

Lottery Promotions are Old School. What can we do differently?

By Fivi Rondiri, Corporate Marketing Coordinator, INTRALOT

In the classic Marketing sense, there are some simple techniques that can help generate a great promotion. For example, a catchy name that fits the theme is often more influential than the promotion itself. Also, a clear call-to-action results in higher participation while “limited promotions” as well as “free” giveaways always grasp the customers’ attention.

But is that enough? These are really “old school” techniques. We need to be more creative than that. After all, a creative promotion has better chances to be shared. Below are some inspiring examples:

Encourage Trial

Coca-Cola in 2011 introduced a new self-service dispenser called Coca-Cola Freestyle. Coca-Cola Freestyle encourages individuality and customization by offering more than 100 drink choices. Last February, Coca-Cola Freestyle and Lady Antebellum joined forces to give fans the chance to attend one of the group’s upcoming 2015 concerts. To enter the promotion, fans had to simply find a Freestyle dispenser, look for the special Lady Antebellum promo button on the home screen and choose one of the three mixes that each of the group’s members created. After fans poured their drink, they had to text the code that appeared onscreen to enter the sweepstakes.

In our industry, self-service terminals have been increasing in popularity among players because of their ease of use and convenience. In addition, these terminals open the door for recruitment of new retailer such as big box stores, bars and restaurants that historically don’t sell lottery. Special promotions like the above can be designed to further encourage trial of those terminals and generate excitement.

Take Piece of the Action

Social media nowadays love crazy stories. One day there are two llamas running free on the streets of Phoenix, Arizona and then the other day, there is #TheDress—a photo of a dress that left the world divided. Was it white and gold or blue and black? When Caitlin McNeill shared the picture of the dress, nobody could have guessed

that it would go viral and celebrities would tweet about it. Many brands were listening and took a piece of the action. Companies such as Coca-Cola, Dunkin Donuts and even Lego all jumped in and joined the conversation. On the 28th of February, #TheDress reached 11 million conversations.

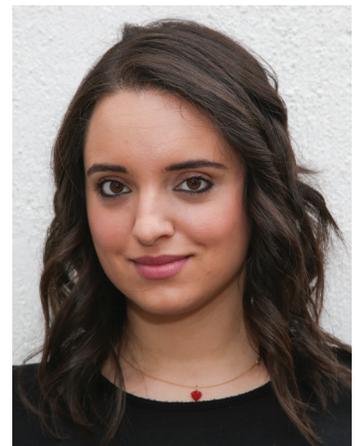
Not joining such conversations is a lost chance to reach out to non-lottery players. In the social world, we need to be fast to react to new trends as well as new conversations. That is the only way we can modernize ourselves and remain relevant.

Focus on Cause Marketing

On the day Alyssa O’Neill passed away from a seizure, she asked her parents for a simple favor—to buy her a pumpkin spice latte. The mourning family decided to honor her request and take it one step further. They purchased 40 lattes for strangers in a local Starbucks and asked that the baristas scribble her initials #AJO on the cups. The employees were so moved by the gesture that they bought another round of 50 coffees for customers. But the pay-it-forward campaign didn’t stop there. The #AJO movement took off on Facebook and Twitter and suddenly strangers started offering up random acts of kindness at cafes, and beyond.

In our case, lottery is all about pay-it-forward. Every time somebody buys a ticket, he/she really pays-it-forward for their community. This is a strong message that we always need to remind our players. More importantly, if we want to target millennials, we need to keep in mind that they consider themselves active participants in today’s world, and that they want to make a lasting, positive impact on the future.

Continued on page 42



Twice as many consumers say they would think to purchase a lottery ticket when they see a sign for it.

Moving forward, it will be incredibly important to develop clear signage with any rollout of selling lottery tickets at the gas pump. The research clearly shows that signage, combined with a prompt from the gas pump, significantly raises awareness of the new technology, awareness of the product, and likelihood of a purchase.

Conclusion

The research shows a clear market opportunity for the technology allowing consumers to buy lottery tickets at the gas pump. Given a targeted roll-out focused on technology and convenience, as well as modest on-site advertising, selling lottery tickets at the gas pump has the potential to generate \$1.5B in additional lottery spend nationally. ■

Hot off the press from one PATP Lottery: Lucky ticket purchased with new Play At The Pump service

A \$227,196 Cash 5 jackpot win starts the holiday off right for a lucky North Carolina Lottery Player. The jackpot win is the largest so far by lottery players using a new Pay-at-the-Pump option in North Carolina to buy tickets for three lottery games, Cash 5, Powerball and Mega Millions. The new service, called Play At The Pump, allows players to purchase their tickets at the gas pump. It is designed as a convenience for someone who wants to buy a lottery ticket but doesn't have time to go into the store.

The lottery began offering the service in January using a program provided by Linq3, an Atlanta-based company that has developed technology that allows lottery tickets to be sold through gas pumps. The service is available at lottery

retailers who choose to offer it to their customers and works in a similar way to buying a car wash at the gas pump. Currently, Play At The Pump is an option at 111 locations across the state, including all Murphy Express stores. Players can use a debit card to purchase 5, 10, or 20 Quick Picks when playing Cash 5 or Mega Millions. If playing Powerball, players can choose 3, 5 or 10 Quick Picks. All plays are for the next available draw. Purchases are limited to no more than \$70 a week.

Ticket sales made it possible for the lottery to raise more than half a billion for the state last year. For details on how lottery funds have made a difference in each of North Carolina's 100 counties, click on the "Where the Money Goes" tab on the lottery's website. ■

Lottery Promotions are Old School. What can we do differently? ... continued from page 33

Use Newest Technology

Just last year, Urban Outfitters, the specialty fashion retail stores, announced that they would use beacons—small devices placed around stores that ping messages at shoppers who have downloaded the retailer's app. Instead of delivering coupons and offers, they decided to focus on in-store experiences. Initially, they decided to focus on: the checkout line, fitting rooms and the entrance. When smartphone shoppers first enter the store, a push notification prompts them to check-in to unlock an offer. Then in the fitting room, they are encouraged customers to take selfies and post them to Instagram for a chance to be featured on the company's website. Lastly, shoppers at the register get a push notification reminding them to shake their phone to show

their Urban ID and earn a digital badge.

Beacons are just an example of new technology that we can use in our lottery terminals and/or in our jackpot signs. In general, mobile is still a blue ocean of opportunities for all of us and only a few U.S. lotteries are getting their feet wet with it. In most cases, we know we need to do it but we don't know how. Furthermore, it is unclear how we can monetize it. One thing is for certain though: we need to do it now while taking advantage of the newer technology that our customers already use before it is too late. We also need to be persistent in our efforts to reach new players. If something we try doesn't work "We haven't failed. We now know a thousand things that won't work, so we're that much closer to finding what will." —*Thomas Edison*

At INTRALOT, we strongly believe that innovation can drive change. Our newest self-service kiosk MPNG, the gaming station Gablet, the state-of-the-art vending machine DreamTouch as well as the Lottery Mobile app are just examples of our evolving products and services. Although these gaming solutions can cover a large variety of players' preferences, they are also almost invisible to those who are not core lottery players and don't actively look for them. Unless we promote them. After all, "without promotion, something terrible happens... nothing!"—P. T. Barnum. INTRALOT is prepared and ready to assist our partners develop and implement a wide variety of new promotions designed to reach new players. Let's be more creative by thinking outside of the box! ■