fully deregulated and a whole new set of services were sitting on top of the backbone "phone" network – most provided by others, like Google, Amazon and Facebook. By the end of that decade, everything had changed. The phone companies survived, because they continued to have a stake in service delivery, but it was never what they expected.

Now, I feel like I get a chance for a do-over. There are so many similarities between lotteries today and the telecoms back then. I know first-hand about how industries can be disrupted. We live our lives at any point in time like we know it's going to stay the same; even though we know it changes, we don't think it's going to change that fast. We need to be prepared, to keep our customers and remove the headroom for competitors who want to take that

customer relationship away. We don't have to wait ten years; we can provide better services, better games and better player experiences today.

So how will Atlantic Lottery provide these better experiences?

For the past 15 years, I've run a digital marketing agency, and I've been working with a range of businesses on digital transformation. Everyone is faced with the same challenge – there's a diminishing curve in your core traditional business, and there's a small but growing curve happening in the digital online business. We all want to accelerate the digital curve and slow down the traditional decline. The intersection of these two curves is where all the fun is, and that's where we are with Atlantic Lottery.

We want to maintain the traditional retail lottery experience, but integrate that into the experience of online digital play. Imagine a customer using an Atlantic Lottery loyalty card at a racetrack casino, or a video lottery destination, or a grocery store buying a lottery ticket along with a carton of milk; then going home and playing online. All those purchase points are accumulated, the transactions aggregated, and the player is treated like a loyal customer because they've been consuming Atlantic Lottery products and services through several different channels. That omni-channel strategy, digitally centered with a known customer relationship is, in a nutshell, where we are focused.

That said, we need the social license in our communities to allow us to operate responsibly in all those areas, with safe play top of mind. If we can further de-stigmatize the negative impacts of gambling and have more conversations about creating a responsible platform to play, we can win that greater social license.

All this has to happen together, and regulators need to recognize that one is the solution to the other. I understand their perspective:

“What do you mean it's going to be safer if we give more access and more play opportunities for people?” I think back to the American prohibition of alcohol in the 1920s. There's a human condition at play here, and if we can provide a platform to engage in a more social environment – online or at retail – we can bring those destinations to life and connect the players to a social experience wherever they are playing. The onus is on us to demonstrate that these social experiences actually do provide safer play.

Just what kinds of play experiences are you talking about?

As I mentioned, we want to connect players to our brand in a unified way across retail and digital experiences. So now they will be cared for by Atlantic Lottery, an experience they won't be getting at any offshore casino. Consumers today move seamlessly through the physical and digital worlds – everything is connected. They are always online, and they are always in a physical space. They don't make a distinction between life online and life in the physical world, because it's always all been connected for them. They may not understand why, if they have an online relationship with Atlantic Lottery, they aren't known as a customer when they visit a retail store.

Brands are being rewired by social media and the online world, and we need to gamify more of our experiences. Here's a simple idea. When you go to a movie theater, they offer this hokey trivia game as part of their pre-movie roll – it's a terrible game experience in what is otherwise a great social setting. Why can't that game be connected to everyone's phones, which then connects everyone in that theater? There could be a 50/50 drawing set up, like those popular as fundraisers at many other venues. People in the theater could buy a ticket for \$1, and half the sales would go to one lucky winner, with the other half going to a local fundraiser. In order to play,

you might need an Atlantic Lottery account and some sort of game mechanic in the theater, but that's what I mean about the more seamless integration between gaming and entertainment in the online and physical worlds. Maybe that's a bad idea that would never work in reality, but it brings together what I'm talking about – the blending together of entertainment, games and the gambling experiences.

Atlantic Lottery has a history of innovation – how are you taking that up a notch or two to generate these new experiences that haven't been invented yet?

Innovation in our lottery is about to get to that next generation of maturity. The first generation was innovation that was connected, but separate, within the organization – we didn't want it “infected” by traditionally slow lottery operations and the team was housed separately. That was done for good reason, because innovation needs to be incubated. But now it's time to accept that innovation team inside the mother ship – to in fact make that innovative spirit contagious throughout our business in a fully integrated environment.

So we're creating a new business structure that includes a group we are calling the “Living Lab” – our market planning and product development team. Living Lab sits right inside the commercial lottery operation, kind of like the forward planning department of any consumer-based business. They are looking for the next games and the next channels, and we call it the Living Lab because we think customers are our partners in innovation.

Atlantic Lottery is of a size that should be able to embrace change more than bigger organizations. We think that size, coupled with our market consisting of polite, loyal players, gives us the freedom to experiment. These players will be in the lab with us, trying out new things. We'll make a bunch of

mistakes, but that's part of the fun! The biggest mistake we can actually make is not having the courage to accept failure.

While we don't want to lose our customer franchise if we get too many things wrong, if you set up an environment where our players know they are in pilot or beta mode, they know that they are helping us shape a better service or a better game. And if we embrace innovation from local businesses as well, we think it gives us all the more license to continue.

Can you provide an example of a current pilot test?

Along the lines of our belief that there has to be a seamless and integrated customer experience through the physical and online worlds, we recently introduced a retailer referral program in a semi-pilot mode. For lotteries, the retail experience will always be critical, but it has to be connected to the digital experience. The referral program allows players to choose a retailer when they sign up for online play at alc.ca, and that retailer gets a small piece of any online sales from that player. We introduced it during the pandemic because in certain market areas, sales of some or all of our games were suspended at retail, and retail businesses were suffering. Because of the "stay home and stay safe" message, we saw a huge increase in online registrations. With the referral program, we wanted to demonstrate to our retailer constituents that we weren't going to abandon them – we still need them in the game with us. While we haven't had as many players designate a favorite retailer as we had hoped, one thing we have learned – and this goes back to being willing to see what works and what doesn't – is that whatever you do, there has to be something in it for the consumer. When we launched this program, it didn't include that. Still, it's an example of how we want to make that connection



between players and both the online and physical world. Our offshore competitors will never have that.

What other restructuring is taking place at Atlantic Lottery?

One goal is to create some efficiency while we grow capacity in key areas like data analytics and business intelligence. We have had digital marketing and marketing communications distributed across product groups, and we are now centralizing that to unify our approach to give us more capacity and capability, particularly with digital marketing. All these activities need to be strong to make us effective as a digital gaming company.

We're simply doing the things any new company would do starting up in the current environment: Investing in digital marketing capability and capacity, in business intelligence, and in innovation and game development. And we're doing it in the midst of an already chaotic world because of the pandemic. We're shaking up the snow globe – everything is upside down anyway, so let's keep shaking it. We're not looking for any stability, because people have demonstrated a resilience to deal with the uncertainty, and it's actually kind of releasing new creativity.

The adaptation Atlantic Lottery employees made through the pandemic has been outstanding. Before this spring, I think everyone felt that this company is "government-like," with traditional views and a sense that we were not really ready for all the changes that are required in today's society. But our employees proved this theory to be dead wrong in the face of COVID-19. The entire way that we operate as a business changed overnight, and everyone adapted on the turn of a dime. Everyone. It was of course through necessity, but it demonstrated an adaptability and a resilience that was there all along.

So now you are excited for the future?

I'm very excited about this new stage for Atlantic Lottery. While it's not the very beginning of our innovative path, we are still in the early innings. What we want to get to next is our vision for the "known player" – the omni-channel, integrated program that provides players with rewards and incentives no matter what channel they go through. We have maybe 10% of it figured out – there's a lot of work still to do! ●

Jim Nash

Director of Security,
Hoosier Lottery

It's probably a safe bet that nothing surprises Jim Nash. As a former law enforcement officer, he's certainly seen some of the worst that society has to offer. Fortunately, he's also seen some of the best, and for the past 15 years at the Hoosier Lottery, he has dedicated himself to ensuring that the Lottery continues its mission of safely providing much-needed revenues to the state of Indiana and its people.

"Jim is someone who is very generous and compassionate – giving freely without expecting recognition or attention," said Carrie Stroud, the Hoosier Lottery's Chief of Staff. "He has a heart of gold and truly enjoys serving others – using free time and vacations to do just that. He does so much for others, anonymously, because he believes in the cause, group or person more than he cares about a 'thank you.' As a supervisor, he is an advocate for his employees, and thinks of them in all things. He is greatly admired by his staff and works hard to ensure that the Hoosier Lottery operates with the highest level of security and integrity."

Nash originally joined the Hoosier Lottery in 2005 as Deputy Director of Security and assumed his current position as Director of Security in 2009. In this role, he supervises all of the Lottery's field investigators and security specialists and provides a safe and secure work environment at all of the Lottery's offices. His team conducts background investigations on potential employees and retailers, interviews all winners of prizes exceeding \$10,000 to ensure proper



compliance and validation, oversees more than 700 drawings annually, and completes any other tasks as necessary, including criminal investigations. His department does have law enforcement capabilities, and has the authority to serve both search and arrest warrants for violations of lottery laws.

One very unique aspect of Indiana law is that retail employees, management and owners are not allowed to purchase lottery tickets at the store in which they work, or in stores that fall under the same chain of management. They can, however, purchase lottery tickets at unrelated

outlets. The law applies to anyone living in the same household.

Not surprisingly, this has often caused confusion, and one thing Nash dislikes most is having to refuse prize payment because someone truly didn't understand the law and wasn't intentionally doing anything wrong. For example, a store employee may think it's okay to purchase a ticket in their store as long as it's on a day they are not working. Or a close family member of a clerk may think they can buy a ticket from another clerk at the same store. "Occasionally there are cases where my heart tells me one thing,



but my mind tells me another. I have no choice but to go with the law," he said.

Of course, it's another story entirely when the person is deliberately trying to circumvent the law. In those cases, there is always a recommendation to the retailer that the employee be dismissed; criminal charges are filed only in the most egregious situations.

One of the things Nash is insistent upon is that no one, not his team or anyone else, should ever know which instant ticket packs contain top-tier winning tickets. There was an incident at the Hoosier Lottery before he arrived, where such knowledge was leaked; a breach like that is not something Nash ever wants to happen again. "If there's some way anyone could possibly gain an advantage, I'm not doing my job." He's happy to keep being the "squeaky wheel" on this and other issues as necessary.

Off the job, the father of four with his wife of 35 years, Nona, keeps



busy with seven grandchildren (an eighth is due in mid-August) and a passion for woodworking, camping and trail riding. He enjoys making gadgets and fun little things from wood, and has also made several saddle stands, which have been a big hit with friends who are part of his trail riding groups.

His fondness for trail riding – he loves playing cowboy – morphed into

something bigger. It started some 30 years ago, when Nash joined a group called the Wild Bunch on an annual ride from Indiana to Missouri. In 2011, a second trip was added, this one to Arizona. A fundraising effort for each trip helped pay everyone's expenses, but there was always money left over, and it was decided to give that to charity. The Arizona group knew of a Phoenix charity



Above: Watching things while on duty at the Indy 500.

Right: With good buddy Kevin Costner.



for foster children called OCJ Kids, which offered a cowboy camp each summer. The “leftover” funds were soon enhanced by an increasingly large auction of donated items from the group’s members. Last fall, that resulted in \$15,000 raised to sponsor 150 kids at cowboy camp. “I always wanted to play a cowboy, and I’ve learned that horse people are a very special breed.”

Nash spent two years in the U.S. Army after high school, then went on to get his degree in criminal justice from Indiana University – Purdue University Indianapolis. He was with the Marion County Sheriff’s Department for almost 30 years, serving in various divisions as he progressed from Deputy to Sergeant to Lieutenant. During his law enforcement career, he also was involved in the 2001 World Police & Fire Games held in Indianapolis, and served a four-year term as President of the Indianapolis Fraternal Order of Police.

What brought you to the Hoosier Lottery after a career in law enforcement?

Retiring from the Marion County Sheriff’s Department at 50 years old, I was a long way from being ready to “retire.” Lottery has always been an attractive option for law enforcement types. Most police officers have worked a long career, and we don’t always want to end up in a guard shack, as a security guard or as a private investigator. I think part of the attraction to lotteries in particular is that it’s like nothing else we’ve ever done. I was thrilled to take advantage of this job opportunity – usually, Directors of Security at any entity are retiring police chiefs or other high-ranking officers. I retired as a lieutenant, so to this day it amazes me that I ended up here.

How have your duties with the Lottery changed over the past 15 years?

There are still the primary tasks of ensuring the integrity of our drawings, making sure winning tickets are properly and legally claimed, and keeping our workforce safe and our retailers safe as well, at least when it comes to their lottery product offerings. Probably the most challenging thing has been keeping up with the normal workload while weathering the seemingly endless audits which are necessary for a state agency responsible for such a large source of income that benefits all Indiana citizens.

Operationally, entering into the Integrated Service Agreement with IGT Indiana in 2014 has been a huge undertaking which impacted all of our employees – most of us became



more “administrators” as opposed to actual “operators” in most of our duties as we went from about 180 employees down to about 35, with IGT Indiana picking up those employees. The company has been very cooperative whenever we need access to systems and applications. As I mentioned, I’m usually the squeaky wheel and won’t hesitate to squawk about something I don’t like. I always try to identify ways we can be proactive, instead of reactive. That’s hard when historically, security and police work is reactive by nature. But if I can discover a problem before anyone else, such as a retail theft that even the retailer doesn’t know about yet, that feels great. IGT Indiana has been really helpful in developing reports that might send up these types of early red flags.



After a trying week at the Lottery!



What have you been doing differently this year because of the pandemic?

Security’s role in the claims/prize payment process has been greatly affected, and our security staff has been incredible in adjusting to these changes. We had to close our prize claims offices to the public, although winners could make appointments during a short time frame each day. They could also mail in their winning tickets,

and thousands did just that. To date, we’ve only had to investigate three cases where a winning ticket appeared to get lost in the mail.

For those winners who have made an appointment for a prize claim of \$10,000 or more, we conduct our security interview at that time. But for all of the mail-in claims at that level, and there have been many, they are assigned to one of our six field investigators scattered throughout the state. The



investigator contacts the winners to arrange an interview. In only rare exceptions do we not conduct a face-to-face interview – we really want to not only match their face to their government-issued ID, but also pick up on any signs of problems just by looking at someone during the interview. One field investigator actually did a video interview through their phone, but the rest have all been done in person at the player’s convenience. Our team has conducted interviews in parking lots, backyards, screened porches – you name it. The vast majority of players understand that we are not trying to find a way not to pay their prize, that this is just one step in the process that has been transformed this year by COVID-19.

Is there anything you’d like to see change, either at the Hoosier Lottery or in the industry in general?

I may be overgeneralizing, but it’s my belief that the creative thinking

in the lottery world is outpacing the capabilities or available resources for technology to keep up. This is an industry that is 100% based on integrity, and we have to do everything we can to make sure that integrity is protected.

For example, the industry is making progress with in-lane sales, relaxing our age-old restrictions on secure paper for ticket stock. I’ll admit that kind of creeps me out a little bit – eliminating any barriers we have in place always makes me nervous, because there is always the human factor of people trying to cheat.

Then we have dozens of instant tickets on sale, and yet we haven’t been able to initiate an activate-on-sale function. I would love to see technological advances that would make it possible to track the sales of instant tickets as easily as we do the validation (or validation attempts) of those tickets. That one new capability would virtually

eliminate ticket theft, as the thieves would only have a bunch of useless paper.

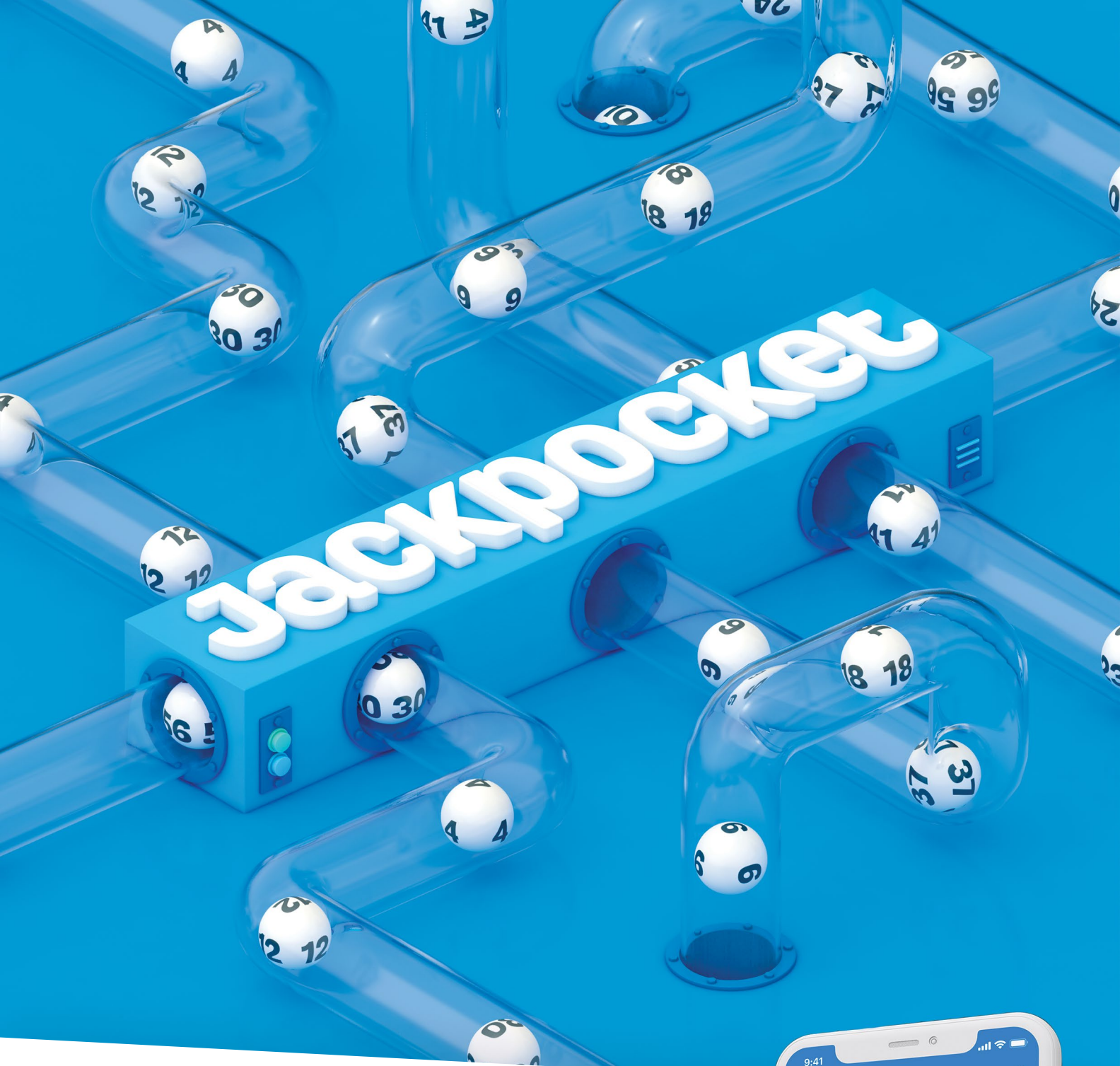
What do you like most about the job?

I have never worked with a more dedicated group of people than the Hoosier Lottery staff, and the security department in particular. I’ve never really been that “into” titles, but this gang certainly makes the Director of Security look good! Also, knowing that the efforts of the entire amazing staff at the Hoosier Lottery makes it possible to support the financial needs of Indiana and all of its citizens.

Lotteries are about fun and entertainment – how do you have fun?

After the first 15 minutes following the alarm clock, pretty much everything about working at the Lottery is very fun and rewarding. The executive staff and everyone I work with are pretty effective at making that happen – it’s not all business. I get to meet a lot of winners, and I try to make those interviews as enjoyable as possible, even to the point of being goofy. I do have a persona as the “Grump” around the office, and I probably enjoy that a little more than I should. And at my age, I’m often asked why I don’t retire. I don’t have a very profound answer to that question except that I can’t think of a good reason to! ●

“I do have a persona as the ‘Grump’ around the office, and I probably enjoy that a little more than I should.”

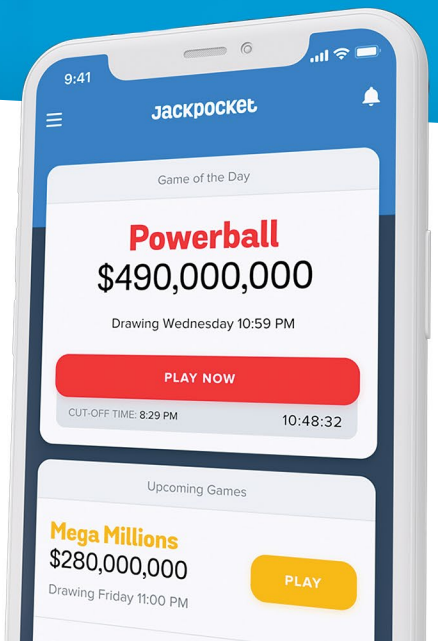


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Thinking on Our Feet:

The Importance of Being Nimble in a Post-COVID World



By Greg Wood

Manager, Research and Analytics, Kentucky Lottery

It is no secret that in March 2020, the United States and much of the world was suddenly faced with unprecedented economic and social impacts brought on by the novel coronavirus (COVID-19). As businesses began to shut down, employees began to work remotely, and the Kentucky Lottery was faced with the decision of whether to move forward with our previously scheduled April Scratch-off game launch, or to postpone or cancel. Thoughtful arguments were made for both strategies, but ultimately it was decided that the Lottery would go ahead with the launch, albeit without advertising support (silent launch). How would our consumers feel about this decision? And while a majority of Kentucky Lottery retailers may be considered “essential service” businesses, would the general public be reticent or afraid to visit these retailers? As one of nine states offering online lottery sales, how would that player base be affected? The impacts

from COVID-19 were predicted to be long-lasting, and like most businesses the Kentucky Lottery needed to know if we were meeting the consumer’s needs during this unusual and difficult time.

In a pre-COVID world, we would have likely conducted both qualitative (focus groups) and quantitative (panel studies) research to gauge consumer sentiment and feedback. However, with state mandates and guidelines seemingly changing by the day, the Lottery was eager to obtain reliable and actionable feedback as quickly as possible. The question became, “How could we get this information very quickly, and with a limited budget?”

Understanding that lapsed and light players might have been harder to reach and hesitant to engage with the Lottery, we decided to create a survey and distribute exclusively to our Lottery Fun Club member base. Currently numbering over 50,000 individuals, these players typically have high levels of engagement with the Lottery and are eager to have their voices heard. Not to mention the fact that there is basically little to no cost to the Lottery to reach out to them.

We are fortunate in Kentucky to have a strong group of Fun Club members who are eager to respond to survey requests very thoughtfully and without the need of an incentive. It is for this reason that we are very careful to limit survey requests of these individuals so as not to experience “burn out” or survey “fatigue.” As many researchers will tell you, once you go down the road of offering incentives for feedback, it can be very difficult to stop.

So, knowing that we needed feedback quickly, the Kentucky Lottery research group deployed a Fun Club member survey through our online survey tool. Our goal was to learn more about our player perceptions and attitudes regarding COVID-19, and how it might affect their immediate purchase habits as well as future intent preferences.

We needed to know: Had we communicated our response to COVID-19 enough? Did players want more information from us? Less information? What about preferences regarding purchasing from a vending machine vs. the counter?

Survey Results

Fielded during the first week of May (April 30, 2020 - May 4, 2020), we received over 3,200 responses in our initial deployment. We were encouraged to find that 87% of total Fun Club respondents indicated that the Kentucky Lottery had responded well or extremely well in meeting their expectations in response to the COVID-19 situation.

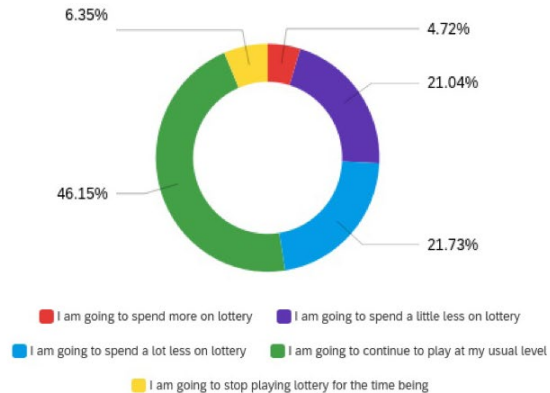
Regarding the frequency of our communications, 42% of Fun Club respondents said they were satisfied, while 47% indicated that they were very satisfied or extremely satisfied with our frequency of messaging. When asked about the channels we used (e.g. email, SMS, web, etc.), 42% claimed to be satisfied, while only 3% claimed to be not satisfied at all.

With respect to the impact of COVID-19 on their interactions with the Kentucky Lottery, 42% of Fun Club members claimed there was no impact, 20% said slight impact, 24% said some impact, 10% said high impact, and only 4% said significantly high impact.

When asked about spending, a majority claimed that they would continue to spend at the same level

Chart 1

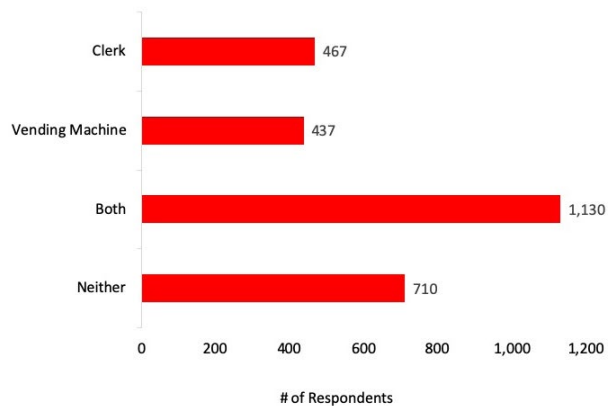
How is the current COVID-19 situation going to affect your lottery spending?



KLC COVID-19 Fun Club Survey – 4/30/20-5/4/20; n=3,235

Chart 2

During this time period, will you buy lottery tickets from the store clerk, the vending machine or both?



KLC COVID-19 Fun Club Survey – 4/30/20-5/4/20; n=3,235

(see Chart 1).

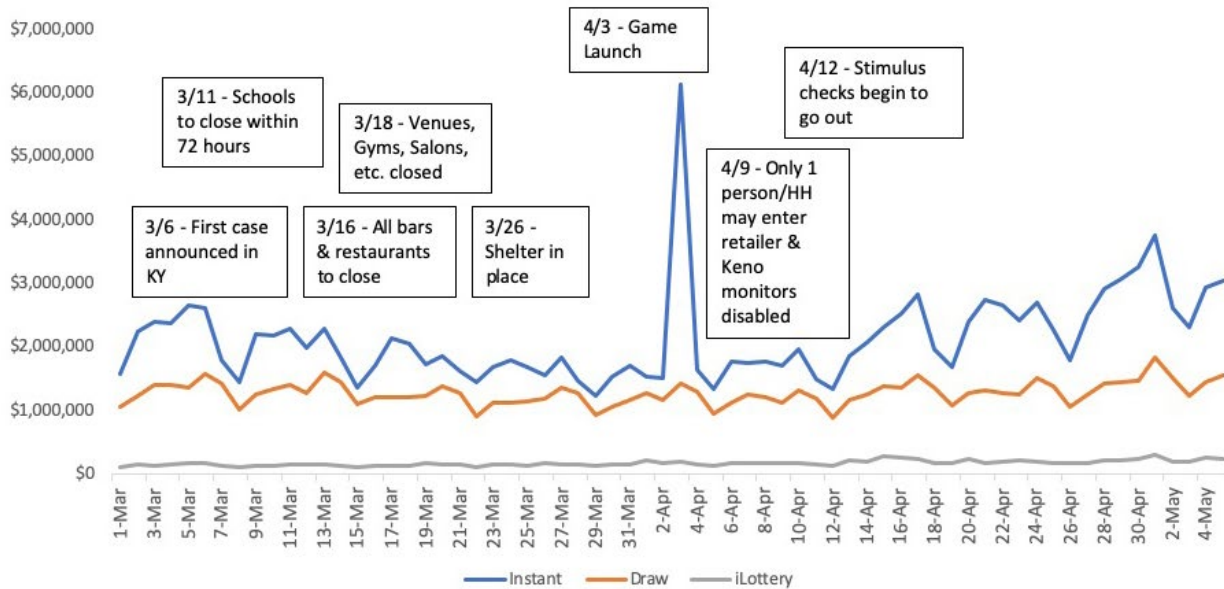
We also asked about store purchases, and 53% of Fun Club members reported that they planned on visiting their local store to buy lottery tickets during the pandemic; 30% said that they were

not planning on visiting and 17% said they did not know.

A majority of respondents (41%) claimed that they were still comfortable purchasing at both the counter and at the vending machine (see Chart 2).

Chart 3

Covid-19 Daily Sales Timeline (3/1/20-5/4/20)



What about our online product? We asked Fun Club members if they had played online during the pandemic, and 50% of respondents said yes. Of those 50%, 73% claimed they will continue to play at the same frequency when restrictions are lifted, 18% said they will play online more, and 9% said they will play less.

And while the 73% number should be taken with a grain of salt, this feedback tells us that it is very likely that we have converted some retail players into internet lottery players who will continue with the medium even once all retail locations are back open for business.

Chart 4

Total Weekly Sales (3/1/20-5/9/20)

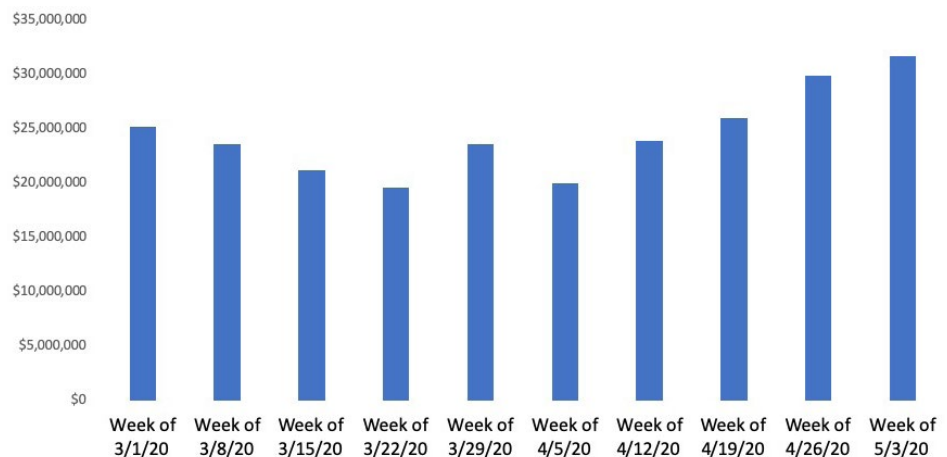
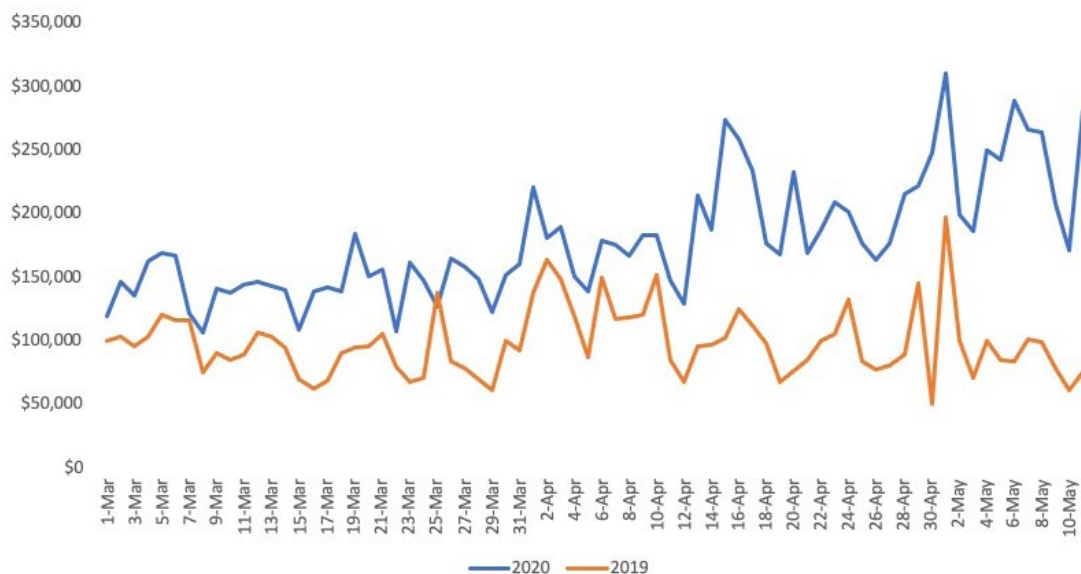


Chart 5

Daily iLottery Sales (3/1/20-5/10/20)



Kentucky Timeline

Curious to see how sales were affected by specific statewide mandates, we plotted instant, draw and iLottery sales against key dates in the COVID-19 timeline. Chart 3 shows that sales took a steep decline in March once bars and restaurants were closed and the governor's "shelter in place" mandate was ordered. However, you can also see the increase beginning in April shortly after the April Scratch-off game launch.

What We Learned

So, what about that April launch? Was that the right decision? By moving forward with the April launch, the Kentucky Lottery was able to soften the sales decline heading into the last week of

March, while also providing a new entertainment option to a public who had seen many other options close down. This combination of a new offering along with reduced competition resulted in a sales increase that put us in a stronger position to finish out the quarter, as Chart 4 shows.

And what about internet lottery (iLottery) over the same time period? During the pandemic, consumers turned online for entertainment as many other options were unavailable. iLottery sales experienced increases of over 250% year-over-year (see Chart 5).

The sales growth experienced at the end of April continued through May and stayed steady in June, allowing for the Kentucky Lottery to record its highest sales year to date, with over \$1.2 billion in sales in FY20. Ultimately, many

questions remain surrounding the COVID-19 virus and the lasting impact it will have on Kentucky Lottery playership, attitudes and awareness moving forward. But it is comforting to know that when a situation arises in which we need information quickly, we have an eager and willing pool of respondents standing at the ready. ●



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Five Components of a High Performing iLottery Program

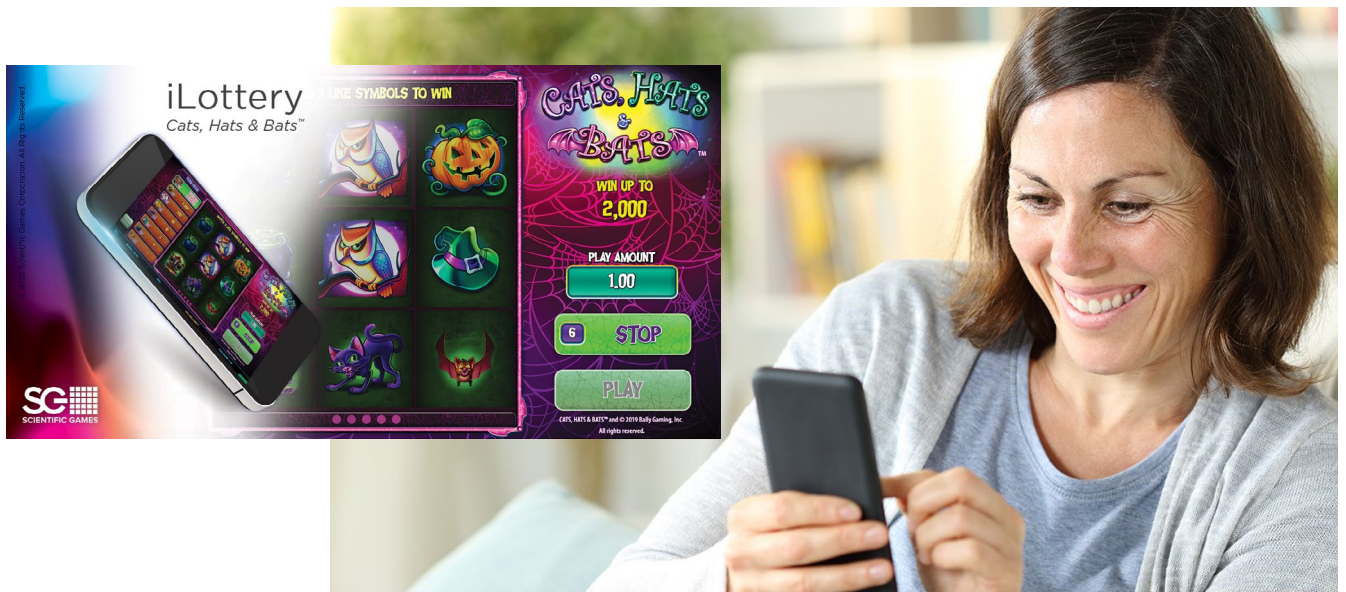
Online lottery programs vary in their implementation, but there are common strategies that are likely to lead to the most success.

Now more than ever, protecting profits is on the collective mind of North American lottery leaders. There's talk of cost savings – but at what expense? Ultimately, cutbacks have long-term effects on the lottery's brand in a competitive entertainment environment. Those with vision are discussing continued investment in growth. And inevitably, the conversation turns to iLottery.

Currently, only 18 of 51 U.S. and Canadian lotteries allow lottery games to be purchased online in some form. Eleven of those offer eInstant games. All five lotteries in

Canada offer some form of online lottery, but in the 33 states that don't allow iLottery, the games remain one of the few entertainment products – and few consumer products – that cannot be purchased online. Which translates to, without leaving your home.

The global health crisis of 2020 pushed internet use up 70% and e-commerce as a result will see \$175 billion in revenue growth this year, according to *Forbes* magazine. Similarly, Synthesio, which follows online trends, reports online game play subscriptions topped 10 million for



Microsoft's Xbox and Stream. Twitch, the most popular game streaming platform, saw a 50% increase, with PC gaming platform Steam hitting an all-time high user count of 20+ million people.

In the lottery industry, digital lottery games hit the \$1 billion mark in Pennsylvania in May, the fastest iLottery program to achieve that milestone. The two-year old program is also tracking to top \$1 billion in sales annually, and recently hit a record \$4.2 million in online/mobile sales in a single day. iLottery sales are currently averaging over \$3 million per day. Equally impressive is this performance was achieved during record retail sales through a coordinated retail and digital instant game program.

Exploring and Growing iLottery

Merv Huber-Calvo, Director of Growth Marketing at Scientific Games, who's worked on the Pennsylvania iLottery program since pre-launch, has spent 15 years – his entire career – in online game entertainment. He collaborates with lotteries exploring iLottery, providing strategic marketing expertise to help lotteries launch and/or grow digital lottery sales without eroding the popularity of traditional instant games sold at retail.

One of Huber-Calvo's biggest observations is how many players brand new to lottery come through online/mobile play, download the Lottery's app, engage with the loyalty program, and play games both online and at retail.

"We are keeping revenue in the Lottery ecosystem by strategic cross-selling," explains Huber-Calvo. "With a retail scratch game or Fast Play game, we'll offer a bonus code for an iLottery game. On the iLottery side, we have promotions running at least weekly where players get a coupon to play a similar game at retail."

The approach is working. During its first full fiscal year

of iLottery, Pennsylvania traditional lottery sales grew 7.2% over the prior fiscal year and Scratch-Offs alone grew 5.9%.

To Huber-Calvo, any lottery can launch games for online/mobile play, but to drive maximum profits for beneficiaries, it's all about iLottery performance. He took time out to discuss five key components for success.

1. Good Games

A frequent question Huber-Calvo gets is, "Should we go with just draw games when we launch iLottery?" He says the primary revenue drivers in the most successful jurisdictions have proven to be eInstants, which are digital versions of instant games.

"If a lottery wants to prioritize, and especially if changes in regulations are needed, you should absolutely start with eInstants," shares Huber-Calvo. "And when you're looking at eInstants, one of the most important factors is to go to market with products that are appealing to players and have higher Return to Players (RTPs) than what you're offering at retail."

If that number is 60 to 70% for retail products, online/mobile products should be more competitive. The recommended RTP for digital games is at least in the 85 to 90% range for an iLottery program to be most successful.

"eInstant products are getting better and better in 2020," says Huber-Calvo. "Nearly every week, we're launching more exciting content – both from Scientific Games and third-party game studios – with new themes and new game mechanics."

The top-performing eInstants are setting themselves apart from others. Overall game play is faster, but winning experiences are extended and celebrated. Not surprisingly, licensed brands generate almost immediate player engagement. Adding a popular brand to a non-branded



2. Open Platform

An open platform system offers lotteries a competitive advantage. The ability to aggregate content makes it easy to curate games from multiple studios, instead of just one. An open platform allows for external remote gaming servers to integrate and enable third-party content. It also allows for direct distribution of game content. It sounds simple, but the open platform must be feature-rich, utilize powerful gamification tools, and allow a wide variety and depth of games.

“For instance, if you wanted to have a progressive jackpot or offer loyalty points or missions across games from different studios, an open content aggregation platform makes it possible. It gives you a lot of tools in your toolkit,” explains Huber-Calvo.

One of those tools is bonusing, including targeted bonusing with virtually any parameters set by the marketing team. Lotteries can also integrate with an existing player loyalty system or customize a new loyalty system within the open platform environment.

And there’s more. Other critically important tools include multiple payment options, a player age and identity verification method, a slick front end solution, and mobile apps.

“You’ve got to make sure you have the best tools packed into the toolkit, but it’s kind of like a Swiss Army knife,” says Huber-Calvo. “The number and kinds of blades in the knife are only important if you know how to use them. For a truly successful iLottery program, you have to have experts that know how to use all of the tools available.”

3. CRM

Speaking of experts, Customer Relationship Management (CRM) professionals are a must-have for high-performance iLottery. This is a specialized team that manages a lottery’s interaction with current and new players using data analysis to improve the player’s relationship with the lottery’s brand and products, specifically focusing on player retention and ultimately driving sales growth.



game engine with the same mechanics usually always drives an uplift. Players identify with the brand, seek it out and connect with it during play.

There has also been a great deal of success offering a digital version of an instant game sold at retail. The lottery wins with cross-sell opportunities to drive players from retail to online/mobile play and vice versa.

So the quality of games is important. But what about quantity?

“If you look at competitive markets, whether it’s states with multiple online gaming operators, or even countries with mature gaming markets, there is a correlation between topline success metrics and the more game titles offered on the site,” observes Huber-Calvo. “As more U.S. lotteries go online and find themselves in a more competitive environment than we typically see today, the quantity of games is going to become even more important.”



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“These are highly trained retention marketing professionals that understand players and online games, who know how to responsibly drive engagement, and how and when to offer incentives that personally speak to each player,” explains Huber-Calvo. “It’s a very specialized and niche discipline, which is difficult to train and also difficult to hire top talent, considering the U.S. iLottery market is still in its infancy.”

The challenge is knowing what kind of bonuses appeal to which players, how to reach those players, and where to find them in the ecosystem – all based on analytics or what you know about them.

Player acquisition is also crucial. Historically, lotteries have focused advertising budgets on mass media with very little player segmenting or awareness-focused campaigns. But online, it’s all about performance.

“This means relentless multi-variant testing and fluid channel allocation in order to optimize efficiencies. Lotteries that have engaged digital marketing experts who specialize in online gaming are seeing the best results,” advises Huber-Calvo. “The old marketing mix doesn’t work, and the wrong approach will make acquiring new customers prohibitively expensive, especially in more competitive markets.”

4. Retailer Affiliate Program

Lotteries with online/mobile offerings are leaning into retailer affiliate programs. If they’re not, they should.

A good retailer affiliate program offers the lottery’s retailers a good incentive to sign up customers in their stores for online/mobile play – bringing both existing lottery players and those new to lottery to the digital games. Retailer incentives can include revenues from their customers’ online and mobile game purchases, or a flat commission for each new customer referred to iLottery.

“When players referred by the retailer buy online/mobile lottery games, the retailer gets a commission similar to how they would in the store. And this really creates an entirely new, ongoing revenue stream for the retailer that isn’t dependent on foot traffic in the store,” says Huber-Calvo.

Lottery sales reps must be well-trained on the affiliate program so they can educate the retailers about its benefits and help drive player acquisition. Text-to-join can work initially, but to execute the program right, training takes some time. A dedicated account manager for the program who helps retailers understand the sign-up process and how they can earn commissions is recommended.

“In a large jurisdiction with an expansive lottery retailer network, getting even 10% of the retailers to participate can drive impactful iLottery program growth,” says Huber-Calvo.

5. Responsible Gaming Tools

Over the years, one of the biggest concerns about bringing lottery games online has been responsible gaming. Now, with the right tools, an iLottery program can offer responsible gaming controls far beyond retail play.

There are typically minimum standards for responsible gaming tools that allow players to self-exclude themselves. The best tools, however, take it a step further and allow players to set their own limits. This might be “I’m allowed to deposit no more than a certain amount of money in a set amount of days or weeks.”

“One of the really cool things you can do with online responsible gaming controls is use predictive analytics,” shares Huber-Calvo. “Industry leading tools utilizing AI can predict within a 98% degree of accuracy who will and will not exclude themselves in the future. And you can give every player – anonymously – a score on the likelihood of self-exclusion based on their transactional data.”

As an example, a particular player may be scored as 75% likely to self-exclude themselves in the future. This enables the lottery’s team to spot problem gaming in advance, monitor that player, and if necessary, take proactive measures.

“With the right kind of responsible gaming tools, a lottery can actually help a player with over-gaming tendencies earlier in the player lifecycle, all based on analytics,” he says.

Getting It Right

Like most new game entertainment launches, getting it right the first time is important. If not, a lottery must migrate all of its player accounts to a new program, which can be inconvenient but may pay off in the long run.

“It’s important to look closely at the actual performance in different markets when you’re choosing an iLottery partner. It’s all about performance,” shares Huber-Calvo. “Just as you would invest in a licensed brand, or retail game, or a vendor’s technology, performance is what makes a difference in profits. And higher profits, as most lotteries know, are the answer to what’s needed right now.” ●

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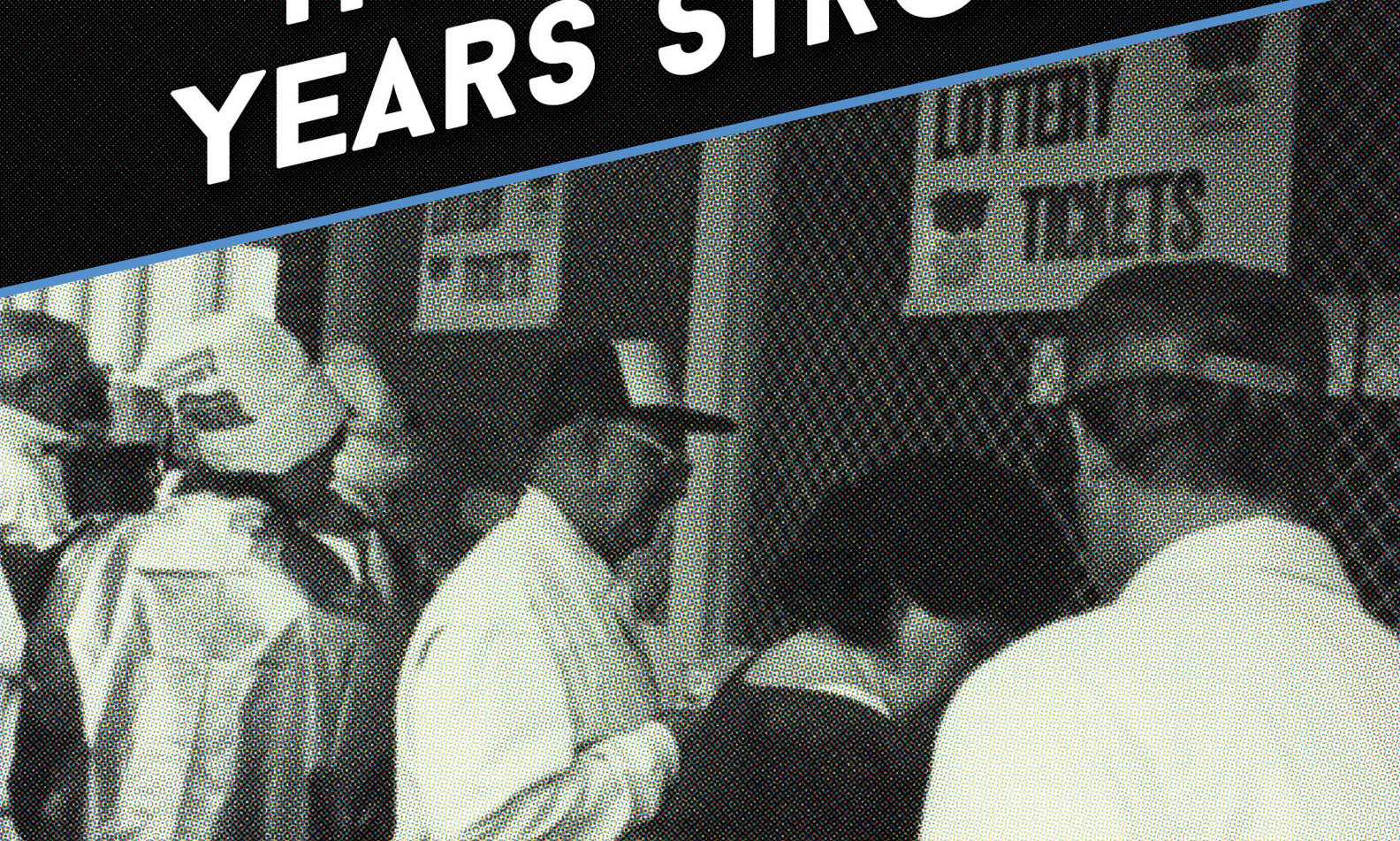
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THIRTY-FIVE YEARS STRONG





THE CIRCUMSTANCES FOR ITS CELEBRATION MAY HAVE CHANGED, BUT THE IOWA LOTTERY IS STILL PROUD OF ITS ACCOMPLISHMENTS AFTER 35 YEARS.

BY PATRICIA MCQUEEN



In August 22, 1985, the first lottery tickets were sold in Iowa – the \$1 Scratch, Match and Win instant game. Thirty-five years later, the Iowa Lottery is coming off the second-best sales year in its history, while setting a new record for instant ticket sales. That possibility seemed remote in March, when monthly sales plunged 25% as the rapid spread of the novel coronavirus resulted in stay-at-home recommendations in Iowa and across the country.

“As it turned out here, and I suspect in some other states, folks really had extremely limited entertainment options for themselves and their households – no going to the movies, no ball games, no concerts,” said Iowa Lottery President and Chief Executive Officer Matt Strawn. In

addition, Iowa’s 22 commercial and tribal casinos were also shut down. “At least in Iowa, people turned to their state’s Lottery as a product that provided some entertainment during this period.”

That was a welcome relief to the Lottery’s beneficiaries – the Iowa General Fund, the Iowa Veterans Trust Fund and the Public Safety Survivor Benefits Fund – and to Strawn, who had been on the job for just 14 months when the world turned upside down. He became just the third (non-interim) CEO in the Iowa Lottery’s history on January 14, 2019, following the retirement of Terry Rich. Rich in turn had succeeded Ed Stanek, who headed the Lottery from its inception until late 2007.

Just last November, the Iowa Lottery’s cumulative proceeds to those beneficiaries topped the \$2

“At least in Iowa, people turned to their state’s Lottery as a product that provided some entertainment during this period.”

– Matt Strawn

billion mark, a great prelude to the 35th anniversary this year. “That was an active reminder of just how much our lottery matters, and why it was created in the first place,” said Vice President of External Relations Mary Neubauer. “That money to state causes wouldn’t have come from any other source, and it matters. It’s a reason for those of us at the Iowa Lottery to celebrate and be proud.”

LEADERSHIP OVER THE YEARS

That revenue has been generated by the hard work of dedicated employees (108 at the present time) and stability in leadership, along with

Iowa Lottery Logo Evolution 1985 - Present



some external help along the way. Legislative changes have included adding the Iowa Veterans Trust Fund and the Public Safety Survivor Benefits Fund as beneficiaries, and remaking the Iowa Lottery into the Iowa Lottery Authority in 2003. That one change was significant – it allowed the organization to operate more as a corporation than a state agency. “Iowa lawmakers have repeatedly demonstrated their faith in the Iowa Lottery’s ability to generate proceeds to support worthy causes in our state,” said Chief Operating Officer Larry Loss, who has been with the Lottery since the beginning. “It’s an incredible feeling to know that our work is not only noticed, but depended upon.”

Innovations were a hallmark of the Lottery’s first 22 years under Stanek. Perhaps best-known as the co-inventor of Powerball, Stanek was also a key player in the creation of the Multi-State Lottery Association in 1987. “That helped change the landscape for U.S. lotteries in general, paving the way to the big-jackpot, multi-jurisdictional lotto games that are now a part of everyday life across the country,” noted Neubauer. She was at a rare loss of words trying to verbalize the impact of Powerball on the industry. “Wow... I truly wonder where lotteries would be today without it.”

Several other innovations came out of Stanek’s leadership – they would not have the impact of MUSL and Powerball, but they were important achievements in the industry nonetheless. Perhaps the

most influential was the 1992 launch of what is believed to be the first Bingo scratch game in the industry. “Nearly every lottery in the world keeps a Bingo game as a permanent product in the marketplace these days because they are so popular,” explained Neubauer. “Who knew that one scratch game first introduced in a small Midwestern state would have such impact?”

“It’s an incredible feeling to know that our work is not only noticed, but depended upon.”

- Larry Loss

Two technology-centered games were probably ahead of their time, but were reflective of a willingness to try new things. Treasure Tower in 2000 combined a scratch ticket with an interactive CD-ROM-based game; Iowa was the first American lottery to try the product, developed by Loto-Québec. In 2004, Quarter Play made its debut – it was a battery-powered electronic game card about the size of driver’s license. “Technology has played a key role throughout our evolution,” noted Loss. “Games like Treasure Tower and Quarter Play helped pave the

way for the iLottery products that are sold by lotteries today.”

When Rich took over as CEO in early 2009, he put his own spin on the Iowa Lottery, often calling on his marketing background as the team brought in fun new instant games. He helped with some important ideas in the industry, such as the cross-selling of Powerball and Mega Millions and the move to \$2 Powerball, in addition to spearheading the effort to standardize the Powerball logo across the industry. In 2016, Iowa launched InstaPlay, instant-win games sold through retail lottery terminals. That product line has really come into its own, especially this year as an instant game option that doesn’t require inventory management and ticket shipments.

During much of his tenure, Rich and the Lottery team helped state and federal officials solve the biggest lottery fraud case in history, which resulted in conviction of three individuals involved in crimes perpetrated in several states. It was a ticket sold in Iowa that launched the investigation. For that effort, the Iowa Lottery won a 2018 Compliance Outstanding Achievement award from GamblingCompliance.

“That was a significant acknowledgment of the daily security and integrity efforts by our entire industry,” said Neubauer. “Integrity truly is at the heart of lottery games, and it’s something we remember every day.”

All that history may have been a hard act to follow, but the Lottery’s newest CEO has been more than up to the task, successfully guiding

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IOWA LOTTERY AT A GLANCE

	Scratch Ticket Sales	Pull-Tab Sales	Draw Game Sales	Total Sales	Total Prizes	Net to State*
FY2020**	\$262,447,704	\$10,824,344	\$98,681,447	\$371,953,494	\$236,317,005	\$81,483,906
FY2019	250,642,094	10,876,605	129,376,851	390,895,550	241,940,643	92,864,965
FY2018	244,260,964	10,916,692	115,779,231	370,956,887	227,491,072	87,096,200
FY2017	237,617,703	11,292,740	103,332,367	352,242,810	215,620,569	80,774,727
FY2016	233,681,883	15,073,332	118,155,709	366,910,924	221,767,401	88,024,619

* Includes \$2,500,000 annually to Veteran's Trust Fund; the Public Safety Survivor Benefits Fund received a portion of revenue for the first time in FY20.

** FY2020 figures are preliminary.

CURRENT GAMES:

Scratch tickets: About 45 new games per year; \$1, \$2, \$3, \$5, \$10, \$20 and \$30

Pull-tabs: About 10 new games per year; 25 cent, 50 cent, \$1, \$2 and \$5

Terminal games: Powerball, Mega Millions, Lotto America, Lucky for Life, Pick 3, Pick 4, InstaPlay

VITAL STATISTICS:

Number of employees: 108

Number of licensed retailers: 2,400 (as of 7/24/20)

Vending equipment: 330 PTVMs in 330 locations; 115 full-line self-service machines in 115 locations

the Lottery through unprecedented times.

Educated as a lawyer, Strawn grew up on an Iowa farm but eventually found his way to Washington, D.C., wrapping up a decade of service there with a stint as Chief of Staff for a member of Congress. He switched gears and returned to Iowa to launch a minor league arena football team; at that time he first became familiar with team sponsor Iowa Lottery. Then the political world called upon Strawn again, and after two terms as chairman of Iowa's Republican Party, with partners he founded a public affairs firm that delved into media, politics and business.

"A lottery CEO is a fascinating position from a management perspective, because it encompasses so many aspects, from risk management to personnel to business

development, to research and development for product innovations, and of course promotions," he explained. The one thing that really surprised him as he learned about the lottery industry was how little data existed – he was experienced in messaging campaigns that were very data-driven. But that's much harder to do with lottery. "You have largely anonymous purchases happening at scale every day."

TAILORING THE PRODUCT

So it's not unexpected that Strawn has been working on ways to gather more and more of that data wherever possible, to help the Iowa Lottery make better decisions on just about everything – advertising and marketing spending, ticket ordering, game-planning decisions, and even the messaging used to tell the

Lottery's story. The key is finding trends, especially among consumers, and providing the appropriate products and messaging that meet those trends. "I'm a sports guy, so I'll use a hockey term. You need to skate to where the puck is going to be."

For example, public surveys show that for a segment of consumers, values are what drive most of their decisions. Those consumers probably won't respond to straightforward promotional messaging unless they first know what the organization's core values are. Data will help the Iowa Lottery understand what messages to send out in the marketplace.

Strawn noted that in two recent efforts to highlight the use of lottery proceeds in Iowa, the Lottery wasn't the one to tell the story, but rather, those involved in the beneficiary causes were the ones to share their perspective on the difference that

the lottery has made – and those can be the most important messages of all.

“We’ve let others speak – letting them tell our story and share what our values are. That we exist to serve the people of Iowa.” He has developed a passion for the Iowa Lottery story as told by winners, players, beneficiaries and retailers. “We are not ‘the lottery’ or ‘a lottery’ – we are the ‘Iowa Lottery.’ That means something, and we can never forget that. Everything we do needs to be looked at through that prism.”

That includes the product portfolio. Instant tickets remain the Lottery’s strongest category, even more so during the pandemic when they provided the lion’s share of revenue during the last few months of the fiscal year. “Time and time again, Iowa Lottery players have voted, so to speak, with their pocketbook, that it’s an entertainment product that they enjoy,” said Strawn. And he credits the Lottery’s team members for knowing exactly what types of scratch games Iowa Lottery players enjoy playing.

He often borrows the philosophy of FedEx founder and CEO Fred Smith, who believes that success comes from always keeping in focus the “main thing.” For the Iowa Lottery, the “main thing” is the scratch ticket portfolio. Although innovations are important, it’s wise to not always be distracted by the latest shiny new toy. “We need to make sure that we are doing what we need to do to continue delivering an engaging, entertaining scratch ticket into the marketplace.”

With respect to the national games, both Powerball and Mega Millions are coming off extremely challenging years, with a dearth of big jackpots compounded by the effects of the pandemic on sales. Strawn believes that it is possible to trigger incremental growth even without big jackpot rolls, and that one of the potential opportunities lies in expanded distribution through

in-lane sales. The ability to reach some national retailers for the first time, through third-party partners now focused on the lottery industry, could provide growth.

And as noted earlier, InstaPlay has been a strong product over the past year, and perhaps provides a hint at successful products of the future. Anything that can be delivered to a player in the marketplace with as little friction as possible could be a valuable way of easing challenges for everyone involved – lotteries, players and retailers – no matter what the environment.

“We need to make sure that we are doing what we need to do to continue delivering an engaging, entertaining scratch ticket into the marketplace.”

- Matt Strawn

INTERRUPTION

The COVID-19 public health crisis has been a significant challenge to all sectors of society, and while Iowa Lottery sales rebounded, it wasn’t without a lot of teamwork, meeting new challenges as they surfaced. “There was a lot of awkwardness and we were kind of feeling our way around in the dark at times, but from a performance standpoint, our team delivered,” said Strawn. “It was pretty remarkable to see.”

As in virtually every industry, Iowa Lottery employees had to completely rework the way they did business. Those who could work from home did so; others kept things running at the Lottery’s offices and main warehouse. Retail sales reps

reached out to retailers via phone or digital means instead of making personal visits, while ticket inventory was carefully monitored and games kept shipping from the warehouse to keep bins full as demand roared back. Prize money kept flowing, as winning ticket-holders mailed in their tickets or utilized a secure drop box set up at headquarters. As the situation evolved, the Lottery’s regional offices established a curbside claims service.

Advertising was pulled across the board, and some of the Lottery’s digital billboards were turned over to the Iowa Department of Public Health for messaging; public health messages were also shown on the Lottery’s in-store displays. “We really tried to be as good a partner to our fellow state agencies as possible with public health messaging,” explained Strawn.

Fortunately for the Iowa Lottery, only about 3% of its retail network was affected by the initial statewide shutdown of non-essential businesses such as bars and social clubs. Those retailers were protected from additional lottery-related hardships by the establishment of new procedures from the Lottery to suspend sweeps or deactivate terminals. “We made sure we were taking care of those retailers who were ordered to shut down,” said Strawn.

In fact, he took steps to ensure the health and safety of everyone involved in lottery operations. “You have a responsibility to keep your workforce safe, and on top of that the responsibility to keep the public you serve safe. Before any thought or calculation entered our minds relative to sales and operations, the first thing was to take care of our people and our public.”

LOOKING AHEAD

Blessed that COVID-19, so far, has had just a temporary financial impact on Iowa Lottery operations, Strawn is looking forward to pressing ahead,



Then-Gov. Terry Branstad signing the legislation that authorized a lottery in Iowa on April 18, 1985.

working on the next \$1 billion in revenues. Although plans for an anniversary celebration across the state came to a screeching halt due to the pandemic, it didn't take long to develop a safe alternative to let players in on the fun (see page 45).

One key to the Lottery's future will be the installation of a new gaming system on July 1, 2021, potentially allowing for the introduction of some of the latest and greatest solutions in the industry. One of those will certainly be the ability to expand distribution through in-lane sales at large multi-lane retailers – some of which may not have previously sold lottery products. These projects are in their infancy, and while stalled by COVID-19's impact on retail, things are moving again. "We're watching developments closely," said Strawn. "We'll probably look at different solutions and let the marketplace decide which one(s) it prefers."

That's not all he's looking forward to. "There are some other exciting developments that I know we would

like to hopefully be able to offer our players in the not-too-distant future, in the context of a new system." Whatever they might be, you can bet that choices will be made by data-driven decisions based on what the marketplace demands.

It's also a safe bet that anything new will involve detailed discussions with all the stakeholders. "Being a leader requires you to have a vision, and in my mind, part of that vision is informed by the environment in which you are operating," explained Strawn. "Future product decisions are not made in a vacuum here at Iowa Lottery headquarters." In particular, they are made after discussions with policymakers and with retail partners. "It's always been my practice and belief that the more folks who you bring into a decision, the better product you ultimately end up with. In my short time here, I have really come to appreciate the strength of the relationship that the lottery has to have with those retail partners in our community."

Much has happened in the lottery industry in the last 35 years, and much will happen in the next 35. Loss reflected on some of the incredible things that have impacted not only the Iowa Lottery but the industry as a whole during his lottery career, but narrowed it down to one. "The biggest game changer I've seen is something that's now completely commonplace within lottery operations: bar codes on scratch tickets. That technological advancement not only provided a huge convenience to customers, allowing them to cash tickets at any retail location where lottery is sold, but it also led to sales and distribution increases and allowed for more complex game designs. Lottery products worldwide have evolved with the help of the simple bar code."

Will there be another simple development, in Iowa or otherwise, that will revolutionize the industry once again? Only time will tell. ●

The Million Dollar Summer Celebration That Wasn't – And the Change-Up

By Teri Wood, Vice President Sales and Marketing, Iowa Lottery



As the Iowa Lottery's 35th birthday approached, we reflected on more than \$2 billion raised for state causes and more than \$4.5 billion paid in prizes to players as we prepared to celebrate the milestone anniversary. And then all those plans to thank lottery players, retailers, vendor partners, athletic sponsors and other supporters were swept away as the COVID-19 public health emergency hit in March in Iowa.

While the situation we faced clearly paled in comparison to the gravity of the worldwide pandemic, the Lottery was among scores of businesses that needed to adjust and adapt – quickly.

We had originally planned a Million-Dollar Summer celebration that would take Lottery personnel all across the state to give away cash and prizes as our thank you to Iowans for helping us achieve 35 years of success. An Iowa Lottery street team would have hosted events in cities large and small, celebrating with our retailers and partnering with vendors and sponsors at events like the Hot Air Balloon Classic in Indianola and at sports arenas like the Iowa Speedway in Newton and Principal Baseball Park in Des Moines. We envisioned our players dancing the night away at music festivals like 80/35 in Des Moines and eating everything imaginable on a stick at the Iowa State Fair. The summer of celebration was scheduled to culminate at the once-in-a-lifetime major-league baseball game scheduled August 13 at the iconic Field of Dreams near Dyersville. We planned to showcase the best that Iowa has to offer PLUS a million-dollar prize pool!

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90 WINNERS OF \$250,000 CASH PRIZE POOL!

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PRIZE ZONE Iowa Lottery

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The graphic features a pair of pink sunglasses with a reflection of a beach scene and stacks of cash. Behind the sunglasses are several Iowa Lottery scratch-off tickets, including 'Amazing Money', 'Four Corners Crossword', and 'Star'.

All that suddenly changed in mid-March.

So what to do? We quickly went back to the drawing board and brainstormed how to celebrate our loyal players and vendors in a world where many businesses were temporarily closed, community events large and small were being canceled and social distancing was the new normal.

And from that work, an idea began to form.

In January of this year we had launched our Iowa Lottery Prize Zone as a monthly Play It Again promotion portal to provide a continuous benefit for our VIP Club members. It offers ongoing engagement opportunities for members of our players club to win fun prizes such as cash, technology gear, fuel, gift cards, etc., by entering eligible tickets from designated lottery games.

At the same time, we expanded our validations options to include the hands-free prize claim option of Docu-Sign. It didn't take us long to connect those dots and realize

that the two projects could help us achieve a socially-distanced celebration! After a bit of zigging and zagging we found our way to a revamped 35th birthday bash for the Iowa Lottery.

On July 13, we kicked off our \$250,000 Summer Cash Bash promotion through the Prize Zone.

During the Summer Cash Bash, we'll hold prize drawings every two weeks, with five different sets of scratch games eligible for entry over the course of the ensuing two months. Ninety lucky winners will ultimately share the \$250,000 prize pool by the time the promotion concludes in mid-September.

Players can enjoy a variety of new game play styles throughout the summer, and a full multi-media campaign has been developed with media partnerships negotiated to continue player engagement.

In the end, we've achieved a socially engaged but socially distanced promotion, which we think is the right approach during a very unusual time. ●

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Marketing Shift

The unprecedented public health crisis of 2020 stopped the world in its tracks, and lotteries quickly learned to cope with new realities as the games played on.

By *Patricia McQueen*



If anyone still thinks lotteries are incapable of rapid change, then they haven't been paying attention to what has happened over the past few months.

Administratively, of course, things changed dramatically. But games are what drive revenues, and never before have governments needed lottery revenue as much as they do this year. And to reach the widest possible audience, those games must be publicized. After COVID-19 hit, the first priority was everyone's safety, but after that there were tough decisions about just how to proceed. Game launches or no game launches? If advertising continued, how should the content change? How often should communications of any sort be exchanged with players? And

what about marketing campaigns already planned as the summer event season was rapidly approaching? It was truly uncharted territory.

"From an advertising and marketing perspective, it has been a delicate balance to protect our Kentucky Lottery brand," noted Edie Frakes, Kentucky Lottery Vice President of Marketing. "We didn't want to seem tone deaf to the pandemic and loss of life. It also wouldn't have been responsible for us in Kentucky to go completely dark, as we still need to stay relevant and top of mind to our players and our stakeholders." These sentiments were echoed by lotteries across North America – and each one has to make decisions based on the individual circumstances in their own state. There is no one answer.

But all lotteries had to pivot in some way. Generally speaking, advertising and marketing programs were put on hold at least to some extent. Where advertising continued, it was converted to beneficiary awareness and "stay safe" messaging. "Like many lotteries, we shifted our product-specific advertising to beneficiary awareness beginning in April to recognize the unique times and the impact on graduates," said Tennessee Education Lottery President and Chief Executive Officer Rebecca Paul Hargrove. "By focusing on beneficiaries instead of products, we kept our brand visible while acknowledging the challenges in the world."

Research has helped many lotteries navigate these uncharted waters.

The British Columbia Lottery Corp. is one that has been relying on research during the pandemic to make informed decisions about how to best communicate with players. “We are leveraging insights from player research to ensure we’re marketing to players at the right times, using the right channels, with messages that resonate with our audience during this period of seismic community and societal change,” said BCLC’s Veronica Varhaug, Category Manager, Lotto, Regional Games & Winners.

Lasting Changes

By all indications, some aspects of that societal change will be permanent, without a full reversion to a pre-pandemic state. Indeed, there will likely be a “new normal” – the buzz-phrase of the day.

A big part of that is the simple fact that consumers have fundamentally changed their behavior. “The consumer path to purchase for many products and services has shifted,” noted Chris Rogers, Arizona Lottery Deputy Director, Marketing and Products, adding there will be long-term impacts as consumers rapidly adopted things like online and curbside grocery shopping. At the same time, retailers know the incremental value lottery offers to their customers who still shop in stores. “There’s a lot to consider and this is only the beginning for us.”

Remote working is another key area. Employers whose workforces were able to transition to work-from-home situations may never go back to requiring everyone present at the workplace; at the very least, many workers will continue to work from home for the next few months. That impacts the media buys lotteries choose going forward – many lotteries indicated they have been evaluating their media mix. Out-of-home media such as billboards and transit, and even radio advertising,

may become less important as fewer consumers commute to work, while digital advertising opportunities become increasingly valuable.

Some lotteries love giving away experiential prizes as part of their second chance offers, and that’s another area where it will be a long time before things return to the way they were. “The Missouri Lottery has built a reputation for awarding some really exceptional experiential prizes, offering worldwide travel packages that a vast majority of players wouldn’t have access to otherwise,” said Executive Director May Scheve Reardon. “Obviously, we’ve had to do some re-evaluating, since far-off destinations are out of the mix for now.” In the Lottery’s upcoming holiday promotion, for example, the second chance offers will have themes a little closer to home – with

prize options such as extraordinary home renovations and makeovers.

Sports and community event sponsorships, upon which many lotteries rely, are another challenging area. Not only were most of these activities through the summer canceled or postponed, but resumption is looking a lot different. “We are still waiting to see how fall community events and sports sponsorships will adjust to the new requirements,” said Tami Wiggs, Director of Marketing for the North Carolina Education Lottery. “While we wait, we also are evaluating how we might execute onsite activations differently – how we can be more ‘contactless,’ control crowds, etc.” It is expected that sports teams and other event managers are also doing more on the digital front to engage their fans, and that’s another consideration for



PLAY SAFE

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lotteries – how valuable a digital-only presence would be compared to traditional in-person audience engagement.

There are other areas in which lotteries are looking to change. The Louisiana Lottery's marketing plans for this summer were focused on the launch of its new app in mid-July, which is a bit of fortunate timing. "From a values perspective, we are embracing innovative ways to streamline the purchase experience and reduce touchpoints given this new consumer reality, such as with our new mobile app," explained Louisiana Lottery Vice President of Marketing Quinn Dossett.

The expectation of social distancing guidelines continuing for months has the Kansas Lottery shifting the way it creates advertising. Rather than producing live-shot advertising, it is using more illustration styling. "This allows us to create campaigns that still reach our players through traditional advertising means while being mindful of the uncertainty the pandemic has brought," said Kansas Lottery Director of Sales and Marketing Stephen Ortiz.

Uncertain Road Ahead

All of these areas and more are what lotteries are brainstorming about these days as they, and society, get back to business. While lottery sales dropped across the board at the beginning of the pandemic, traditional sales – especially instant

games – rebounded significantly in many jurisdictions after only a few weeks. After all, with just about every other gaming and entertainment option shut down, lottery was the only way to play. Most lottery retailers were deemed essential businesses, staying open to supply food and household necessities. Even so, brick-and-mortar retailers were hurting, as consumers rapidly shifted to online grocery purchases, so their lottery commissions have never been more important.

Those lotteries fortunate enough to have iLottery in place suddenly found themselves with a rapidly-expanding customer base that appreciates being able to play favorite games from the comfort of their homes. When appropriate, these lotteries shifted their advertising to digital channels in order to capitalize on the large portion of the population that was suddenly online, all day every day. "While our iLottery business has always been a focus area for growth for the Illinois Lottery, the importance of this channel has become even more relevant and will continue to be a growth engine for the future," said Marisa Zimmerman, Senior Director of Marketing for Camelot Illinois, the Illinois Lottery's private management partner.

While more traditional advertising campaigns have resumed in most places, they may look much different than they would have this time last year. And the pace of reintroduction varied. Sensitivity to player safety,

and recognizing the good causes all lotteries support, remains top of mind. "Product launches and promotion will continue to be a careful balancing act as we navigate this new normal," noted New Mexico Lottery Director of Advertising and Marketing Wendy Ahlm.

Even as coronavirus rages on in some parts of the country, consumers everywhere want to see signs of the old reality. Lotteries can help with that as appropriate, as they have always had the highest participation rate and highest approval rate of any form of gaming. "With careful sensitivity, the Hoosier Lottery has worked to help players feel like they have permission to 'play' again," said Melissa Pursley, Chief Operating Officer and General Manager of IGT Indiana, the marketing and sales partner of the Hoosier Lottery. "The idea of play takes on many meanings beyond the literal play of our games. More importantly, it gives players permission to once again add a little light-hearted fun into their every day."

On the following pages, you'll find creative examples of how lotteries have ramped up their digital engagement this year in order to provide some of that fun. Then you'll read about some of the most successful marketing campaigns of the past year, primarily those before the impacts of the pandemic. After all, lotteries love to share ideas! ●



SARA delivers a jackpot check, while Loto-Québec CEO Lynne Roiter watches from a socially-acceptable distance.

And Now for Something Completely Different

While lottery games continued, and players still could win big, winner presentations and press conferences all but disappeared for several months at lotteries from coast to coast as social distancing became the norm. Some went virtual, but Loto-Québec had another fun solution.

On July 23, the organization made an in-person check presentation for the first time since February 27, or rather, an in-robot check presentation. Handing the \$6 million check, which hadn't been touched by human hands in the previous 72 hours, to Lotto 6/49 winner Guylaine

Desjardins was a robot named SARA.

"This marked the first time that Loto-Québec presented a check in the age of physical distancing," said Lynne Roiter, the organization's Chief Executive Officer. "Thanks to our partnership with ÉTS, Université du Québec's school of engineering, and Centech, Loto-Québec had the pleasure of using a life-size robot named SARA, designed, developed and controlled by the ÉTS's Walking Machine student club. This partnership aims to support innovation in Québec."

The presentation added a touch of novelty to the press

briefing, which took place at the Mont-Tremblant Casino and was streamed on Facebook Live. SARA was programmed to say, "Congratulations Ms. Desjardins on your \$6 million check!" The occasion also served to give Centech and the ÉTS students some extra visibility for their work.

Don't be surprised if SARA surfaces again at a future prize-winning presentation, especially if social distancing remains necessary. "It is a fun and efficient way to ensure the public health principle of minimum contact in the awarding of prizes," said Roiter. ●

Focus On: Marketing



Digital Engagement

As the digital age evolved, lotteries joined in the fun, establishing a social media presence, enhancing websites and building mobile capabilities. Never before have those things been so important as in 2020, when the global pandemic canceled face-to-face marketing and promotional events across the board. It also changed the tone of communications made by lotteries to their players.

So we asked North American lotteries how they ramped up their digital engagement to compensate for the loss of in-person opportunities. Across the board, lotteries shifted from a purely product emphasis to informational messages, keeping players informed about what was happening in the COVID-19 world. Many lotteries offered free-to-enter contests with various prize packs, along with puzzles and quizzes to keep people entertained. Live streaming events have become more commonplace, whether featuring silly things like watching ice melt or substituting virtual programs for in-person events that had to be canceled. And those lotteries with online sales platforms were able to focus on playing safe by playing online.

The following roundup includes just a small sampling of some of the things lotteries have been doing to keep their players engaged during difficult times. The information was gathered in early July, and as always, we thank those lotteries able to participate.

Arizona Lottery

Since the start of the pandemic the Arizona Lottery has awarded more than \$5 million in second chance and free-play prizes through the Arizona Lottery Players Club platform. The goal of this program is to engage with more of our players through the pandemic – some who may be facing financial setbacks, isolation or even loss of family members. Our vision is to be the top gaming entertainment choice for the people of our state. While the pandemic has certainly been a setback, the challenge has presented an opportunity to be a more visible option for entertainment in this regard.

We worked with our loyalty partner to offer Free Play codes on our Players Club for a special drawing to award 495 people with \$500 prizes. Each day, a new free play code was visible on Players Club, and all players had to do was enter the code. After a few weeks, we added a free Bingo@Home digital game which allowed players to receive one extra entry. We also gave players extra entry codes for our Super Bonus Free Play promotion, allowing players who interact with us on our social pages even more chances to win! This encouraged players to follow us on all channels, not just Facebook, to make sure they didn't miss out.

We have also awarded more than \$200,000 in prizes through social media giveaway contests, promotions and livestreams. These benefited a variety of workers throughout our community including healthcare workers, hospitality workers, teachers, restaurant workers and delivery drivers – many who suffered significant setbacks as result of this pandemic.

One fun giveaway was “Father’s Day.” We asked dads to submit a dad joke in the comments section. The visual focus created an engaging post with nice contrast and ticket inclusion and players had a lot of fun in the comments. A State Parks giveaway was great because it tied in our Road to \$1,000,000 Scratchers game, promoted a safe activity (family road trip), and showed state pride. The state parks worked with us and provided a 50% discount for the passes, so it was a great partnership as well.

Our “Virtual Happy Hour Hangout” livestreams (one in May, one in June) provided players a fun break in their day, and we worked in messaging aligned with Arizona Department of Health Services about hand washing, social distancing and staying home as much as possible. Our two hosts, Willie and Derek, played a variety of games which players could interact with in the comments for their chance to win a prize.



Smooth Transition

New Jersey's next generation of jackpot signage



This innovative **Add-On Sign** easily adds the FastPlay Progressive jackpot to existing signs.



Dispenser Jackpot Sign mounts on top of dispenser boxes or vending machines.



5-Game Jackpot Sign includes dot-LED text panels and the FastPlay Progressive jackpot all in a 24" x 32" frame!

CMGLOBAL

Arkansas Scholarship Lottery

While our audience was stuck at home during the months of March, April and May, our social media strategy for all channels switched from ticket sales to entertainment and engagement, mostly in the form of contests. Through a series of overlapping contests, Twitter polls and other small things, lasting the entire quarantine period, the Arkansas Scholarship Lottery set new all-time engagement records, garnering more than 100,000 engagements in April alone and 200,000 over the three-month period, a 114% gain over the previous quarter. Engagement rates for contests ranged from 3.2% to 8.8%.

In addition to engaging our audience, a secondary goal was to support local businesses through Lottery-owned content and brand partnerships. To accomplish this on Lottery channels, we bought dozens of gift cards from local restaurants, salons and businesses to give away as contest prizes on our channels. During our “FoodiePalooza” contest, we gave away more than \$1,000 in gift cards for locally-owned restaurants around the state. Across all contests, prizes totaled roughly \$5,000, with more than a third going to local businesses.

For brand partnerships, we teamed up with three Arkansas restaurants for gift card and instant ticket giveaways on Instagram and Facebook. Overall, these organic contest posts reached 13,901 social accounts and received more than 3,377 engagements (likes, comments, shares, saves). In addition, we saw an increase in followers on both Facebook and Instagram, with Instagram seeing a net growth of 156%.



British Columbia Lottery Corp.

BCLC has paid out all prizes – large and small – to winners since the onset of COVID-19, despite closing temporarily our prize-payout offices. To ensure we maintain the transparency and integrity of the lottery by publicizing winners, we focused on using digital media and marketing tools.

One example of our new digital focus is BCLC's first-ever fully virtual winner celebration on the Lotto BC Facebook page. On April 23, 2020, we gave a winner their \$16.4 million Lotto 6/49 win in front of a live Facebook audience. The online-only event reached 13,500 people and has achieved about 8,400 views with 3,700 online engagements – all with a 99% positive sentiment. It was a virtual, feel-good first for BCLC and its players, and received significant provincial media coverage from more than 35 major media outlets.

The success of the first fully virtual winner celebration led soon after to our second fully virtual celebration on June 3, 2020. This winner received their \$24 million Lotto 6/49 check from BCLC Interim President and CEO Greg Moore, also during a Facebook Live event, which to date has more than 9,100 views. Using digital tools to promote winners has played an essential role in reaching players and the public with positive stories about lottery winners.



IGT's award-winning **GameTouch™ 20**. Recognized for global innovation with the **Lottery Product of the Year Award**, 12th Annual International Gaming Awards, 2019

More Convenience, Less Contact

The cashless-enabled IGT **GameTouch™ 20** vending machine minimizes cash and ticket handling for instant and draw games. It facilitates in-store social distancing and allows players to avoid busy checkout lines – good for lottery players and good for retailers.

Contact your IGT account manager to learn more about the specific IGT products and services that support a safe experience for players, retailers, and their employees.

Colorado Lottery

The Colorado Lottery has always had robust engagement with its players. We send regular updates to players monthly via email at a minimum, but were even more in contact with them during the COVID-19 shutdowns via email and on social media about game changes, claims center closures, etc. Even when sales dipped, our engagement with players was stronger than ever. During this time, we ramped up our online contests and promotions to keep players engaged.

One of the most successful online promotions we've ever done was "What's Your Player Personality?" It ran the last two weeks of June. We utilize a third-party vendor called WooBox to host quizzes, polls, etc., and their site makes it easy to set up the promotion from start to finish, as well as draw winners. We sent out information about the promotion to our 100,000+ MyLottery members via email, and it was posted on our social channels as well. Even though it only consisted of a short quiz and 10 randomly drawn winners scoring a bundle of 20 Scratch tickets each, the engagement was off the charts! We had more than 5,300 people enter to win. We believe the high level of engagement is due to the popularity of these types of quizzes, similar to what you see on BuzzFeed and other sites. It was just one of those fun, time-killing quizzes we all love to do.

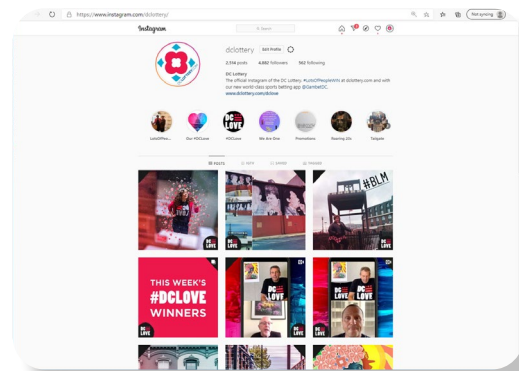


DC Lottery

Warm weather engagement has been a treasured opportunity for the DC Lottery. The sun, outdoor settings and exuberance of the season were a winning combination for the agency and players alike. Now, not so much. Compulsory health advisories regarding the coronavirus crisis have mandated that we be more creative, engaging and thoughtful in our marketing efforts – when we thought we were doing all of the above rather well. As the saying goes, "Necessity is the mother of invention." We've had to dig a little deeper to maintain existing players' interest and invite new audiences all while battling a new pandemic as well as a familiar foe, competing initiatives from neighboring lotteries. Still we rise.

Just as our on-the-street midday promotions met players where they were during the workday, our new strategy leaned heavily on social media engagements to bring the fun and excitement of the DC Lottery to players in the comfort and safety of their homes. Launched at the break of the pandemic, "We Are One" was a weekly, two-hour player appreciation activity that reminded audiences that winning with the DC Lottery was as close as their fingertips. Awarding more than \$1,000 per show and hosted exclusively on the DC Lottery's Instagram page, a local guest deejay provided musical entertainment while we randomly awarded prizes to program participants. Comments of appreciation flooded our inboxes.

The positive response prompted our current #DCLove series. This monthly Instagram program invites players to submit photographic images that convey their appreciation for the District of Columbia for the chance to win cash gifts and prizes. Since the inception of these two winning opportunities, the DC Lottery's Instagram page has garnered more than 1.28 million impressions and our following there has increased more than 26%. The transition to online engagement has allowed us to maintain safety protocols while keeping our brand viable and top of mind in the marketplace.



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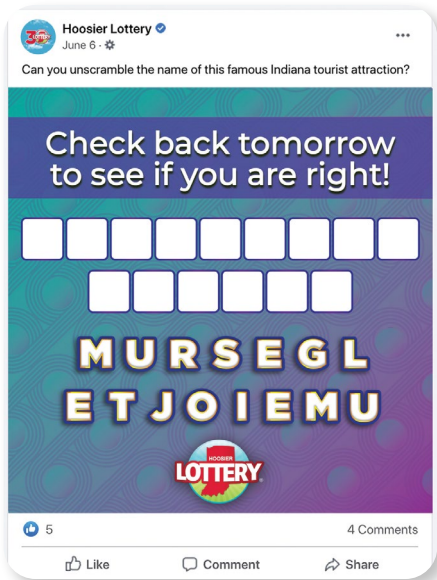


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Hoosier Lottery

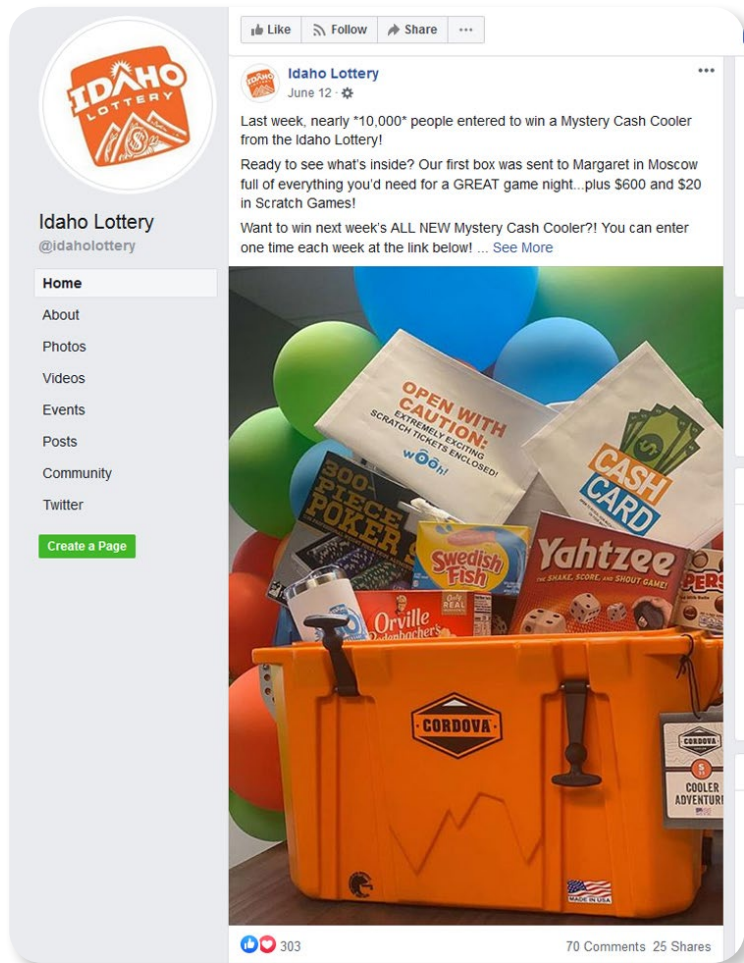
We carefully reevaluated our overall marketing plans and shifted communications to brand-focused, light-hearted messaging, primarily in our social media space. For example, we ran engagement posts that offered fun games and contests, along with messages that honored our beneficiaries such as retired police, firefighters and teachers. These helped us connect with our players beyond what we would normally do with product-driven posts. We also used our website and social media channels to communicate business-related updates, specifically to the winner claiming process and 2nd Chance promotions.

While we are using mostly the same tools to communicate with our players, like our website, social media, email, in-app messages and push notifications, we have scaled back our efforts since the start of the pandemic. Overall, our players have been understanding during this unprecedented time.

Idaho Lottery

Direct contact with our players is an essential part of how we do business during ordinary times, but during the extraordinary times of the past four months, communicating with our players has largely existed in the digital realm. Our VIP Club members, and the ability to communicate directly with them, have proven to be an indispensable tool for us. During the time of our five-week-long Stay Home order, we were able to stay in contact with our players, continue providing entertainment, and help those with large winning tickets to successfully claim their winnings. During all our engagements with our players, we utilized our Marketo CRM to continue to develop relationships with those who we connected with whether they were a VIP Club Member or not.

When Idaho's Stay Home order was issued, the Idaho Lottery was in the middle of a VIP Club driven, public relations campaign called Name That Scratch Game, a promotion where individuals submit potential game names to possibly become future instant scratch tickets. This promotion did not require a purchase and was free to enter. Originally set to end on March 30, we extended the program through the month of April. It was a huge success, outperforming our original goal of 5,000 entries and receiving nearly 20,000 submissions.





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To ensure we can safely deliver a world-class event and give you the opportunity to experience the beauty and excitement (and restaurants!) of Vancouver, we've decided to postpone WLS 2020 to 2022 due to concerns with COVID-19.

We'll keep you informed as we continue to plan and adapt, and we look forward to seeing you in Vancouver for WLS 2022.



Idaho Lottery (Continued)

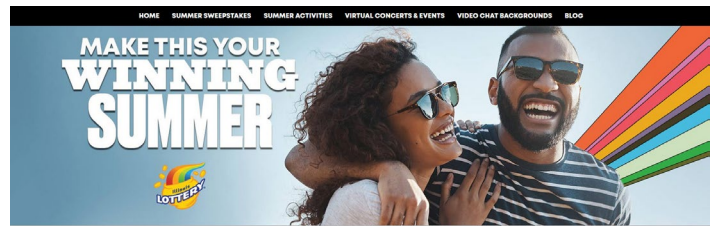
In addition, during the month of May, players who signed up for the VIP Club were automatically entered to win a \$300 sweepstakes prize. And, as a screaming deal, existing VIP Club members only had to spend 10 points per entry for a chance to win a \$1,000 cash sweepstakes prize.

In June, we continued our entertainment engagement level by offering a Mystery Cash Cooler promotion. There was no purchase necessary, no unnecessary trip to the store required, and anyone could enter through our website. This was a social media driven campaign designed to increase VIP Club membership. One cooler was given away each week, stuffed with cash and prizes up to \$1,200. Winners revealed their prizes on Facebook. The Idaho Lottery also supported local cooler manufacturing company Cordova Coolers and used them to help fulfill the prizes.

As we moved into July, Idaho was in the midst of re-opening the economy. This allowed us to offer in-store retail events to promote our summer campaign that supports Idaho's State Parks, which are featured on a new Scratch game. The non-publicized events come complete with social distancing guidelines and our event crew strictly adhering to CDC recommendations. In addition, our Wooh Crew event team will be visiting the 11 State parks highlighted on the game ticket art and showcasing some of the unique recreational opportunities available to visitors.

Illinois Lottery

Summer has always been a key time of year for the Illinois Lottery to engage with consumers at live events. We've historically run a summer experiential program, which is typically our largest experiential effort each year. Without in-person events this summer, we pivoted to a digital experiential activation approach so that we don't miss out on making connections with players. In order to bring players fun and engaging content, we developed a dedicated site, winningsummer.com, that provides consumers with a wealth of opportunities to engage with the Illinois Lottery and to find other resources to make their summer more fun. The site includes multiple sweepstakes – from the chance to win the ultimate BBQ kit to a cash prize of \$5,000, summer activity resource links, virtual concerts and downloadable video chat backgrounds. We wanted to create a broader presence online, and promote with both traditional and digital media channels. To date we have seen engagement through website visits, sweepstakes entries and virtual concert views. A more holistic understanding of engagement and response will certainly come as we continue this program.



Take charge and make this your #WinningSummer.

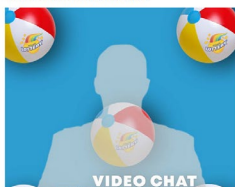
WINNING SUMMER SWEEPSTAKES



HOME SUMMER SWEEPSTAKES SUMMER ACTIVITIES VIRTUAL CONCERTS & EVENTS VIDEO CHAT BACKGROUNDS BLOG



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Iowa Lottery

In January, we had just launched our Iowa Lottery Prize Zone as a monthly Play It Again promotion portal to provide a new, continuous benefit for VIP Club members 24/7. The Prize Zone was established to provide ongoing engagement opportunities for members to win fun prizes and cash. These are the good old Play It Again promotions. And since players are entering non-winning tickets, they don't have to present a ticket for a claim; we draw by name and VIP member number.

At approximately the same time we had been working to expand our validations options to include a hands free prize claim option via Docu-Sign. These two options paired together have allowed us to continuously engage with our players through a myriad of promotions and contests in a hands free manner since the pandemic began. Our estimates show that we are averaging approximately 90% claims in our Prize Zone via our hands free Docu-Sign option.



Kansas Lottery

At the Kansas Lottery, we began working from home in March, and as such, all of our field events across the state were either suspended or canceled. As it became clear that we wouldn't be interacting with our players face-to-face for some time, we began brainstorming ways to engage with our players, who were also at home, without encouraging them to leave their homes to buy tickets. We also ended all digital advertising on social media, so as not to encourage any unsafe actions at the time. We were looking for a safe way to have fun with our players, and that's how we came up with the Kansas Lottery Virtual House Party.

Our Social Media Manager Cory Thone took a ring light, microphone, prize wheel, and a table full of prizes home and began giving them away on Facebook Live in his spare bedroom, with his wife (also working from home) doing the filming. Using a subscription software, he would export the comments in the video to an Excel file every five minutes during the 30-minute show, and use an RNG to select a winner. Then he would spin the wheel and that person would win whatever the wheel landed on! In between wheel spins, he would talk about new promotions in our PlayOn players loyalty program, answer questions players had, show off upcoming scratch tickets, and just generally talk about the Kansas Lottery.

The response was far stronger than any of us anticipated. From April 21 through July 7, the Kansas Lottery hit more than 1.3 million impressions, with our highest number of engagements ever of 359,003! All this was done mostly organically, as we only spent \$599 on advertising on social media for the show in that time. For us, that is a 304% increase in engagements compared to the previous quarter. We added 1,680 new "likes" to our page, a 342% increase, and despite a decrease in our total activity on Facebook, we saw a huge spike in engagement rates. We averaged 27% engagement through this period, a 1,766% increase above the previous quarter.

To put it mildly, our players love the Virtual House Parties. They are fun and easy to take part in, and are accessible wherever you have a mobile or internet connection. Each House Party is announced on Facebook the day before we go live using an attractive graphic to grab followers' attentions; we encourage them to set an alarm to attend. We plan on incorporating Facebook Live content into our strategy going forward long term, even after we get back to the office and have a more "normal" routine.



Kentucky Lottery

Here at the Kentucky Lottery, we continued engaging with players on our social media platforms as well as with our email marketing. We drive sales for iLottery, but continue to focus on features and benefits of our in-store products while keeping in mind the sensitivity of going in store and the precautions necessary post-COVID-19. One unique digital opportunity we advanced during our fourth quarter of FY20 was the enabling of the Kentucky Lottery's Alexa Skill; it launched on February 28. It was our first foray into artificial intelligence, and we promoted it through paid social and by doing an Alexa scavenger hunt for players and fans.

Our Alexa Skill gives you the latest information on drawings, jackpots, winning numbers and more, without so much as lifting a finger. Ask things like: "Alexa, ask the Kentucky Lottery: What are the Powerball winning numbers?" Or "How do you play keno" or "What is the Fast Play jackpot?" or "Where can I collect my winnings?" or "What are the odds for Powerball?"

The Gold Rush scavenger hunt, promoting the Gold Rush Scratch-off, was launched June 29; the promotion provides players using Alexa with clues; players then enter their answers online for a chance to win \$100 worth of Scratch-off tickets at the end of the promotion on August 28. After the first month, the promotion has provided a significant amount of engagement and enablement of the Alexa skill. We saw nearly three times the amount of users enabling the skill to play the scavenger hunt compared to the amount of enables from when we first launched and promoted the skill. The hunt also increased the amount of questions per session from 1.4 to 6.9. Questions relating to winning numbers are those asked most often. With the success of the scavenger hunt, we plan to do additional promotions with the Alexa skill including a secret code word. We will continue to promote the skill and hope to continue increasing usage, especially as Alexa listening devices become more mainstream.



"ALEXA, SHOW ME THE MONEY!"

We've got a Scavenger Hunt for you! Solve it and you could win \$100 in Scratch-off tickets!

If you have the Kentucky Lottery Skill enabled, simply say "Alexa, ask the Kentucky Lottery to launch the Gold Rush Scavenger Hunt." Once you've found the right answers in the Hunt, enter them online for your chance to win!

Don't have the skill yet? Just say "Alexa, enable the Kentucky Lottery Skill" to get started.

Loto-Québec

From March 20 to April 4, when the retail sale of lottery products was suspended in Québec, we ceased all advertising, including online ads. We gradually began to communicate in the media (mass media and online) starting on June 15. We expected to be back to a normal volume of lottery advertising by mid-July.

We concentrated our efforts to retain the considerable number of new online customers acquired during the retail shutdown, inviting them to continue to purchase tickets online in addition to their purchases at points of sale. We are using a newsletter to develop our relationship with these customers – different versions of the newsletter exist according to customer profile, and we are currently identifying the right tone and manner for each.

With so many of our customers now aware of online purchasing, we are seizing the occasion to promote a new category of games online – instants – as well as continuing to promote our jackpots and online lottery purchases. We saw a marked increase in awareness that lotteries can be purchased online – up 17% since February (up 28% among 25-34 year-olds). There was also a marked increase in awareness that instant games can be played online – up 13% overall and up 17% among 25-34 year-olds.

Louisiana Lottery

For fiscal fourth quarter (April - June) we decided to really put a halt to our mainstream traditional media in light of the pandemic. All television and radio buys were canceled, other than any annual partnerships we have with winner awareness and traffic time reads for radio or with our television programming sponsorship annual contracts. For outdoor, the bulk of our inventory is static jackpot reads for Powerball and Mega Millions so nothing changed in this respect. The few digital boards that we do have we continued with our strategic plan of showcasing any highlighted instant products. Of course, because our instants really took off and we had to change our launch strategy to keep up with demand, it was more difficult keeping up with our outdoor digital creative.

Where we really focused during this uncertain quarter was social media. We continued our plan of updating winner awareness or news about retailers staying open and claim information, all on a daily basis. We had a backlog of recent winner photos to utilize for #WinnerWednesday on our social media channels. Effective May 1, we adjusted our claims process to allow winners that have won \$5,000 or more to make appointments with prize payment staff to claim their prizes. We have been able to continue with a scaled-down version of winner awareness for #WinnerWednesday by taking photos of winners who are willing to do so, while balancing the need for us to keep everyone as safe as possible during the process. We also routinely run winner awareness posts that do not require player photos such as updating players on the number of claims being processed, monthly game winnings statistics and focusing on the retailer angle of a big winning ticket sold. There was very little product messaging going on, even as our instant games were flying off the shelves.

In June we decided to address the pandemic in our advertising from the creative standpoint of “being there” for our state and continuing our mission of providing much needed revenue for K-12 education – all while adhering to health guidelines in our work environments for retailers, players and employees.



Maryland Lottery

The Maryland Lottery has utilized several digital tactics to increase effective communication to players. We created multiple blog posts and a landing page with tips on how to play safely and responsibly. We updated our website capacity to accommodate a higher number of web and mobile app visitors. We used more digital graphics at retail (as opposed to printed point-of-sale materials).

We're considering the creation of digital/virtual events that would aim to duplicate the fun and excitement of the many in-person events where we would typically be appearing at this time of year.

Massachusetts Lottery

From the early stages of this pandemic, public health and safety has been our top priority. While following the guidance of state and federal officials, our engagement with customers has focused on keeping them informed of our prize claim center operations and reminding them that most prizes can be claimed by mail. With development starting prior to the pandemic, we recently launched a new mobile-friendly website and email delivery system that allows us to have greater digital engagement with players; we have utilized both in communicating these messages.

In early FY20, we released a new brand campaign called the “State of Winning.” While State of Winning was positively received at launch, since the onset of the pandemic we shifted our brand focus to supporting healthcare heroes in local communities. This was accomplished through existing partnerships with local sports franchises that honor those who are making positive impacts in their community. We plan to continue to direct considerable brand focus toward community engagement with the 351 cities and towns of Massachusetts.



Mississippi Lottery

We have been, and continue to be, very active and informative on our social media platforms. In addition to new games, winner awareness and play responsibly posts, we also have provided updates during the height of the COVID-19 shutdown and focused on filling our feed with fun, feel-good, non-lottery and stay safe messages. We’ve done posts on things like celebrating silly national days – National Catfish Day, National Best Friends Day, etc. And we’ve asked about what people have been reading and cooking. We’ve tried to keep it light, adding more fluff to posts on Facebook, Instagram and Twitter.

Missouri Lottery

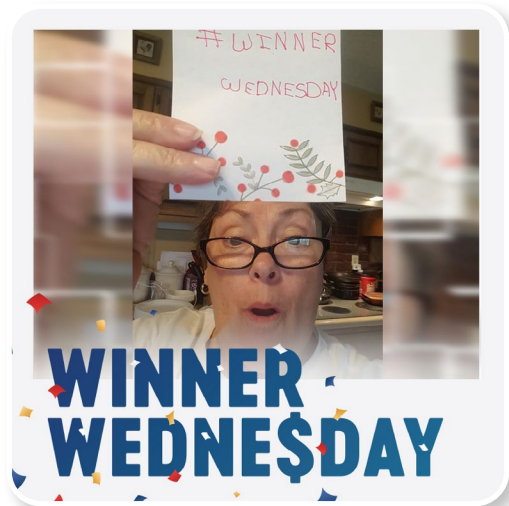
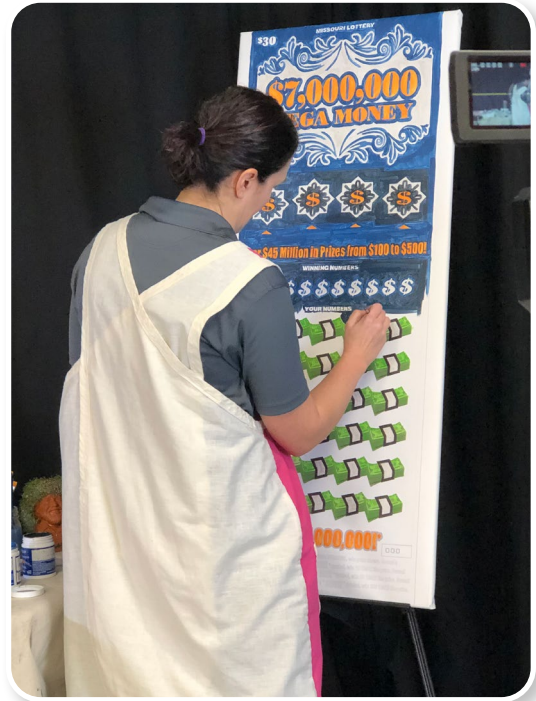
We were challenged with a 70% cut in our advertising budget in FY20, which has now been cut even further for FY21. In response, we've had to get creative and add value in other ways when it comes to digital engagement with our players. For example, we've amped up our schedule of livestreams and other giveaways on social media. Our players very much look at our Facebook page as another place to win and actively seek out our contests. From supporting new ticket launches to complementing event sponsorships, these contests are an area that continues to see growth for us. In order to keep players involved when stay-at-home and other restrictive measures were first put into place, we also adjusted the requirements for earning rewards in our loyalty program. For the first two months, this meant players could earn more wheel spins and therefore win more prizes. It kept existing players engaged, while allowing new players or new club members an easier point of access into the loyalty program.

We revamped our #WinnerWednesday, which was originally intended to highlight one of our big Scratchers or draw games winners each week – it became something our players looked forward to seeing. With our ability to obtain winner photos greatly diminished as a result of the pandemic, we have retooled this featured post to be an ongoing contest that allows randomly selected winners to not only have their submitted photo showcased in the #WinnerWednesday post, but to win Scratchers tickets and a Missouri Lottery goodie bag. It's helped to maintain and even increase our engagement with players.

One of our most successful livestreams was done in March, in conjunction with the launch of a new \$30 Scratchers ticket – \$7,000,000 Mega Money. The livestream featured our graphic artist, Sonja Bechel, painting a large replica of the ticket art, while players were asked to comment how they would spend \$7 million if they won the game's top prize. A total of seven winners were randomly selected from those comments to receive a free \$30 ticket and T-shirt. The livestream had no paid support. In the end, it received 1,756 reactions, more than 10,000 comments, and it reached more than 92,000 Facebook users. In July, we planned another livestream where players watch and comment about which of three popsicles will melt first.

While paid digital advertising is largely unavailable to us, we've been able to take advantage of new partnerships – like drive-in concert and movie events – leveraging their social and online opportunities. Our sponsorship with Live Nation allowed us to be a big part of “Live From The Drive-In” digital marketing strategy. They had huge online social engagement and also tied it into that of local radio partners. We offered “seat” upgrades (i.e., deluxe parking spot with tailgating package) that were available through these online entry processes with our partners, as well as onsite. These Drive-In events are scaled-down concerts that allow for social distancing, instead of the big summer concerts in large amphitheaters.

Meeting a \$333 million transfer goal gave us the opportunity to engage with players about our beneficiaries. To celebrate, we embarked on a “Show Me 333” which included collecting user-generated content from our fans with messages like “\$333 Million to Education,” “Play It Forward with the Missouri Lottery,” and “Thank You, Missouri Lottery.” To thank them for photo submissions, contributors were eligible to win \$333 in Scratchers tickets. We then continued the theme with a direct email to loyalty club members, as well as updates to our website and mobile app.



New Jersey Lottery

When the stay-at-home orders began in New Jersey in mid-March, we quickly shifted our social media strategy to provide more interactive at-home content for players in the form of more online sweepstakes (at least one a week), interactive games and fun Jersey-related questions that generated a significant boost in player engagement.

As part of the Lottery's 50th Anniversary celebration, we already were running a 50-50-50 promotion (50 winners win \$50 in Scratch-Offs every week for 50 weeks in 2020) via weekly emails (requiring different kinds of responses) with our VIP Club members. As players were staying home, we increased the visibility of this already-established promotion on the website and on social media channels, resulting in more players joining the VIP Club and others changing their player profile to accept promotional emails. As an added benefit, winners of these weekly contests have been encouraged to submit selfies with their Scratch-Offs prizes. Those photos have provided a boost of happy winner photos on the website and on social media at a time when Lottery offices were closed (and therefore producing no traditional winner photos.)

When the state began to relax stay-at-home orders in June, we actively sought retail partners for safe and socially-distanced outdoor Promotions Team events. While typical summer sporting, music and festival venues are closed, the team has found a summer home for more events at top retailers around the state – about two events each day, where players are happy to have a chance to spin the prize wheel, win extra prizes and learn more about new Lottery games. And retailers are very happy to have the extra events for their loyal customers.

When the New Jersey Devils season was cut short in March, we worked with the Devils to be their sole online sponsor of the NHL Draft Lottery at the end of June. While the Devils didn't win that lottery (getting the #7 selection in the next amateur draft), the NJ Lottery reached Devils fans on the team's website and social media channels in a very brand/lottery-appropriate way!



New Mexico Lottery

In New Mexico, we have been sensitive to the need for public safety and have changed our messages to play safely, beneficiary information, and thanking our retailers and players. Additionally, we limited our emails and social media to informational pieces beginning in mid-March. As a small lottery with limited staff, we do not participate in many events, so that impact has been minimal.

North Carolina Education Lottery

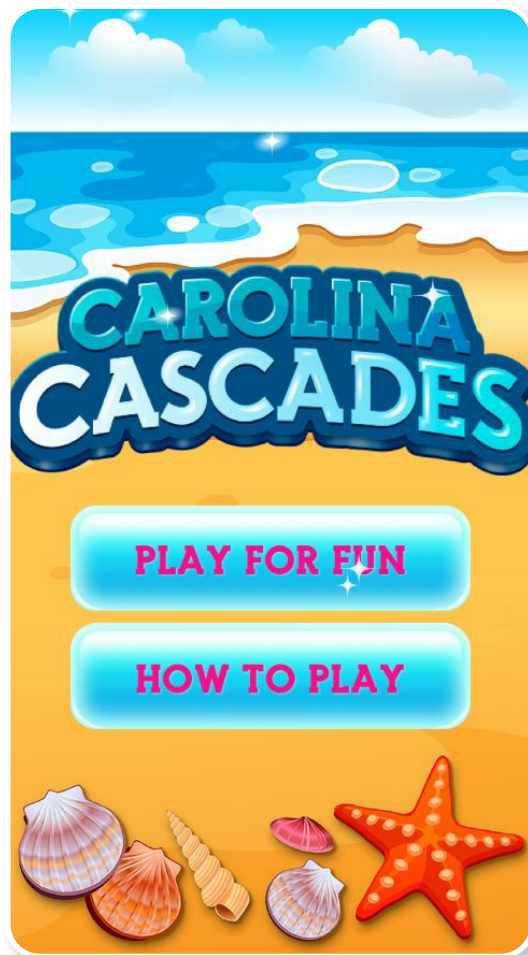
Many of the tried and true marketing practices for lotteries are paused and we all are reinventing the best ways to stay engaged with lottery players. At the moment, we can't create events and have face-to-face engagement with players, and we also must ensure that any messages we do through marketing, advertising and public relations are appropriate for the unusual time we are in. When North Carolina entered its Stay At Home phase, the Lottery paused its advertising campaigns for April and May. We did not want our ads to encourage folks to go to a store just to play lottery. We pivoted to online video advertising and digital display advertising for four weeks in April and May, including YouTube, pre-roll, Facebook and Instagram. The campaign's goal was to make players aware that they can purchase limited games online. It included an offer of \$5 of free play for those signing up for the first time.

We also stepped up our efforts on social media with engaging social promotions. This isn't really new for us, but they play a more important role at this time. During the advertising hiatus, we used our popular social media channels to inform players of company updates and changes to our procedures. As the pandemic continued, we shifted advertising to our online play offerings. Some of our messaging included:

- Specific content to inform players that they could play the Lottery at home via online play.
- Interactive creative executions that called on our players to engage with us on social media platforms. These included posts that engaged with players using puzzles, games, word matches and other interactions for fun.
- Content that featured our vast collection of past winner stories and photo/video content. We crafted thematic stories using our past winners to tell new stories about unique wins, entertaining personalities, unusual group wins and other topics.

Our players responded positively to us meeting them where they could be safe. In an eight-week period in April and May, our online sales climbed 195%, year over year, and 20,000 players made an online play purchase for the first time.

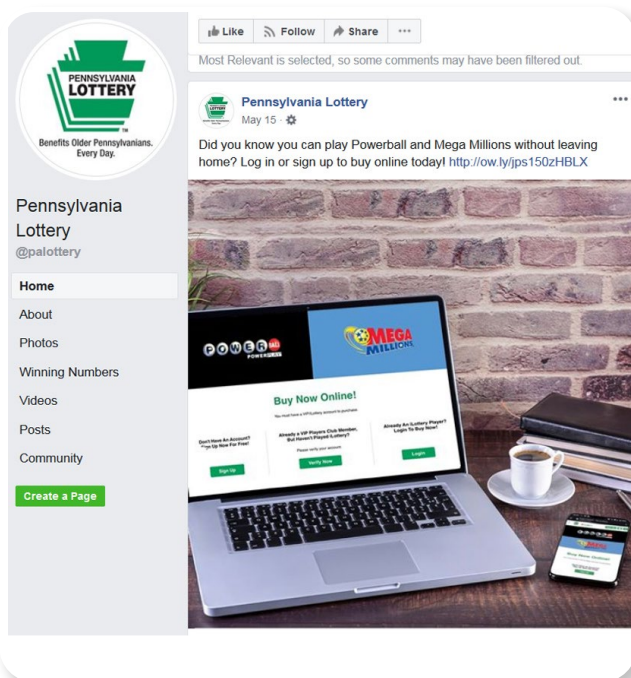
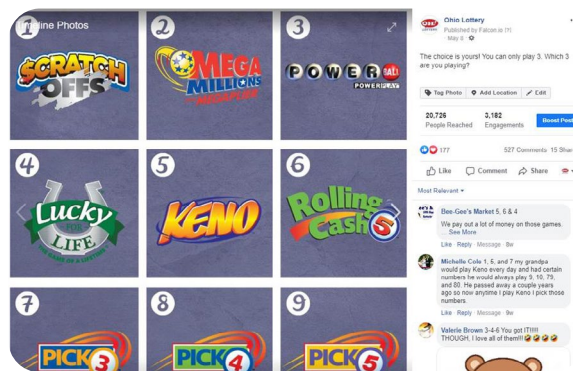
We are continuing to explore how to improve our engagement with players both digitally on our website and through social media channels. For the foreseeable future, those are two places where we know we can safely meet players where they are. In July, we offered a play for fun feature on our website with a fun game called Carolina Cascades. Previously, we offered games that could be played to earn points in our Lucke-Rewards program, but it was limited to only one play a week. Now, with Carolina Cascades, Lucke-Rewards members can just play for fun as much as they want. It's a step toward making our website more of a fun destination for all players.



Ohio Lottery

Throughout the pandemic, we've encouraged people to share their stories and that of their neighbors to boost community and build morale. We included a campaign to encourage conversation and support our first responders and front-line workers. We added social games and quizzes on our social channels to keep people entertained while they sheltered at home. People want connection and we're doing that by offering these touch points and making small but significant improvements to our social channels, including the addition of Instagram stories and highlight reels. One of our most popular social game posts during the pandemic was "You can only play 3," about choosing your favorite three games. This post reached 20,726 people and had 745 reactions, comments and shares. A "How Many" social game post reached 11,847 people and had 1,023 comments, reactions and shares.

We have a number of campaigns planned to safely encourage interaction and activity among our loyal customers. Explore Ohio Safely, which ran from June 23 to July 27, is our first promotion this season to encourage customers to travel to some of Ohio's great entertainment destinations, when they are ready.



Pennsylvania Lottery

We canceled or postponed in-person retail events which support our Xpress Sports Games, Keno and Derby Cash Horse Racing, as well as the JAMES BOND 007 and SKEE-BALL Scratch-Off game launches; however, we are hopeful we'll be able to organize a few events this summer in which social distancing and masks will be required.

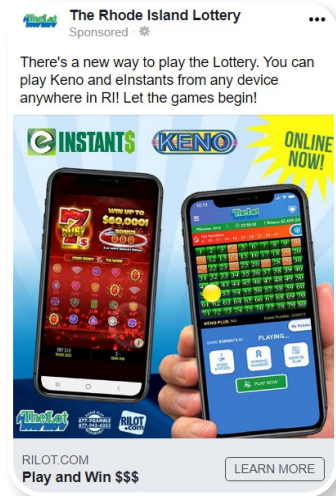
To communicate with our players, we are utilizing the usual channels including email, text, social media, our website and our network of more than 9,800 retailers. Players have been engaged with us throughout the pandemic, and we've been able to help answer any questions and address any concerns they may have.

During the height of the pandemic, an estimated 30% of lottery retailers closed. At that time, we increased our advertising buys to support online sales of internet instant games, Powerball and Mega Millions.

Rhode Island Lottery

The timing of COVID-19 coincided with when we launched iLottery, so we've been focused on getting the word out that Keno and eInstants can now be played online. We've done a lot of digital advertising, including OTT, radio streaming, SEM, display ads and social media ads, but also traditional TV and radio advertising. Of course, we've utilized our player database and sent messages out via email and text to those opted in. We've also been promoting iLottery wins of \$600 and higher, which must be claimed at the Lottery.

When the stay-at-home orders first went into effect and leading up to the iLottery launch, we posted fun games on our social media pages each day to keep our players and followers engaged. These included things like word scrambles and various contests about using local retailers and photo themes.



South Carolina Education Lottery

We have really beefed up our social and digital marketing presence, effectively using social media and email marketing to communicate throughout this ever-changing situation. From closing and re-opening our claims center, to our Claims Drop Off event, these digital platforms helped us get in front of our very loyal player base quickly. We also used these platforms to highlight how well the mail-in claims process worked. Almost daily, we have shared with our players claims that have been mailed in and processed. This messaging garnered results, generating higher and higher mail in numbers while our claims center was closed. Additionally, we saw very positive responses from players, who had mailed in their claims and received back a check in a short amount of time

Tennessee Education Lottery

Beginning in April, we shifted our advertising focus to recognize the unique times and the impact on graduates. This focus was one that was a very appropriate fit for us because the proceeds we generate fund designated educational programs. It made sense to turn our attention to the Class of 2020 and celebrate them because they were missing seminal life moments – like walking across the stage in front of family and friends.

We began with two TV commercials, “Hope” and “Sacrifice,” that ran in April and May. These applauded the commitment and hard work of Tennessee graduates in a year when traditional celebrations were not going to happen because of the pandemic. We followed that with a social media campaign to give graduates a new stage to be highlighted. Our “Moment to Shine” initiative on Facebook invited friends and family to recognize their favorite graduate. The posts provided so much meaningful content that we then created a third commercial called “Moment to Shine.”



Texas Lottery

Leveraging multiple streaming platforms (Facebook, Twitter, YouTube and Instagram) is key to making your content as accessible as possible. Additionally, the Texas Lottery has integrated interactive social content such as puzzles, riddles and games to drive deeper fan engagement. During the COVID-19 outbreak, we have exercised abundant caution when promoting our products on social media so as to encourage our players to remain safe. Looking for a way to keep our followers entertained while working to maintain strong engagement on our platforms, we have started incorporating our brand and products into trending social media games.

For instance, the “Choose 3” game was very popular across social media news feeds early this spring. The Texas Lottery got in on the trend by posting a graphic that contained logos of its eight draw games and asked players the question: If they could only play three games, which ones would they choose? The post reached over 20,400 users and had nearly 500 reactions and shares.

After realizing a strong performance with this post, we continue to plan at least one social media game each month. Since April, we have engaged our audience with other trending games, like word searches, name generators and puzzles. These posts have been effective for us, because we are giving our players a chance to be entertained while they learn about our brand and products.

On the event front, we have a concert series called LUCK HAPPENS that offers Texans a chance to see the hottest up-and-coming music acts for free. There are four concerts per year. Each concert takes place in one of the top four Texas metros (Austin, Dallas, Houston, San Antonio). Partnering with the coolest buzz bands allows the Texas Lottery to reach potential new players on-site and via social amplification.

Prior to COVID-19 live music restrictions, we had conducted two of the four concerts. With lines around the block, fans packed a concert in San Antonio to see indie buzz band Japanese Breakfast. In Houston, a capacity crowd went wild for synth wave superstars, the Midnight. Once COVID-19 restrictions started, we knew we would have to pivot in a way that we could continue to capitalize on music as an intense passion point for new potential players without crowded live music events. We were able to successfully transition the LUCK HAPPENS free concert series to exciting and unique livestreamed/branded content.

For the third concert in July, a band called the Growlers was originally scheduled to play in Dallas. With travel restrictions due to COVID-19, we realized that the Growlers would not be able to travel, so we quickly pivoted to spotlighting the biggest up-and-coming talent from Texas. Luckily, we were able to partner with the Grammy-nominated Austin phenoms Black Pumas. We also realized that if we wanted our streaming music concert to stand out, production value and location would be vitally important. After an exhaustive search for a unique location, we landed on the Austin Public Library (named in *TIME* magazine’s “100 World’s Greatest Places” for its innovative architecture and design). The library was still closed due to COVID-19 restrictions, allowing a rare opportunity to film throughout the building. Additionally, we promoted the event heavily online and via social platforms. The event also coincided with the Black Pumas’ one-year anniversary of their Grammy-nominated album release, and the day the concert was filmed was announced Black Pumas Day in Austin by the mayor. All of these considerations allowed us to generate immense interest and fan engagement – it garnered more than 30,000 unique viewers and even got the Texas Lottery a mention in *Rolling Stone*.

Our next concert will feature the Texas Americana legend, Shakey Graves, streamed from the main street of a Texas ghost town; it was scheduled for the first week of August.



Virginia Lottery

We've developed a number of ways to engage our players virtually, and have researched our industry and others to see how successful virtual-engagement events are managed and how they might help us talk with lottery players.

Recently, we saw record engagement with a joint communications and marketing effort that combined our Events team and our Social Media team. The effort supported our June scratch launch, which featured four tickets called the Ca\$h Cha\$er family of games. We hosted an organic, surprise interactive contest with our social media audience. Our contest involved a money machine and an Events team member trying to grab cash inside the machine for 30 seconds. Even with very little promotion of the event, fans flocked to Facebook to join in on the fun. Fans had to comment on the livestream to participate, often guessing how much faux cash our team member would grab. We use Woobox to pull a random winner name from everyone who commented while our team member was in the money machine; winners receive SurPRIZE packs filled with random swag, t-shirts and promotional Education Scratchers. By the end of the event, there were over 3,000 comments, 1,000+ reactions and 27 shares! At its peak, there were 371 live viewers, with an additional 1,314 views after.

Between money grabs, we talked about the Ca\$h Cha\$er family of games and the 2nd Chance game's microsite. The social media engagement during the event and after was overwhelming. We completed our third of these "Friday Funday Facebook Live" events on July 24, and we will build on this interaction with more live events that offer our players a chance to win in the moment.



Social Media Specialist Megan Schmidt



Wisconsin Lottery

We love staying engaged with our players. In the absence of making connections in person, we've been hosting weekly online giveaways on our social media platforms and daily email listserv. We have had more than 25,000 entries over nine weeks of giveaways. Players provided high praise for this "no purchase necessary" opportunity and look forward to the announcement of each week's prize. Prizes included gift cards, Lottery gear, and of course, scratch-offs. We used the giveaway platform Gleam – players enter to win in the platform by providing their name and email address. Then, using Gleam, winners were randomly chosen, typically three each week.

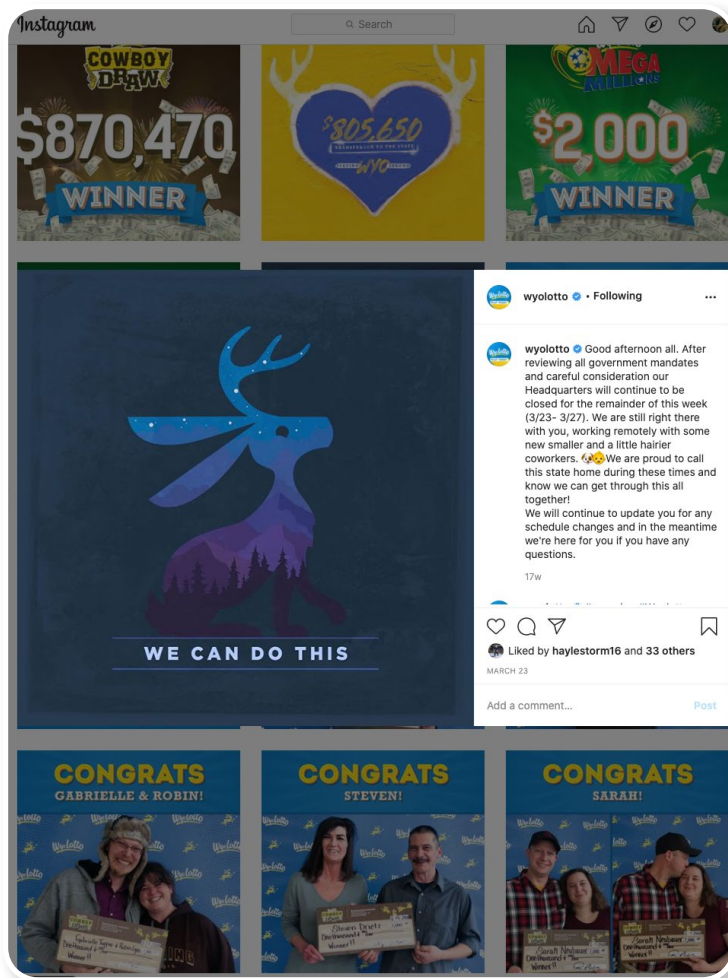
Wyoming Lottery

We have been very thoughtful in how and when we communicated with our players during these unpredictable times. We've monitored all of the news and content that players are inundated with every minute, and planned our corporate communications channels to be uplifting and less intrusive. We wanted to ensure we did not get lost in everyone's social feeds and emails, so we felt the larger issues that our state and country were dealing with should take the lead while we supported players. And, since we aren't health experts, we made a choice to minimize our communications during that time. We postponed promotions that had been scheduled for May; we were very careful in how we talked about playing WyoLotto. We did not promote players going out and buying tickets.

When we did communicate, we let our players know that "we love our state and to stay strong, we are with you." We communicated any updates to our processes and hours of operations, as well as the necessary measures taken to ensure everyone's safety while still operating business as normal as possible.

As our state loosened restrictions, we ran a promotion to double the winning prize amount for \$1,000 winners of our only state game, Cowboy Draw. This promotion, called Cowboy Draw Double Shot, was about giving more to our players during these tough times, and not to increase sales. We were looking for a way to give back to those who already purchased tickets and could use the extra winnings. We also kept the promotion simple, so our players didn't have to do anything special, except match 4 out of 5 numbers. We encouraged all players to mail in their tickets to be safe during the uncertainty of the pandemic. We found this to be a creative way to promote the good of the Lottery and give back to our players while staying safe. We were able to achieve our goal and exceed our projections by 28%, and saw great engagement through email and social.

The communication that received the most readership during the past few months was regarding our giving back efforts through the state transfer and the Wyoming Hunger Initiative. That email was sent to our media contacts and saw a 19.05% open rate compared to our average open rate for press emails of 13.76%. In addition to the state transfer, we conducted a Cowboy Draw Second Chance Drawing where players sent in non-winning tickets for a chance to win \$1,000. To pay forward the support we received from our players, we decided that for every entry we received in the Second Chance Drawing, we donated 50 cents – up to \$2,500 – to the Wyoming Hunger Initiative, a Wyoming nonprofit organization dedicated to ending childhood hunger in our state. This is something small we wanted to do now, and we will continue to look for ways to contribute and support Wyoming in the future.



Focus On: Marketing



Creative Campaigns

While the pandemic threw all the marketing playbooks out the window in 2020, over the past couple of years lotteries across North America have deployed some pretty creative campaigns. We asked them to highlight some of their most successful recent marketing campaigns, generally speaking before COVID-19 postponed many of these types of efforts.

Once again we thank those lotteries who were able to share their success; their edited responses follow.

Arizona Lottery

For the past three years, we have hosted Million Dollar Giveaways which allow players to enter non-winning \$10, \$20 and \$30 Scratchers tickets. It is something our players look forward to, and now expect to see once a year. Each year, we've adjusted the promotion to optimize the ROI. The learnings from the promotions in FY18 and FY19 led to the most successful year of the promotion in FY20. By analyzing results the two previous years, we made a few key decisions that improved the promotion's ROI in FY20:



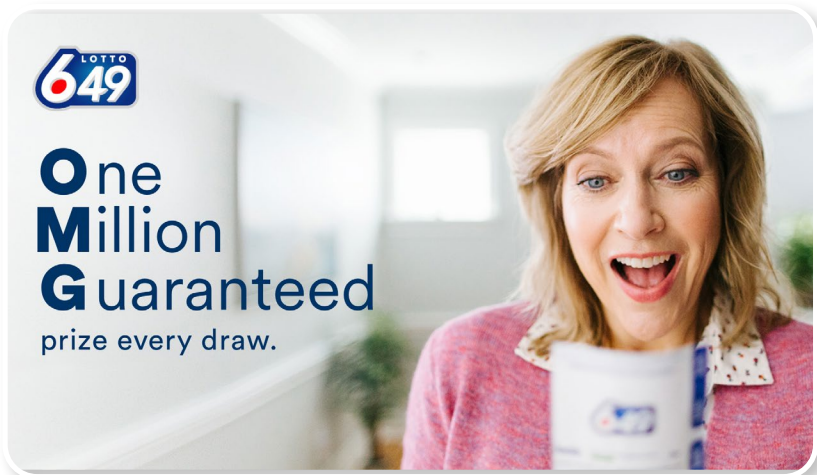
- The promotion lasted for two months instead of one.
- We launched the promotion to coincide with our typical sales slowdown in mid-April to garner as much incremental revenue as possible.
- We opened the promotion up to Fast Play games in addition to Scratchers.
- We had a nice little prize boost from an unclaimed jackpot that allowed us to give away an additional million dollar prize. We announced this about 3/4 of the way through and extended the promotion an additional two weeks, which our players loved.

These adjustments resulted in a 46% increase in same period, year-over-year sales, representing more than \$48 million in incremental sales for \$10, \$20 and \$30 tickets.

British Columbia Lottery Corp.

BCLC's Lotto 6/49 One Million Guaranteed or "OMG" marketing campaign ran from December 30, 2019, to March 23, 2020, and was a great success. Research revealed that many B.C. residents and players were unaware that Lotto 6/49 gives them two chances to win with every ticket purchased – the jackpot prize as well as a second prize: the guaranteed one million dollar prize.

Thanks to the campaign's use of the popular acronym OMG to bring awareness to the game's one million guaranteed prize feature, the light-hearted and memorable advertisements resonated well with players in all channels: TV, online and on billboards. The result of the brief yet effective initiative, which was shortened in length due to COVID-19, was a 5% increase in player awareness and a 10% lift in revenue – meeting the business objectives of the campaign.



Colorado Lottery

Two campaigns stand out for us. Our players, like our state itself, are very diverse. And what we're finding is that even though we're a government organization, many of our fans like to see us be a bit tongue-in-cheek and unafraid to poke fun at ourselves. So it's not surprising that our Colorado 101 campaign for our Lotto+ game launch was well-received – we know our players enjoy it when we push the envelope just a little when it comes to humor. The Colorado Lotto+ campaign included a series of six 15-second TV spots. Camp counselors taught valuable lessons to campers, like “Forget the Oysters, try Lotto+ instead,” referring to the state’s infamous Rocky Mountain oysters, also known as bull testicles.

Our campaign for the eXtreme Scratch family of games included a TV spot that featured aging rock stars rocking out at a quiet retirement home event. It was very popular – we all know the power of nostalgia to generate good feelings about a product. And what’s more nostalgic than 1980s big-hair cover bands? The spot ran as 15- and 30-second spots on TV, digital ads, Hulu, etc. Everyone got a big kick out of the “aging rockers!”



Colorado Lotto+ - Oysters

ColoradoLottery



DC Lottery

In January, we ushered in the new year with the all-new \$20 Roaring Cash scratcher. To celebrate this new decade, the DC Lottery brought a 21st century twist to the roaring 1920s era. Our goal was to generate \$4,800,000 in sales, introduce a one-of-a-kind campaign to the marketplace, entice our core to purchase the product, attract new players, and encourage sales and participation via in-store promotions, large scale events, and consistent communication and outreach. Players were introduced to the campaign a week prior to launch with social media teasers that encouraged them to pay close attention to speakeasy-style code words that could be used at retail locations during launch week. With these codes, they would receive an invitation to a launch party where guests were decked out in their Gatsby best. To date, the \$20 Roaring Cash scratcher is the DC Lottery's best performing \$20 game and is currently indexing at 110. Players loved the theme and the visually appealing campaign as they are still buying tickets with the goal of making their pockets ROAR with cash!

To support this game, we implemented a campaign of fun initiatives that were to be celebratory, visually vibrant, and full of energy. The Roaring Cash game was our first product launch event this year, and the happy hour event on January

DC Lottery (Continued)



16 was well attended. We offered many chances to win, with money machine contests, Keys to Riches Vault, and four Roaring Cash raffle draws during the four-hour event. Players were very pleased and made the point of sharing that it was a classy, fun, exciting event with lots of chances to win.

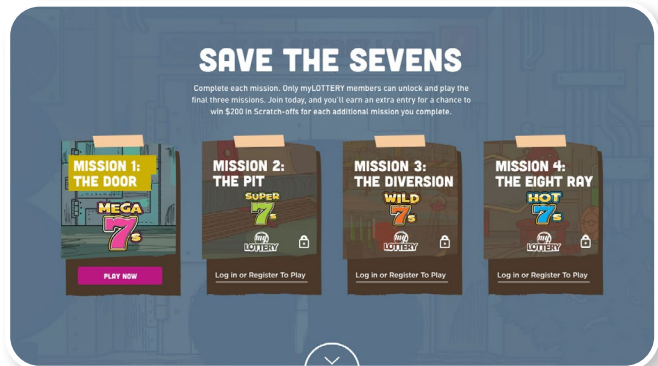
In 2019, the DC Lottery launched a pair of DC-centric tickets highlighting local pride and identification. We've found that producing DC-centric products works extremely well for us – it has become our niche. These products have helped us strengthen our brand, attract and engage new residents, and extend and maintain the loyalty of our core players. On February 5, 2019, we launched the “Celebrate Your DC” campaign that featured our \$2 202 and \$5 DC Flag scratchers. This campaign enabled residents and players to celebrate Washington, D.C., unlike ever before. Players were able to share their “DC Story” on our social platforms, share their hometown pride by wearing DC Lottery “202” t-shirts, and win over \$1.6 million in cash prizes. The imagery for the scratcher tickets featured the District flag and our 202 area code. Another nod to the agency’s push for authenticity, both tickets were well received by players and generated reorders and set records for their price point.

Hoosier Lottery

We have continued to demonstrate success with our Scratch-off families. We launched two families in our last fiscal year and are gearing up for another launch in August. Our Gem Multiplier and 7s Scratch-off families offered game themes and play styles that are current player favorites. We worked to elevate the offerings through marketing support that highlighted the entire family, while spotlighting unique features within each ticket.

Our marketing efforts included heavy support across all marketing channels. Our paid media support included TV, radio, digital and outdoor. In addition to retail signage, we elevated retailer partnerships by creating unique promotions that not only supported our Scratch-offs, but also provided players with chances to win prizes like free gas, gift cards and drinks. From a digital perspective, we utilized paid and organic social media, website and app support, as well as developed unique digital activations to further drive awareness and engagement of the offerings. We also leveraged campaign efforts across event and sponsorship activations.

We believe the overall success of these efforts was the collaboration across marketing, product and sales to bring these tickets to life across the entire player journey. Not only did we focus on creating awareness of and interest in the ticket offerings, we also worked to drive purchase and further engagement with our brand through winner awareness messaging, 2nd Chance drawings and the digital activation opportunities.



Idaho Lottery



We marked our 30th Anniversary in July 2019 with a series of statewide community events that included a “Fastest Scratcher in Idaho” contest. Qualifying events were held during promotional in-store events, and regional winners were transported to Boise for a finals event to determine Idaho’s fastest scratcher. During the finals event, we hosted a community celebration that featured a successful Official Guinness World Records Attempt to have the largest gathering of people scratch their scratch tickets at the same time. Given the social distancing requirements now, we should hold the title for at least another year, or longer.



Illinois Lottery

In February, we embarked on a journey to reinvigorate the Illinois instant ticket portfolio and remind Illinoisans what winning feels like. To do that, we created the “World’s Largest Instant Ticket” (800 square feet) and installed it at the James R. Thompson Center in downtown Chicago – home to thousands of employees and pedestrians commuting to and from the Chicago Transit Authority stop within the building. Players had the opportunity to scratch off a circle on the giant ticket to win a myriad of prizes – from unassumingly-labeled items such as “Socks” that resulted in \$300 in cash delivered via tube socks, to gift cards for Chicago area restaurants. One lucky winner even walked away with \$1,000! The event itself was a huge success and the entire activation, plus consumer success stories, were captured on film and shared across all media channels!

Iowa Lottery

Last year, the Summer of Silverado promotion exceeded all our expectations. In addition to outstanding sell-through of the \$5 Silverado game (a sales index of 166, earning its place as the Iowa Lottery's third best-selling \$5 scratch game), we surpassed our goals for total number of promotion entries, number of new VIP Club members gained, and number of unique entrants.

Why Silverado? It's the number one best-selling vehicle in Iowa; in early 2019, Chevrolet brought out the newly designed Special Edition Silverado 1500 LT Trail Boss and promoted it as the strongest, most advanced Silverado ever manufactured. The Iowa Lottery knew this would be a sought-after prize, and Pollard Banknote had the Chevrolet license. We developed the scratch game with Pollard, and our VIP Club Play It Again second chance promotion offered four of these special edition Silverados, worth more than \$80,000 each. The Lottery was able to use a fifth truck at more than 30 promotional events held throughout last summer; customers were able to explore the truck in person. Special prizes at these events included lottery merchandise packs and additional Silverado-branded merchandise provided by Pollard.

The hook for our Silverado ad campaign was "I just love imagining that new truck smell!" We even printed die-cut car air fresheners to give away at promotional events and in winner prize packs throughout the summer. We supported the game using every channel and medium available to us. Retailers were provided updates on Silverado throughout the sales period with bi-weekly Lottery Action newsletters. VIP Club members received notices through the VIP Connection e-newsletters and special emails.

We were excited that 40% of the promotion entries were made by new members of the VIP Club. Just over 64% of those new unique members who entered were males, in contrast to previous Iowa Lottery promotions that skewed more female. Of those new male members/promotion entrants, 27% were between the ages of 21 and 49, which was a key demographic goal. In addition, those new VIP Club members comprised 48% of the unique entrants. This demonstrated that the promotion prizes brought in thousands of new members who engaged in promotion entry right away.

Kansas Lottery

We have seen exponential membership growth in our loyalty app, PlayOn! Coincidentally, the Kansas Lottery launched a ticket checker function in the app in early March. This function allows players to check the winning status of their ticket from the comfort of their homes, which is especially important during the worldwide crisis and the need for social distancing. Over the last four months, 41,000 members have checked a total of 4.4 million tickets! We have also seen a 24% year-over-year increase in PlayOn membership signups since this feature was added.

The PlayOn app has also been successful in promoting the Lottery's instant tickets, as we give players the opportunity to earn extra points for submitting certain tickets. For instance, in February, players were able to earn a \$10 Lottery coupon if they submitted one ticket of each price point (\$1, \$2, \$5, \$10, \$20 and \$30) from the X the Cash instant family. These coupons completely sold out within six days of our 30-day promotion, which astounded us!

Lastly, the PlayOn app has allowed the Kansas Lottery to promote low inventory games by providing players with additional points. The Lottery credits the PlayOn app for seeing a 13% growth in instant ticket sales above the 2019 sales number.





Kentucky Lottery

Our corporate rebrand is one thing we are all especially proud of – it occurred in our 30th year, 2019. We are super proud of the efficiencies we’ve been able to achieve with some of our campaigns that have been renewable and reuseable for game launches and families of games with similar themes. For example, our “Grandma Got Run Over by a Reindeer” campaign we first created for holiday 2018. Research showed that Grandma was liked by over 72% of the people who had been exposed to it. That’s a really strong favorable rating, and it just made sense to reuse her during the holiday 2019 season. She was beloved by our agency, marketing team, sales staff (she came back for a special appearance at our sales conference) and also our players. We did a photo stand with her at the sales conference and the reps and regions were able to use their photo with her as their holiday card greeting to business associates and retailers. She was backed by the successfully tested Scratch-off family Holiday Cheer.

We also introduced our second augmented reality (AR) filter during FY20. To support the launch of the monitor game, CASH POP, we created an AR filter inspired by Pop Art. Users accessed the filter through Facebook and it included three fun facial filters to try.

Loto-Québec

We have launched several successful products and ad campaigns over the past few years, always geared at entertaining the general public. For us the entertainment factor includes the fun, enjoyable side of lotteries; the social aspect of bringing people together; and the surprise factor, offering up products and campaigns that are completely unexpected and that touch people.

We always strive to be part of popular culture shared by Quebecers. There are three recent campaigns that really stand out. Our Lotto 6/49 #YOUSHOULDBUYA649 campaign has been a huge success, going on five years now. And for our La Mini terminal game, we have added a “mini-joke” in ads and on the tickets themselves. Each week, a new mini-joke is printed on the tickets issued by the terminal, similar to the old Bazooka bubble gum wrapper jokes. It’s our way of adding a touch of humor to a bland computer-generated ticket.

Then as part of our 50th anniversary celebration, we issued a new version of La loterie mensuelle, Loto-Québec’s very first ticket released in 1970. For the game’s launch, we wanted to use the legendary news anchor Bernard Derome, who began his career that same year before going on to become Québec’s version of Walter Cronkite. Deep fake technology and the collaboration of the retired news anchor made it possible to have the 1970s version of Bernard Derome announcing the 2020 special edition ticket in a sort of back-to-the-future manner. A 30-second spot was produced for TV and an extended version was made available for online posts.



Caveman left: “Hey, you got a light?”
Caveman right: “No, not yet”



“Apparently we have a mole in our ranks”



“All I did was ask him how many brothers and sisters he had.”

Louisiana Lottery

We successfully completed our 10th annual New Orleans Saints collaboration involving two games, at the \$2 and \$5 price points, and second chance promotions and events throughout the season. We also marked a third successful year of our Mardi Gras partnership with a Louisiana-based king cake production company, which also included second chance prizes and events. Finally, we introduced our new promotional van, LOLA, and completed a statewide tour with events planned along the way and Facebook Live broadcasts from every region of the state.

LOLA made her debut last fall, spending one week in each region of the state, totaling over 50 promotions at select retailers. The debut tour was merged with the Lottery's annual Saints' retailer promotions – when players purchased \$14 worth of \$2 New Orleans Saints or \$5 We Are The Saints tickets, they received a free official Lottery and New Orleans Saints T-shirt and a koozie.

To raise awareness of the promotions, geo-targeted advertisements for each store's surrounding area were posted on Facebook. The ads encouraged players to #FindLOLA, and promised a premium prize package to the first player at each promotion who said they saw the event on social media. In addition, our communications team hosted Facebook Live videos at one promotion in each region, telling players all about the Saints tickets, the second chance drawings and where they could participate in the Saints LOLA promotions that week.

Prior to the Governor's stay-at-home order being issued, LOLA made her way across the state again early this year to highlight our Mardi Gras tickets, rewarding players with mini king cakes and mascot gear when they purchased \$10 in scratch-offs. The two-hour sales events were promoted on Facebook through ads and Facebook Live videos. Our videos received more than 5,000 views and the posts had more than 11,000 impressions.



Maryland Lottery

The Dreamers High Jackpot was a television campaign last year that featured black-and-white photographs of Marylanders, taken throughout the state. Each person is holding either a Mega Millions or Powerball ticket to illustrate the fun and joy of playing. The campaign tagline is "Dreams. Just \$2." It features the song "Dreamers," composed by Roger Hodgson and originally recorded by Supertramp. Dreamers is used in both TV and radio executions.

To launch Fast Play in February, we developed a multimedia campaign featuring an alien with his human companion to introduce this new category of games in Maryland. We consider this effort a success due to the very high per capita sales that we've been able to sustain. An eye-catching logo and numerous graphic elements were also developed and continue to be utilized, driving awareness at retail.

The Maryland Lottery halted all advertising from mid-March through late May due to the COVID-19 pandemic. After the state's stay-at-home order was lifted, we launched the Play Safe campaign on May 21 as a way of transitioning back to advertising again. The main message was to have fun playing the Lottery, but to do so safely and responsibly. A TV spot featured upbeat, recognizable song ("Safety Dance," recorded by Men Without Hats) and animated dancing tickets. In addition to broadcast elements, this campaign featured a website landing page, out-of-home and numerous graphic elements that drove awareness at retail. The point of the campaign was to get people to think about ways to reduce the frequency of visits to stores (by using advance-play options or subscriptions) and to minimize the amount of time they spent in stores making their lottery purchases (by using playslips or quick pick, etc.).



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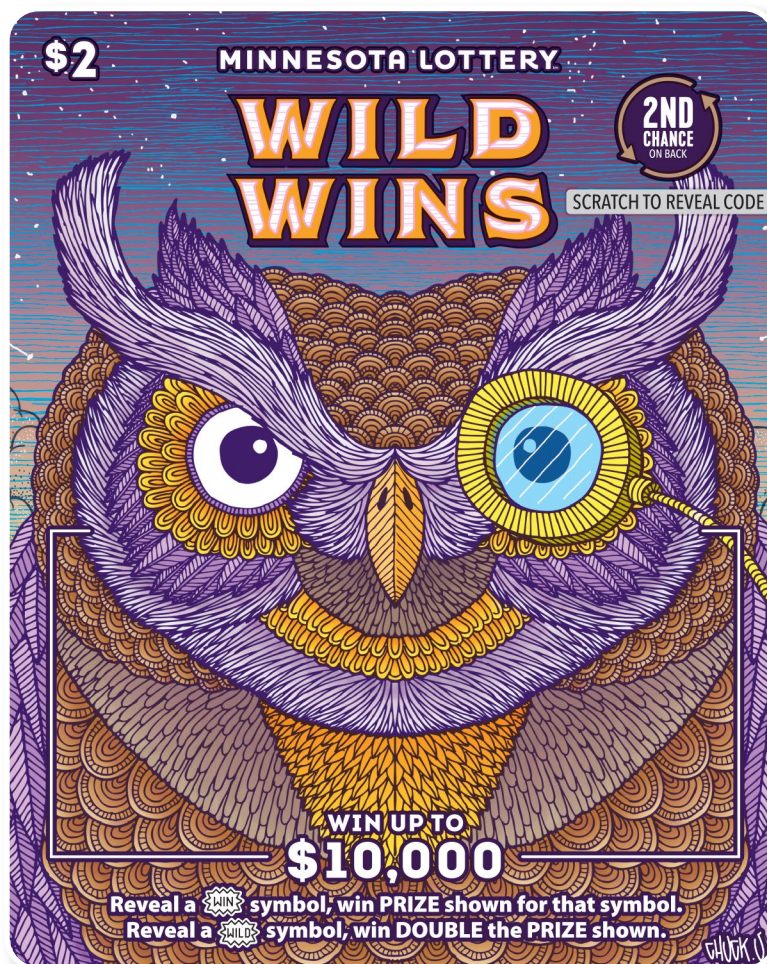
*Must be 18 years or older to play

Massachusetts Lottery

In January, we began offering customers the ability to purchase Season Tickets online. This was promoted through direct marketing to existing subscribers, our website, social media and at our regional sales offices. While we were confident that it would be successful under normal circumstances, the timing was fortuitous, given that the pandemic has accelerated online commerce faster than what has already been occurring. With over \$1.3 million in sales, online purchases accounted for 14% of total Season Ticket sales for the entire 2020 fiscal year, despite only being available for half the year. Overall, Season Ticket sales for the fiscal year increased by nearly 100%, from \$4.8 million in FY19 to \$9.4 million in FY20.

Minnesota Lottery

It's been a hoot! This spring, the Minnesota Lottery launched Wild Wins, a scratch game designed exclusively for the Lottery by local artist Chuck U. His whimsical designs depict a playful rendition of Minnesota wildlife: an otter, an owl and a bear. This game was designed specifically to attract new players. The images were created by a hip Minnesota artist whose art resonates with a younger demographic. The \$2 price point provides low-risk trial for new players. A top prize of \$10,000 and a 2nd chance to win cash and high quality, limited edition prints, signed by the artist, add to the excitement of the Wild Wins game. Featuring cool images of wildlife also gave us the opportunity to highlight that Minnesota Lottery proceeds help restore, enhance and protect high-quality habitats for Minnesota wildlife. The Wild Wins game and 2nd chance opportunity have been a wildly successful partnership for the Minnesota Lottery.



Mississippi Lottery

As the newest American lottery, our campaigns have all been about launches – our initial startup and then our first draw games. Our initial launch last November 25 of four scratch-off games exceeded expectations. Two months later, we successfully launched Powerball and Mega Millions. Both events were attended by elected officials at the local and state levels, along with many community members. And in June, we awarded our first Mississippi Lottery millionaire – \$2 million from Mega Millions!

Missouri Lottery

Quickly following the St. Louis Blues' first-ever Stanley Cup win last year, the Missouri Lottery rolled out a \$5 St. Louis Blues Scratchers ticket with Scratch FXtra printing. The game was loaded with \$500 top prizes to make sure we created LOTS of winning moments, along with a design that capitalized on the "Gloria" theme song used for the team during the playoffs. The ticket launch was supported by a second chance promotion that awarded NHL All-Star tickets and cash prizes. In addition, we were able to promote the ticket onsite during the four-day festival that surrounded the All-Star Game weekend. Non-winning St. Louis Blues Scratchers tickets

purchased at the event were entered into a drawing for a \$500 gift card to the NHL team store.

Retailers got in the game with a route sales contest. They earned entries into a drawing for each pack of the game they sold, and two retailers from each route won an official merchandise prize package. Retail locations also benefited from a St. Louis Blues takeover of their Lottery monitors near the point of sale.

And, lastly, a Blues-themed Facebook Live created a competition to see who could break through a solid block of ice first, freeing our St. Louis Blues Scratchers ticket. While contestants raced to break through with items that ranged from tooth brushes to hair dryers to chisels, players were asked St. Louis Blues trivia questions and were entered into random drawings to win the Scratchers.



New Jersey Lottery

As the country's third-oldest lottery, the New Jersey Lottery is celebrating its 50th anniversary throughout 2020 with a yearlong series of special product promotions, unique new products, exciting events and a supporting marketing campaign to engage regular players and attract extra attention from lighter players. With a tagline that says "The fun has just begun," highlights include:

- Two 50th kickoff events: The centerpiece of both events was the debut of CA\$HNADO, a large, transparent globe that gave select players – two at a time – a chance to "grab" fluttering confetti and turn it into cash and prizes, while spectators watched and an on-site announcer called all the action.
- To support Jersey's oldest draw game (Pick-3), we offered a special second chance opportunity (in conjunction with Alchemy3, our Collect 'N Win partner) that featured 40,000 instant cash prizes of \$1, \$5 or \$50 awarded during January, the 50th celebration's kickoff month. Never done before to support a draw game in Jersey, the large number of smaller second chance prizes meant most players got one or more winning cash experiences, creating an increase in second chance players and entries, with significant positive feedback from players. The promotion was so successful that we will repeat it in August.

- The biggest Scratch-Off ever launched in Jersey: Super 50, a \$10 game featuring 50 chances to win. Released in March, it's the first Super over-sized ticket we have offered, and requires a unique double-wide dispenser that was placed in stores – accompanied by bold signage – in advance of the game's debut to build anticipation.
- A 50th advertising campaign was introduced in January to support the Pick-3 promotion. The creative idea behind the campaign was simple: The year-long celebration was so large and exciting that we needed a “Party Planner” to make it all happen.
- VIP Club 50-50-50 promotion, rewarding 50 players with \$50 in Scratch-Offs every week for 50 weeks during 2020.



Last October, the New Jersey Lottery launched the new-to-the-world CASH POP draw game as monitor game, designed to complement our keno game Quick Draw. CASH POP was positioned as a fun, easy-to-understand and easy-to-play game where one number from 1 to 15 is selected in a new draw every 15 minutes. There are a variety of ways to play, with wagers from \$1 to \$10 per number, and the game offers a unique prize reveal. To grab player attention, CASH POP was supported by an eight week advertising campaign that leveraged a late-1970s, sticks-in-your-head song (“Pop Muzik” by the group M) with modified lyrics sung by a bartender surrounded by excited patrons playing the new game in a fun social setting. The campaign generated strong early buzz and awareness as sales met early expectations ahead of the state’s March stay-at-home orders and closure of bars and restaurants.

New Mexico Lottery

One of our biggest accomplishments over the last year was the overhaul of our Scratcher portfolio prize payout. New Mexico is challenged with a mandated 30% return. Coupled with declining Powerball and Mega Millions sales due to a lack of large jackpot runs, we had to reduce the Scratcher payouts on all price points to 54% in order to meet the mandated return. We reduced the top prizes on the \$5 and \$10 games to \$500 to \$1,000 in order to achieve a lower payout. At the same time, this allowed us to keep the overall odds strong and increase the number of top prizes in each game significantly from three or four to 20 to 100.

Our players began winning frequently. Retailers could pay the \$500 prizes immediately in their store, post their winners, receive cashing commissions and enjoy the player spending some of their lucky dollars immediately in-house. Our claim center was cashing about 100 winners of \$1,000 each month and we saw this as an opportunity to promote winners. In June, we began to promote these “Thousandaires” with a new section on our website, social media and POS at retailers. Our players have been receptive, and our Scratcher sales have increased. Notably, this all took place during the COVID-19 pandemic, so it is difficult to attribute our sales increase (20% from mid-March through June; 5.74% year-over-year) to the new prize structure or a lack of entertainment choices. Either way, we consider it a success as it has helped us meet the mandated return and created hundred of winners over the last few months.



North Carolina Education Lottery

We've found that our NC School Heroes program excels at helping North Carolinians learn more about how the Lottery benefits our state while celebrating those who do heroic work in our schools. We conducted the first part of the campaign before the COVID-19 outbreak occurred.

The Education Lottery developed NC School Heroes with the goal of increasing awareness around our impact to education. This was a unique and compelling way to get the public engaged with the Lottery. A large part of the money we raised last year, \$385 million, provided support for many of the school staff who work at our public schools. The School Heroes program recognizes the important work those school employees do along with that of teachers, principals and others.

What makes this program so successful is everyone has a School Hero – the teacher, the school custodian, the school bus driver – who goes the extra mile every day to help students succeed. The program gives North Carolinians a chance to shine a spotlight on their School Hero and win \$10,000 for the hero and \$10,000 for the hero's school. Campaigns spring up to support the nominations and some are shared widely on social media.

Every person who visits the NC School Heroes website to make a nomination or vote for a School Hero automatically sees information about how the Lottery helps their own community based on the IP address from the device they use. This year, we also developed partnerships with key education groups in the state, such as the NC PTA, to help raise awareness of the program across the state. As North Carolinians nominated their favorite teacher or school worker, we saw unique visitors to the NC School Heroes website jump 110% year over year. Better yet, we saw that as visitors made a nomination or cast a vote they took the time to learn more about the Lottery. We saw unique visits to our beneficiary pages increase by 654%, and we plan to continue the program for a third year this year.



Ohio Lottery

The Ohio Lottery went through a two-year rebranding effort to position "Instant Games" as "Scratch-Offs." The project included the development and deployment of a new logo, complete with an animated version and a companion scratching effect, plus the introduction of a detailed style guide and a multi-layered branding campaign. The origami scratch-off campaign served as our multi-layered branding campaign, designed to fulfill two roles – to create equity and exposure for the logo and the entire scratch-offs category, and to act as an overall branding campaign for the agency. This allows us to realize cost efficiencies. We integrated the spirit of optimism and positivity from previous branding efforts directly into this ongoing campaign that highlights our products. The central theme of the campaign is to promote "small and medium wins that can provide life-changing memories too." We are positioning this theme to evolve and expand over the next few years.



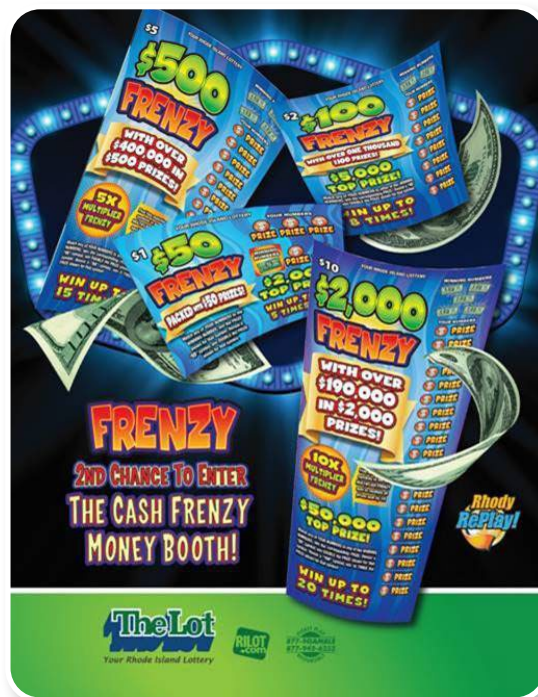
Pennsylvania Lottery

Our most successful marketing campaigns from the past few years include our Derby Cash Horse Racing game launch, the Scratch-My-Back ticket launch, and the responsible gaming campaign which is underway now, in partnership with the PA Department of Drug and Alcohol Programs.

Our new virtual sports game Derby Cash launched last November was supported by a comprehensive media plan as well as retailer events. We saw great results with sales increasing over the previous monitor game. The Scratch-My-Back double-sided Scratch-Off was the first of its kind for the PA Lottery and was supported by a unique TV spot highlighting the extra chances to win on the back of the ticket.

Rhode Island Lottery

We ran a Cash Frenzy promotion for our Frenzy family of instant games, where players entered non-winning tickets online for the chance at 30 seconds in our Money Booth. That promotion generated a lot of excitement and really helped push the Frenzy games to the top for their respective price points. We hosted an event for all of the second chance winners who would get their turn in the booth. They were encouraged to bring family and friends to support them and share in the excitement. The event itself was a lot of fun with players cheering each other on and strategizing about how to grab the most cash. We were able to capture a lot of great content, and winners and guests shared the videos on social media as well and talked about what a great experience it was.



South Carolina Education Lottery

In South Carolina, we pride ourselves on our mission to promote responsible play. This past year, we produced a beautiful responsible play commercial that we all thought was fantastic. We ran it on social and on TV throughout the state. We received very positive feedback from it throughout the year, so we decided to enter it into a few different creative award competitions. What makes this spot so powerful is not just great acting and great cinematography, but that the actor shared a story with us during the shoot. He told us that growing up his father struggled with a gambling addiction, and on many occasions he, his brother and mother would have to drive around town looking for their father after a gambling loss. He said that these moments stuck with him the rest of his life, and when he saw the casting call for our commercial, he wanted it more than anything else. We did not know about this when we cast him, but knew there was something special about his performance in the role. The special thing was, it was not a performance, it was his real feelings. He knew that if he could help just one person not have to go through what he did when he was a child from this commercial, he was satisfied.

This spot ended up winning a Best of Show and a Gold Addy in the American Advertising Awards through AAF of the Midlands. Knowing that this commercial does not add to our bottom line, it helps us tell real stories and shows that we care deeply about our players.

Texas Lottery

In January, we launched our MONOPOLY Multiplier scratch ticket family with a full advertising campaign, including a robust social media push. Leveraging the use of the Mr. Monopoly costume and in-house production capabilities, the Texas Lottery was able to stretch media dollars and create highly memorable video content around the launch of the family. The campaign successfully played off the idea that you could finally win real money playing Monopoly by having Mr. Monopoly pop up with real money in unexpected situations across Texas. The surprising twist from an iconic mascot drove strong social engagement across multiple platforms. The MONOPOLY Multiplier family of games was the most successful family of Texas Lottery games ever launched!



Virginia Lottery

Last summer, we launched a new addition to our Print 'n Play category: Print 'n Play Rolling Jackpot. The game launched in July and showed modest initial success. We ran a comprehensive ad campaign from August to November leading up to our holiday campaign, and sales jumped by 66%. We had sustained that level of sales leading up to the pandemic. And, while we saw an initial drop in sales in April, we are happy to report that this category is returning to previous sales levels.

One of our primary strategic initiatives for FY20 was to create additional winning experiences throughout our scratch portfolio. Our team conducted a thorough analysis of the current prize structures and specifically the prize-funding allocations. We knew that merely increasing the low-tier wins would not be enough to keep players engaged, so we took it a step further to understand better what our players considered a meaningful win. We accomplished this by working closely with our research team and developed a survey questionnaire and an online focus group-style interview. We began the research with the \$5 price point, which currently makes up the most significant percentage (~30%) of our overall scratch sales. The survey included hypothetical store visits where respondents were told they had “purchased” a \$5 Scratcher and were shown a “winning amount.” The goals of the study were to understand what our players considered a meaningful win, how much they would reinvest and at what prize level they would share a winning experience with friends and family.

After a thorough analysis of the results, we started to implement our findings in the second half of the year. The results were promising. To maximize what we learned in the research, we had to lower the standard top-prize offering and reduce a few premium high and mid-tier wins to ensure we could increase what our players considered meaningful wins.

The \$5 Did I Win? Scratcher was the first game for which we utilized our findings in the development of our prize structure. As a result, we created an incredibly unique offering that featured overall odds of one in 2.98, and we printed a shorter “trial” print run. Did I Win? launched on April 7. It sold out of the warehouse in three months and finished week 12 with an index of +14%. We are thrilled with the results as it managed to succeed in the middle of an economic downturn.



Wisconsin Lottery

Our recent launch of midday draws for the games Pick 3, Pick 4 and All or Nothing is a huge success from the past year. This campaign consisted of outdoor digital billboards, social media advertising, in-store monitor slides, brochures, feature boards, and POS rockers that move and catch players' eyes. Most visible has been our "Two-Opp" group TV commercial. A doo-wop style group reminds players they now have two opportunities to play each day. The group and commercial have proven to be very popular and catchy with players – we're asked daily where the group's music can be found! Key elements of success include consistent and constant communication with retailers who adapted to offering new playslips and terminal changes for the game and frequent player messaging ahead of the launch.

With clear and informative marketing, we were set to launch this campaign on May 3. However, the Lottery chose to delay the start date and adjusted all elements to a new June 14 start date. The sales to date have exceeded forecasts and players and retailers have provided positive feedback. Now if we could just get the song from the TV commercial out of our heads...



Wyoming Lottery

Through a partnership created when WyoLotto launched in 2014, we found a new way to celebrate a game only available in Wyoming. The partnership is between WyoLotto and University of Wyoming athletics; each year, we team up to bring entertainment to Wyoming and sports fans. As we looked for a way to continue excitement around WyoLotto's Cowboy Draw game and associate the brand with "Wyoming's game," we decided to offer a buy one, get one free (BOGO) promotion during 2019 University of Wyoming football season home games. When the UW Cowboys won a home game, the fans won too, by getting a BOGO from 11 a.m. until 2 p.m. the next day. Wyoming fans showed they loved this promotion as much as they love their Cowboys.

Tactics included social, web, player emails, pads, live radio reads, in-game scoreboard and ribbon boards, and in-game announcements. A goal was to increase sales by 200% for Cowboy Draw tickets during the promotion compared to Sundays that we are not running the promotion. The result? We saw an average increase of 720% between promo Sundays and non-promo Sundays. The BOGO promotion was active for all six home games and the Pokes won all six times. Because the fans loved the promotion so much, and we were proud of our football team's success, we decided to do a Bowl Game BOGO for the post-season bowl game, win or lose.

This promotion is a winner because of the strong partnership WyoLotto has with the University of Wyoming athletics. It's also a winner because our players have a strong relationship with the only university and Division I football team that exists in the entire state. The cherry on top is the winning season the football team had, allowing us to run a very successful promotion for Wyoming's game, Cowboy Draw.





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