

THE BILLION DOLLAR QUESTION ...

Is Your Signage able to Display the Billion Dollar Jackpot?

Moving from Million to Billion

Just like the California gold rush, the Billions are coming. And when they do, there is a small window of time for Lotteries to capitalize on a uniquely powerful marketing event and opportunity. Making sure everyone knows about the jackpot is clearly the mission-critical thing that needs to be done. There may be more than one way to create “jackpot awareness.” But there is no faster, simpler, more direct way to drive jackpot awareness than effective signage. And thankfully, the entire industry is geared towards updating the signage on a daily basis. Unfortunately, what was revealed in the run-up to January’s \$1.58 billion Powerball jackpot was that not everyone’s signage is geared to move from “Million” to “Billion.”



Pro-Lite has all the Billion jackpot signage solutions at the ready. Our Billion dollar jackpot solutions were recently introduced at NASPL—multiple colors, font types and formats, the jackpot amount displayed in can be flashing or static characters, and in 7 different colors when it reaches the Billion dollar mark. Signage that is truly exciting, gets the attention of the consumer, and makes them aware of the jackpot size. The programmable “Billion” display is offered in dot matrix, lamps, and 14 segment LED. As a free upgraded feature, Pro-Lite also offers the big “B” in multi-color free of charge. That’s important because Lotteries have found that it can be hard to tell the difference between the “B” in Billion and the “M” in Million,” especially when the sign is a billboard set high above the ground. So we also have a big “4” display of the “B.” Our customers have also found that even when

there is a Billion/Million programmable display under the jackpot amount, it is important to transform the 888 display into 88B. For example, the 1.2B sign can have the “B” change to green and flashes. Otherwise, the “B” is not noticed and the 1.2 Billion dollar jackpot might be mistaken as 1.2 Million.

Day of Drawing Display to engage the players

According to the data collected from the NJ Lottery, sales increases as much as 700% on the day of a drawing and up to 400% one day prior to the drawing if the jackpot amount is in the high millions. Pro-Lite introduced a feature to capture the “not-so-frequent” players who don’t play lottery regularly but just happen to be in the store at a terminal, and also those who play but do not always remember when the next draw date is for the games she plays. The **Day of Drawing Display**, known as DOD, can be turned on or off and displayed in multiple flashing modes. Pro-Lite customers have found that it is important to get the consumer interested in the actual draw. If they don’t care about the time of the draw, they are less likely to be excited about playing draw games. So let’s at least inform them of the time of draw and get them excited about it! Customers have found that the optimal modes is to turn the display to static-on with the next draw date right after the drawing. Slow-flash one day before the drawing and faster-flash on the day of drawing.

As Andy Kaoh, president of Pro-Lite, observed “I play Powerball and MegaMillions and found myself forgetting when the drawing was to be held. And thought, gotta be a solution for that!” So now, Pro-Lite makes the Day of Drawing Display a standard free of charge feature.

“Jackpot Awareness” is the big theme. Nothing else drives sales more than simply making sure the consumer knows there is a big jackpot. And there is no quicker path towards accomplishing that objective than effective signage. And there are lots of signage solutions for a fabulous new era of jackpot-driven sales!

For more info, visit us at pro-lite.com or e-mail Tom Yerke at tom@pro-lite.com. ■

