

Hoosier Lottery

Problem

How does a longstanding lottery business create an uptick in sales?

Solution

Create a new scratch-off lottery game themed around the upcoming release of the Ghostbusters movie and utilize an OOH campaign to drive recognition of this new lottery with the movie-hype.

Background

The Hoosier Lottery began selling lottery tickets in the state of Indiana in 1989. Since then, they've offered hundreds of different fun and exciting games and have awarded prizes to millions of players and given billions of dollars to the State of Indiana.

One of the most recent and successful games to have launched is the \$2 Ghostbusters Scratch-off game. It has been almost 32 years since the famous ghost fighting team saved New York from destruction. Since its initial launch in 1984, Ghostbusters has expanded its popular franchise into numerous movies and merchandising efforts. In July of this year the famous comedy got a reboot.

In order to capitalize on the release of the upcoming movie, the Hoosier Lottery launched the \$2 Ghostbusters Scratch-off game on June 7, 2016. There were six total Scratch-off scenes featuring iconic Ghostbusters imagery like Slimer and the Stay Puft Marshmallow Man.

Objective

The objectives were to build awareness and preference for the new Ghostbusters Scratch-off game among lapsed players. The team wanted to drive affinity and evoke nostalgia as well as leverage the popularity of the Ghostbusters franchise among fans and 'ghostheads'. To do this they needed to break through the clutter in market and drive awareness of the game through impactful media placements, maintaining excitement through a traditionally sluggish sales period. They also wanted to engage player's near point-of-purchase through innovative path to purchase placements and remind players to relive the excitement of Ghostbusters. The specific demographic segments were adults 25-54, and through research the team knew that over 60% of this demographic over indexes as a heavy user of OOH.

Strategy

With the main goals being to drive awareness of the game of-



fering, create affinity of the game by aligning with Ghostbusters nostalgia and movie hype, as well as engaging with players near point-of-purchase retail placements, the following OOH formats were selected for this campaign:

- Static Bulletins and Digital Bulletins and Digital Posters were utilized to drive game awareness by delivering high impressions along Interstates and major secondary arteries. Hoosier Lottery sales data was incorporated to align with OOH inventory placement. Geopath Ratings Data was analyzed using the campaign's proprietary OOH planning platform GeoTrak® to select OOH locations which best delivered against campaign demographic goals.
- Cinema, Mobile billboards and Street Teams were utilized to align with the Ghostbusters movie nostalgia. Specifically cinema OOH advertising was used to engage with 'ghostheads' leading up to the Ghostbusters movie premiere. Mobile billboards and Street Teams were used to hyper target Ghostbusters core demographic attending PopCon.
- Speedway OOH Radio Network, Gas Station OOH TV and place-based Floor Talkers were utilized to engage with players in retail locations. Speedway was selected as it indexes at 320 among lottery purchase channels.



Plan Details

Flight date: 6/7/16-7/17/16

Markets: Indiana statewide, including Ft. Wayne, South Bend, Indianapolis, Terre Haute, NW Indiana, Evansville, Bloomington and others.

OOH Formats Used: Static Bulletins, Digital Bulletins and Digital Posters, Cinema Advertising, Mobile billboards, Street Teams, Speedway OOH Radio Network, Gas Station OOH TV, Floor Talkers.

Additional Media Formats: Local Radio (:10 and :30), Streaming Radio, Radio Remotes (Movie Premier), Digital display, Rich Media Placements, In-App Display and Pre-Roll video, Geo-Targeted Mobile Display, Social Media.

Target Audiences: A25-54, with a 65% of impressions specifically skewed to W25-54.

Budget: After reviewing the objectives and campaign goals, the media budget was allocated between OOH, Radio and Digital. OOH represented 24% of the total media budget while delivering over 30% of the total campaign impressions.

Audience Metrics

- Target Audience TRPs: 165 per week
- Target Audience Reach: 66.2%
- Target Audience Frequency: 9.1x
- Additional Relevant Metrics: Over 44 Million Target OOH impressions, delivering 54% added value versus planned impression delivery.

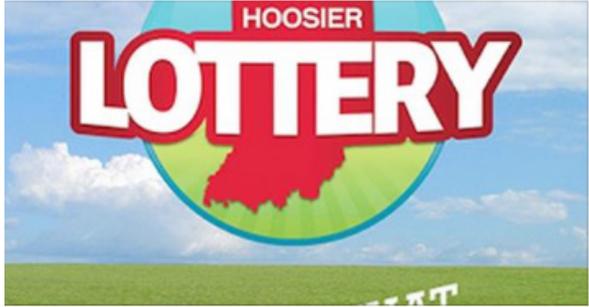
Results

Hoosier Lottery has a team dedicated to monitoring and tracking campaign sales performance, and with the help of this team the company is excited to report that the Ghostbusters campaign exceeded sales goals with:

- 13% increase over forecasted sales goal. This performance exceeded typical sales performance of other Scratch-offs at the same price point.
- Click thru rates of mobile ads doubled the industry average in Geo-fenced areas around retail locations and OOH coverage.

107.5 WABX - Evansville's Classic Rock
July 14 at 8:00pm · 📍

Catch Storm live until 9pm at Showplace Cinemas East. You may even score the new Hoosier Lottery Ghostbusters scratch-offs or concert tix!!



Ghostbusters Premiere with the Hoosier Lottery
When: Thu, July 14 5PM-7PM. Where: Showplace Cinemas East, 1801 Morgan Center Dr, Evansville, IN. Join WABX at the Ghostbusters Premiere with the Hoosier Lottery! Score up some excitement with the new Hoosier Lottery...



Testimonial

“Our Ghostbusters Scratch-off campaign was a very successful game this year. The multi-channel media plan, supported by a strong OOH component, delivered above and beyond our expectations, contributing to a 13% increase over forecasted sales goals” Melissa Pursley, Senior Director of Marketing, IGT Indiana on behalf of the Hoosier Lottery.

Additional Information

The core plan consisted of a multi-channel approach to drive consumer awareness with multiple touch points throughout the player purchase path. The team selected high profile bulletins to optimize reach across the state. They Geo-fenced points of interest including specific OOH target areas and Hoosier Lottery retail locations. Mobile ads were then served to consumers in proximity of these areas to maximize the interactions with the demographic segment. Local radio and digital reminded consumers of the new Ghostbusters game. Point of purchase OOH such as GSTV, Speedway OOH radio and floor talkers engaged consumers during their final path to purchase. This campaign over delivered on reach, frequency and impressions, ultimately leading to its success.

In addition to the core plan, to continue building the connection between the Ghostbusters Scratch-off game and the movie release, Hoosier Lottery strategically reached attendees of the 2016 PopCon convention happening in Indianapolis in the middle of June. The convention has grown to have over 24,000 attendees in only three years and TV and movies are reported as their favorite genre. During the three day convention Hoosier Lottery Geo-fenced the event location and also utilized a mobile billboard to create a route around the area of town to ensure reach of the PopCon attendees. This is in an addition to the Lottery street team handing out tickets throughout the convention to those 18+.

Cinema Ad: <https://youtu.be/OVGJa-Xkbl8>

