

DC Lottery

Background

On January 1, 2020, the DC Lottery rang in the New Year with the \$20 Roaring Cash scratcher. To celebrate the new decade, DC Lottery wanted to introduce a ticket that paid homage to the roaring 20s, but with a 21st century twist.

The gilded art deco-inspired ticket featured a top prize of \$250,000 with 27 chances to instantly win a prize and a robust second chance contest. DC Lottery envisioned a lot of excitement leading into the year 2020. Introducing a roaring-20s style product to the market was befitting not just because of the approaching New Year, but also because of the connection to the city.

Washington, DC has a rich jazz history that began in the 1920s. Roaring Cash's art-deco inspired ticket design allowed DC Lottery to take players back in time to a period of new wealth, excess, and good music. A way to pay homage to the history of U Street and subtly recognize the Washington jazz legends such as Duke Ellington and Charlie Rouse. With Roaring Cash, DC Lottery wanted to capitalize on what it does best— pay homage to The District of Columbia and create a visually appealing ticket that generates lots of happy winners.



Objective

The launch of the Roaring Cash scratcher was a signature spotlight product launch of DC Lottery's Fiscal Year 2020, and hence, we wanted to create significant awareness of the new product. The goal of the campaign was to generate \$4,800,000 in sales, introduce a one-of-a-kind ticket to the marketplace, entice core players to purchase the product, attract new players, encourage sales and participation via in-store promotions, generate large scale events, and produce consistent communication and outreach

Strategy

Very similar to a New Year's Eve countdown, the concept was introduced to the public using animated tiles that revealed snippets of the ticket and campaign each day leading up to launch day on Instagram. On launch day, all the tiles came together to form a picture of the final product. It was imperative to launch this ticket on January 1, 2020, to capitalize on the "New Year." To incentivize retailers and players to participate on the first day of the year, we included a special codeword in the video clip of the last tile. Staying on theme, DC Lottery converted a select number of their best-performing retail locations into pop-up "speakeasies." When a player used the codeword while purchasing the Roaring Cash ticket, they received a prize pack which included a V.I.P invitation to DC Lottery's Roaring Cash Event, a '20s themed launch party held at a prominent restaurant in the District. The V.I.P invitation provided the player and a guest with a private entrance to the event, food, and opportunities to win additional prizes.

These events generated a lot of buzz and the "speakeasy" retail locations saw an increase in store traffic and ticket sales during the first week the ticket launched. The DC Lottery's Roaring Cash Event was held at Ivy City Smokehouse on January 16, 2020. This happy hour activity was well attended with more than 200 players in attendance.

The DC Lottery produced 20 winners through Money Machine contests, Keys to Riches Vault, and four Roaring Cash raffle draws, as well as countless others who won instantly playing the \$20 ticket during the 4-hour event. Players were very pleased with this event and made a point to share that it was a classy, fun, exciting event with lots of chances to win.

Total sales for this event were over \$16,000. Roaring Cash was supported with a multi-faceted marketing and communication campaign which included the creation of custom website that educated players about Roaring '20s and in-store promotions. Even DCLottery.com got into the vibe by becoming "Club Lottery" every night from 8pm-2am with a "dark" overlay skin.

Television Campaign Roaring Cash made its mark on television directly after the clock struck midnight and the ball dropped in Times Square. This original :30 animated television commercial was shot in Point of View (POV) so that the viewer could imagine a Roaring '20s party for themselves. Viewers were taken on a multi-level journey through a '20s-inspired hotel party where they were met at the top floor with an over-the-top grand finale that featured dancing, fireworks, and the gilded Roaring Cash ticket.



The TV Campaign was paired with a large-scale OOH push to showcase the vibrancy of the ticket. We incorporated the use of "can't miss" over-sized Ultra Super Kings on Metro Buses and Digital Live Boards in the Metro, as well as Digital Bus shelters all across town...bringing the party to the streets of The District of Columbia! Additional OOH placements included massive Digital Billboards on the outside of Capital One Arena and within Union Station, one of the largest Metro stops in the District, as well as other large-scale OOH assets.

Plan Details

Market: Washington DC

Flight Dates: 12/24/2019–2/29/20

OOH Formats: Metro Bus USKs, Metro Rail Digital LiveBoards, Digital Bus Shelters, Digital Billboards

Target Audience: Adults 25-54

Target Audience Reach: 80% over the campaign

Results

Even though the COVID-19 pandemic has prevented DC Lottery from fulfilling some of the planned events and in-store promotions that were initially planned to continue the excitement surrounding the game into the spring and beyond, the ticket still performed exceptionally well. To date, DC Lottery has sold 53% of the scratcher inventory and has generated \$2,566,500 in sales. Although this ticket and campaign is still active in the market, at 26 weeks, Roaring Cash has become DC Lottery's most successful \$20 ticket in the last several years. It is currently selling 10% faster than any of their other \$20 games—even during a pandemic! The Roaring Cash ticket has helped the DC Lottery maintain somewhat consistent sales during these challenging times and has proven to be a winner for both the DC Lottery and its players.

This campaign was able to excite their core player, introduce a fun product and the DC Lottery brand to new players, engage with them through new social tools, bring in the new decade by celebrating their DC heritage, and reward players with pockets full of roaring cash!