

Case Study: California Lottery

Background

Running over 20 campaigns with Vistar, California Lottery turns to Vistar Media for the ability to activate jackpot alerts with short flights in a quick and automated manner. As soon as the state's jackpot reaches \$150 million, the brand launches a regional jackpot alert DOOH campaign across relevant venue types, serving video messaging that announces the latest total every few days.

Objective

Building on our existing partnership, to increase consideration and purchase intent, California Lottery enlisted Vistar to help launch its newest lottery product in the state capital's DMA. For the first time ever, Vistar's advanced measurement solutions were utilized by the brand to firmly evaluate the effects of DOOH campaign messaging on consumers.

Approach

- Created a custom audience of "Frequent Retail Visitors and Lottery Seekers," based on individuals who recently visited convenience stores and lottery retailers, such as 7-Eleven
- Leveraged Vistar's proprietary technology platform to analyze the movement patterns of these consumers over a period of time to understand how they move throughout the day
- Activated a 6-week place-based digital out-of-home media campaign across office buildings, casual dining restaurants, gyms and malls to reach this target audience when and where they had the highest propensity to be
- Conducted a brand study to measure the impact of DOOH media exposure on campaign effectiveness as well as gain an understanding of consumer sentiment, intent and action

Key Insights

- This DOOH campaign was successful at driving California Lottery's desired lower funnel metrics, as consumers exposed to campaign messaging were significantly more likely to consider or purchase the specific lottery ticket within six months than those who were not exposed.
- Taking advantage of custom questions within the brand study allowed California Lottery to gain further intel about competitive awareness and consumer behaviors. For example, more than half of the panelists had purchased this product within the last six months, with the top reasons being because "it is fun or entertaining" or "it is easy to play."

Results



CONSIDERATION
+18% LIFT



PURCHASE INTENT
+23% LIFT