

## CA Lottery

### Problem

How does a lottery company become top-of-mind to Californians, ultimately driving its consumer base?

### Solution

Utilize digital OOH, allowing for consistent content updates, to attract consumers with accurate and timely information regarding jackpot amounts.

### Background

This submission begins with appreciation of 1984, as that year was a very exciting time for California. A highlight from 1984 includes the formation of CA Lottery with the passing of Proposition 37. Many defining moments in 1984 are still relevant today and have evolved with the expansion of technology. With technology ever changing, CA Lottery has new ways to spark innovation through brand campaigns – one forward thinking emergence is digital OOH (DOOH). For CA Lottery, specifically its draw games, it can seamlessly increase awareness of the jackpot amounts more effectively through the use of DOOH. The birth of DOOH has provided CA Lottery the opportunity to leverage new technology in order to deliver jackpot alert messaging with flexibility, immediacy and effectiveness. The challenge and needs of keeping ongoing jackpot drawing dates and amounts, such as Mega Millions and Powerball, top-of-mind to Californians becomes more attainable when utilizing digital formats than ever before. The team is able to increase awareness of CA Lottery jackpot amounts in a way that was non-existent approximately ten years ago. With this relatively new technology, CA Lottery can create a lift in jackpot awareness and amplify messaging in real-time.



one forward thinking emergence is



### Objective

The team's objectives focus on increasing Mega Millions and Powerball jackpot awareness within selected markets and show the jackpot potential winnable amount for each roll. The communication and advertising objective becomes more attainable when utilizing digital bulletins.

Communication and Advertising Objectives:

- Utilize digital bulletins to deliver mass market reach and impression levels
- Highly reactive to increasing jackpot amounts and draws
- Flexibility to change copy or flights

### Strategy

CA Lottery Jackpot Alerts are activated once jackpot amounts reach a certain threshold. These jackpot bursts allow CA Lottery to increase awareness of ongoing jackpot rolls quickly and effectively with the use of DOOH. The current strategy is set to deliver substantial reach, frequency and impressions against A18+ demographic for the 2-day bursts. The team's tactical approach includes heavy highway digital coverage. This creates excitement on compelling, high impact digital bulletins – a big jackpot

deserves a big bulletin!

The team fully executed 46 jackpot alerts between July 2015 and June 2016. These jackpot alerts perform as supplemental coverage to the already-existing CA Lottery perm bulletins coverage. Eight perm bulletins were used to elevate awareness of jackpots and help differentiate the two draw games and jackpot amounts. The perms were found to be the bedrock of jackpot alerts. They cut through the clutter in the markets by integrating digital tickers to the static structure.

## Plan Details

Markets: Los Angeles, San Francisco, and San Diego

Flight Dates: Various. (Mega Million flights: Monday-Tuesday and Thursday-Friday; Powerball flights: Tuesday-Wednesday and Friday-Saturday)

OOH Formats Used: Digital Bulletins

Target Audience: A18+

Budget: Although it differs slightly per draw (depending on inventory), OOH is generally about 10% of the budget per draw. CA Lottery also support with TV, Radio, and Digital. OOH Budget: ~ \$34,500 client net

## Testimonials

Digital OOH has been one of the most important go-to media to activate new 2-day campaigns when CA Lottery reaches the jackpot thresholds for Powerball and Mega Millions and it doesn't see that changing anytime soon.

## Audience Metrics

Target Audience TRPs: Los Angeles: 54.4 weekly TRP; San Francisco: 87.6 weekly TRP; San Diego: 12.5 weekly TRP

Target Audience Reach: Los Angeles: 19.3% weekly reach // 2,732,751 A18+; San Francisco: 30.3% weekly reach // 1,748,258 A18+; San Diego: 7.1% weekly reach // 180,478 A18+

Target Audience Frequency: Los Angeles: 2.8 weekly ; San Francisco: 2.9 weekly; San Diego: 4.2 weekly

