



## **Outside the Box Advertising**

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Shawn Cromie

Tanner Wall



# Introduction



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ADVERTISING

Currently, the Oklahoma Lottery is generating twenty-seven percent of Millennials to purchase lottery tickets on a regular basis. The Oklahoma Lottery is relatively new, but has an extreme potential to expand in and around our state. Our plan is to not only create awareness to young Oklahomans, but also create a drive that compels them to get out and play. So get ready, sit back and prepare to experience the boom and excitement that Outside the Box hopes to give to the Oklahoma Lottery.



## **Julian Dussan**

Creative Director - Julian, an award-winning cinematographer, was an intern with Ogilvy Latina under the art director. He was responsible for laying out ads and creating innovative video reels. He correlated creative applications.

## **Kristin Box**

Recorder/Photographer - Kristin has interned with Ackerman McQueen. She recorded minutes at every meeting and updated action plans, as well as sports media.

## **Latasha Ellis-Cobb**

Media Director - Latasha has worked as an account executive for a landscaping corporation. In addition, she was a staff writer for *The Vista*. She arranged and organized media.

## **Mackenzie Griffith**

Account Manager - Mackenzie interned at Enbridge Energy. She led the group and completed the Situation Analysis, and brainstormed creative applications.

## **Shawn Cromie**

Public Relations Director - Shawn was an advertising account executive at *The O'Collegian*. He also served as an intern for Rexam Plastic Packaging – Closures in Ohio. He created print ads and executed promotions.

## **Tanner Wall**

Research Director - Tanner has interned at Ackerman McQueen and Dateline NBC. He served in video production at both internships. He compiled data for research.



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# Situation Analysis



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## History

The lottery is relatively new to the state of Oklahoma. In 2003, Oklahoma legislature approved a lottery proposal to go before the Oklahoma people. Questions 705 and 706 were placed on the general election ballot in 2004 to allow Oklahomans to vote whether the lottery should be introduced to the state. In November of 2004, Oklahoma voted for the lottery and started the following October. Oklahoma is a member of the Multi-State Lottery Association (MSLA). Oklahoma education is the sole beneficiary for the lottery. Almost half of the money raised through the lottery goes toward higher education. The money for this part of education goes toward grants, scholarships, campus expansions and much more. Funds can also be allocated toward technological upgrades and renovations around the state.

Another forty-five percent of the Oklahoma lottery funds go toward elementary and secondary education. The primary use of this contribution goes toward the compensation for Oklahoma teachers. This money can also be used for technological upgrades like in higher education among many other things. It is estimated that \$135 million funded Oklahoma education in the past year. The Oklahoma lottery has donated over \$30 million to the Teacher's Retirement System Dedicated Revenue Revolving Fund and School Consolidation and Assistance Fund.



The Oklahoma Lottery offers many diverse games. They can be purchased at any participating convenient or grocery store. The available games are:

- Powerball
- Mega Millions
- Hot Lotto
- Cash 5
- Pick 3
- Scratchers

Powerball, MegaMillions, Hot Lotto, Cash 5 and Pick 3 games are similar. To play, numbers are chosen on a playslip. Each game has a different set of numbers and odds. Players can either pick their own numbers by asking for a playslip or use an "EASY PICK" and the clerk will ask the computer to assign numbers. It is only \$1 to play one set of numbers. Players can add Power play for an additional dollar and increase their chance of winning. By selecting the "MULTIDRAW" on the payslip or by asking the clerk, players can allow their numbers to be in drawings up to 10 consecutive times. Randomly selected white and a few colored balls select the winning numbers. Tickets may be purchased up to an hour before each drawing. Players can view the results on KOKH-FOX in Oklahoma City, KOCB-CW in Oklahoma City and Cox channel 3 in Tulsa. The Jackpot of each game ranges from \$35,000 to \$20 million.

Lastly, Scratchers are available at every participating Oklahoma Lottery venue. These small cards are sold for \$1 and up to \$5 depending on the game. Currently, Oklahoma has five \$5, two \$3, ten \$2 and twelve \$1 Scratchers. Playing rules vary from games to game, but most are matching games that can be revealed by scratching the surface with a coin to view the card's contents. The scratcher's odds average about 1 in every 4. Prizes range from \$777 to \$50,000 at most.

Source: <http://www.lottery.ok.gov/scratchers.asp>



# Situation Analysis



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## Advantages and Disadvantages

Advantages of the Oklahoma lottery distinguish the commission from its competitors in Oklahoma. The most obvious advantage to the lottery is that players have the chance to win up to \$81 million by playing the Powerball. Also, when customers play the Oklahoma Lottery, the lottery commission donates a portion of their profits to the education system in Oklahoma.

According to an research, one of the lottery's biggest advantages over its competitors is location. It is easy to walk into a gas station to purchase a Powerball or scratcher, but in order to gamble at a casino, players must travel to the casino location.

The following are advantages and the disadvantages of the Oklahoma Lottery:

- The Oklahoma lottery is fun to play.
- A portion of the profit from the lottery is allocated toward education in Oklahoma.
- Current lottery players can win up to \$81 million by playing the Oklahoma Powerball.
- Easier to play the lottery over casinos because of location of ticket booths instead of traveling to casinos.
- Oklahoma lies in the Bible belt, which makes it difficult to persuade the audience to participate in the lottery.
- There is major competition among casinos and the lottery.
- The recession cuts back on discretionary income on players.
- The lottery is still relatively young (6 years old).



## Previous Advertising and Promotions

Since its inception in 2004, the Oklahoma Lottery has primarily focused its advertising efforts on stressing its contributions to the Oklahoma education system. Billboards have been consistently used and focus on education by stating how much money from the lottery goes to Oklahoma schools and education. Radio spots and television commercials for the Oklahoma Lottery have also focused on the positive contributions the Oklahoma Lottery makes to the Oklahoma educational system.

The Oklahoma Lottery Commission claims that its most effective advertising since 2005 is one that stresses and shows how the games contributions goes to education. However, these television ads have come under much criticism and two bills have cleared the Oklahoma House of Representatives and are currently awaiting passage from the Oklahoma Senate. House Bill 3161 would ban any beneficiary ad or promotion, defined as "any advertisement or promotion that illustrates the benefits or potential benefits to schools resulting from lottery proceeds." HB 2956 would prohibit children from appearing in advertisements promoting the lottery. If HB 3161 becomes law, then the Oklahoma Lottery Commission might be forced to change its logo of "Oklahoma Lottery Benefits Oklahoma Education."

The Oklahoma Lottery Commission began using special promotions on their scratcher tickets in 2006. For their first major promotion, the Oklahoma Lottery gave away two F-150 Oklahoma edition Ford trucks at the Oklahoma State Fair and another truck at an Oklahoma City Blazers game. The truck giveaways were associated with the Oklahoma Lottery's Trucks and Bucks Scratcher. An Oklahoma Lottery custom painted Victory Vegas Motorcycle was given away as part of the Oklahoma Lottery's 1st Anniversary Raffle at the International Finals Rodeo. Ten finalists participated in the grand prize drawing at State Fair Arena where the grand prize winner won the motorcycle and the second place winner won \$2,500 in cash. Along with the Motorcycle giveaway the Oklahoma Lottery Commission also announced the winning raffle numbers at the rodeo.

Source: <http://www.lottery.ok.gov/harleydavidson/>



# Situation Analysis



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In 2007, the \$30,000 Poker Showdown was an Oklahoma Lottery Scratcher with some major cash prizes and "Trip" winners. These trip winners won a \$1,500 travel voucher plus \$250 in cash. The winners could use these vouchers to travel wherever they wanted. During the summer of 2007, 20 lucky players won a trip to the races with the Oklahoma Lottery's "Race to Win" Scratcher. Winners and their guest were taken to Dallas, Texas, in November for the O'Reilly Challenge Busch Series Race and the Dickie's 500 Nextel Cup Race. Winners received transportation, hotel accommodations, tickets to the races, access to the hospitality tent and \$250 in spending cash. In August 2007, when Oklahoma Lottery players bought \$5 in Oklahoma Cash 5 they received a "Cash in with Cash 5" entry form. Five players won 42" LCD HDTV's and five additional players won an Apple iPod Nano. In September 2007, the Oklahoma Lottery awarded five lucky players 2007 Polaris Hawkeye 4x4 ATVs. With any \$5 Power Play purchase or a \$10 Powerball transaction, Oklahoma Lottery players received an entry into the Win Some Wheels Promotion. Each of the five winners got to pick their prize and all of the winners selected to receive an ATV.

*Source: <http://www.lottery.ok.gov/wpt/>*

During the month of September in 2008, players who purchased \$5 in Power Play or \$5 in Sizzler received an entry ticket to win Powerball with Power Play and Hot Lotto with Sizzler tickets for a year. Also in 2008, Player's Club members had an opportunity to enter their lucky pooches into a contest where the 10 finalists had their dog's picture appear on a scratcher card and received a \$200 PetSmart gift card. The Hot Lotto Home Improvement promotion was held May 1-31, 2008. The month of May in 2008 was home improvement month from the Oklahoma Lottery. When players purchased \$5 in Sizzler or a \$10 Hot Lotto with Sizzler transaction, they received an entry to win one of ten \$1,000 home improvement shopping sprees. The Get Cash Back with Oklahoma Cash 5 promotion ran from June 1 - 28, 2008. For the game every 50th Oklahoma Cash 5 ticket purchased statewide, players automatically received an entry ticket to submit into weekly drawings to win various cash prizes.

From April 2 to April 29, 2009, when players would purchase \$5 in Power Play, a \$10 Powerball with Power Play total transaction, they received a chance to win a "Fun in the Sun" vacation or a cash prize such as, a \$2,000 travel voucher for a summer vacation, several \$1,000 spending cash prizes and twenty \$500 cash prizes.

For the first promotion of 2010, the Oklahoma Lottery teamed with the World Poker Tournament for a scratcher ticket promotion. Three winners would receive a trip to the World Poker Tournament trips and be eligible for a \$25,000 cash prize drawing. Participants could also win merchandise from the World Poker Tournament throughout the contest.

*Source: [http://www.lottery.ok.gov/past\\_promotions.asp](http://www.lottery.ok.gov/past_promotions.asp)*

Scratchers were the first game to be incorporated by the Oklahoma Lottery and continue to be very successful. Apart from the aforementioned games, many more promotions have taken place since the inception of using the scratcher cards as promotions began in 2006. These games were very similar in their execution to the ones mentioned above and included varying themes such as electronic giveaways and Ford Mustang giveaways.





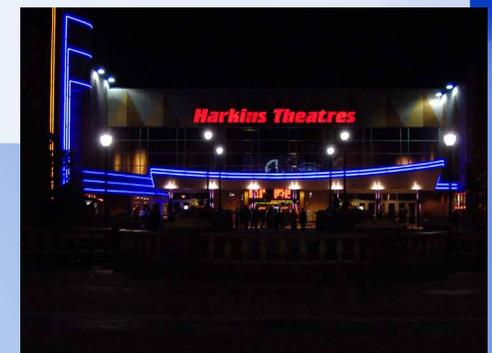
# Situation Analysis



## Competitive Analysis

Competitors	Advantages	Disadvantages	Customers	Previous Advertising and Promotions
Hard Rock Hotel & Casino	Electronic Games, Hotel and Casino, Young demographic, Live music, Location and great incentives	You must stay and play, loud scene and can be expensive	Groups, young (ages 25-45), social and middle to upper class	Car and truck giveaways, incentive programs and Cherokee Rewards Players Club
Remington Park Casino	Great location (near tourist hot spots), cheap buffet, live music, large variety of games and incentives	Not open 24 hours a day, no table games, small male participation	Middle-aged, women, middle to lower income and groups	Nightly promotions on Mondays, Tuesdays, Thursdays and Fridays and Lucky Circle Club
Arkansas Scholarship Lottery	Negative association with Arkansas casinos, top five lottery in the nation and online play club	New lottery, low sales and located in the Bible belt	Middle-aged, men and women	The Club (Arkansas frequent players club) and more promotions to come on Web site
Movie Theaters	Initial results, overall experience, high entertainment factor and reaches a wide demographic	Expensive, time consuming and renting a movie is easier	People of all ages but mostly younger ages (18 to 30) and date crowd	Oklahoma theaters rarely promote their specific theater, but rely on movie trailers to bring in customers

Sources:  
<http://myarkansaslottery.com/>  
<http://www.hardrockcasinotulsa.com/>  
<http://www.remingtonpark.com/home.aspx> and interview with Remington Park Manager  
 We have obtained the advantages and disadvantages of movie theaters from our focus groups.





# Research



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Through our research, Outside the Box Advertising plans to gain a full understanding of the Oklahoma Lottery and its primary competition. We hope to implement this research and successfully establish a new generation of Oklahoma Lottery consumers, particularly within the millennial age group. This age group is our target audience and the research centers on the Millennials.

## Methods Used in Developing Our Research

### Primary Research

- Focus Groups (to gain in-depth information about the Millennial age group's views on the Oklahoma Lottery)
  - We had two focus group studies conducted at separate times but consisting of current OSU students
- Gas Station Employee Interviews
  - Employees were interviewed at various gas stations around Oklahoma to gain information about who are currently purchasing tickets
- Casino Manager interviews
  - The Promotions Director at Remington Park Casino and the Promotions Manager at the Hard Rock Casino were interviewed to gain information about their current consumers, target audience and advertising vehicles used to reach this audience
- Educator interviews
  - We conducted two interviews with current educators in the Oklahoma school system regarding their views of the lottery and their contribution to Oklahoma's education system
- Surveys
  - Survey Monkey – [www.surveymonkey.com](http://www.surveymonkey.com)
  - Paper surveys – These were distributed to students around the Oklahoma State University campus

### Secondary Research

- Outside the Box Advertising used these sources for secondary research in this campaign:
  - The Oklahoma Lottery Commission Web site
  - Various newspaper articles
  - Casino Web sites
  - Border states' lottery Web sites



## Interview with Oklahoma Educator

Rhonda Griffith, Cushing School District

Date: March 31, 2010

- 1. Do you play the lottery? And why?**
  - *"No, I don't play. I think it is a waste of time and money"*
- 2. Are you aware that education is the beneficiary of the Oklahoma Lottery?**
  - *"Yes, I did know that but I don't believe we are getting very much money. Our school system is in a bad situation. We aren't hiring substitutes because we don't have the money. I know I don't play, but if more people DID play there would be more money to donate to elementary education"*
- 3. Would you be more likely to play if you saw results?**
  - *"Definitely. The school systems could use the money"*
- 4. We are trying to reach the Millennials, do you think this will be effective?**
  - *"Yes, this age can be influential to the younger and older generations. The only problem is people think they're unlucky and don't know their odds of winning"*



# Research



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## Interview with Gas Station Cashier

Murphy USA – 1100 North Santa Fe Avenue, Edmond OK  
Josh, Lead Cashier      Date: April 4, 2010

### 1. How many people would you say come in to play the lottery every day? Every week?

- "At least every other person that comes in"
- "Just today 1,000 transactions, so at least 500 that played the lottery"
- "Either Scratchers or PowerBall"

### 2. Around what time of day do people come in to play the lottery?

- "Busiest for the lottery is middle of the day. 10am to 6 or 7pm"

### 3. Do more people come in during the week or on the weekends?

- "They come in on the days that the drawings are. Tues/Wed and Fri/Sat"

### 4. What's the age range of the people that play?

- "Ranges anywhere from 18 to 60."
- "Mostly people over 60 don't play that often"
- "Probably 30-45 play the most"

### 5. What is the ratio of males to females that play?

- "Somewhere around 65% male"

### 6. Which lottery games exactly do people play? Do they play them all? One more than the others?

- "Well, PowerBall and Mega Millions are played the most"
- "After that it's really random"

### 7. When someone plays, how often do they spend more than \$1 on a purchase?

- "The average is between 1 and 5 dollars"
- "There are people that come in and play \$200-300 each week"

### 8. What do you think could be done to increase the number of 18-30 year olds to play the lottery?

- "Honestly, some more games with slightly higher odds but smaller payouts"
- "That's really the thing"
- "People don't think they win enough and there isn't a good enough chance"

## Interview with Remington Park Casino

Joy Rose, Promotions Director

### 1. How many table games and gaming machines do you have available?

- "We do not have table games at this time, but we have over 700 gaming machines"

### 2. What is your current customer base?

- "Our primary customer is middle-aged women"

### 3. How do you reach your target audience?

- "We advertise through newspaper, radio and television ads"
- "Currently, we are running a tuition promotion for college students"
- "All you have to do is bring in your valid student I.D. on Friday for a chance to win"
- "We will cut a check the same night"

## Interview with Hard Rock Café

Tim Burt, Promotions Manager



### 1. Who is your current customer?

- "The current customer is females 40 to 58 years old"

### 2. How do you reach this demographic?

- "We advertise through direct mail, newspaper, radio, billboards and television commercials"

### 3. Do you advertise online?

- "Besides our Web site, we do not have a large online presence"
- "We do not advertise online"

## Focus Group 1

At the Gamma Phi Beta house on Friday April 2, 2010. The focus group consisted of ten females and two males.

### 1. Who has played?

- *A few have played on occasion, but none played regularly.*

### 2. What games have you played?

- *“Just Scratchers.*
- *“Scratchers are the easiest”*

### 3. Why did you play those and not others?

- *“It’s the instant gratification”*
- *“I like knowing right away if I’ve won”*
- *“I just like scratching off the card. It’s fun and exciting”*

### 4. Where do you play?

- *“Only gas stations”*
- *“When I go into gas stations, which isn’t very often because I use my credit card”*
- *“I’d also probably play more often if I could use my card instead of cash”*
- *“That’s a pain”*
- *“Yeah, I have never bought a ticket at a grocery store”*

### 5. Why don’t you play?

- *“I don’t think I am lucky enough to win”*
- *“The odds aren’t good enough”*

### 6. Do you know the odds?

- *“Nope. I don’t think they’re good though”*

### 7. Would you play if you knew the odds were good?

- *“Yes, definitely”*

### 8. Did you know the odds for Scratchers were 1:4?

- *“No, really?”*
- *“But that one win is probably like a dollar....It’s not anything big”*
- *“If I knew that I would probably play more”*

### 9. Would you be interested in winning other prizes other than money?

- *“Yes, maybe an iPad or a vacation”*
- *“Yes, I would like the chance to win something that I otherwise may not buy”*
- *“Money is fine, but prizes would be cool. Like an Xbox or something”*

## Focus Group 2

At the Sigma Nu Fraternity house on April 1, 2010 and consisted of eight males. This focus group was divided according to whether or not they played the Oklahoma Lottery.

### For Players:

#### 1. What games do you play?

- *“Scratchers”*
- *“Pick 3”*

#### 2. What attracts you to these games?

- *“The money”*
- *“Fun to play every once in awhile”*
- *“Maybe I’ll get lucky”*
- *“Chance to win a lot of money with \$1”*

#### 3. How often do you play?

- *“About once every month”*
- *“About once every two weeks”*
- *“Once every couple of months”*

#### 4. How much money do you spend monthly on the lottery?

- *“About \$6”*
- *“\$5”*

#### 5. What could be done to make your experience more enjoyable?

- *“More chances to win big”*
- *“Better chances of winning”*
- *“Be able to scratch the Scratchers in the gas station”*

#### 6. What do you enjoy about the Oklahoma Lottery?

- *“The prize money”*
- *“Winning”*
- *“Fun to play with friends”*
- *“It’s cheap”*

#### 7. Does the amount of money from you purchase that is used towards education factor into your decision to play the lottery?

- *“No”*

#### 8. Where else do you gamble?

- *“Nowhere”*
- *“Casinos”*





# Research



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## 9. If you don't already play Powerball, then what would entice you to play?

- "Nothing"
- "Better chance of winning"
- "More simplicity"
- "More advertisements"

## For non-Players:

### 1. What is your main reason for not playing the lottery?

- "Not wanting to lose money"
- "Small odds of winning"

### 2. What could be done to make the lottery an enjoyable experience for you?

- "Increasing the chance of me winning"

### 3. Are you currently aware of the money that goes towards Oklahoma's education system that is derived from the lottery?

- "Yes"

### 4. Would more types of games attract you to playing the lottery?

- "No"
- "I'm not sure; I don't know much about it"

### 5. Do you partake in any other forms of gambling?

- "No"

## For both Players and non-Players:

### 1. What types of media do you believe the Oklahoma Lottery should use to attract more of your generation to play?

- "Television"
- "Television ads that appeal to our age group and let us know our chances of winning"

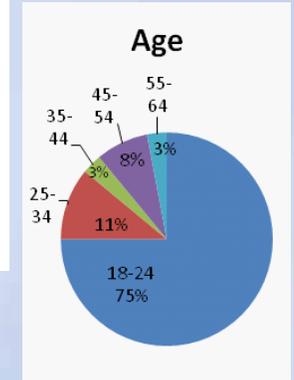
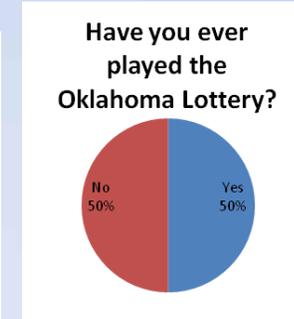
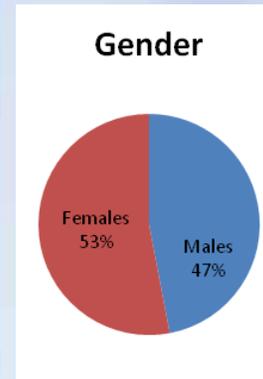
### 2. If you have seen the current Oklahoma Lottery billboards, are they effective in attracting you to play?

- "Not at all"
- "They're stupid and not appealing in the least"

### 3. What do you feel is the best way to attract your generation to play the lottery?

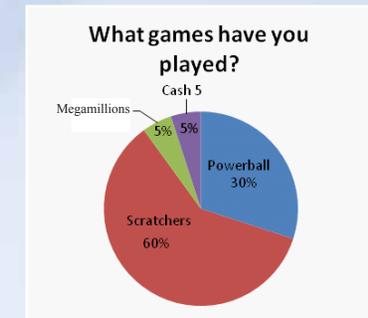
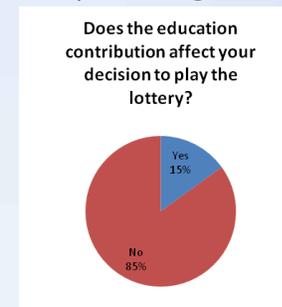
- "Increase the odds of winning and advertise those odds"

The group surveyed consisted of the following demographics:



## Players

The following results were collected from a survey of lottery players 18 to 30 years of age.



We surveyed people 18 to 30 years of age. The games that were most popular with this demographic were Scratchers and Powerball. The average person in this demographic played about once a month and usually played in gas stations. The amount spent ranged from \$1 to \$10 a visit. The majority of the people surveyed said they would play more often if the odds were better. Some members of this demographic also gamble in casinos.



# Research

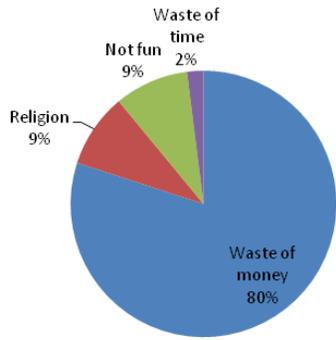


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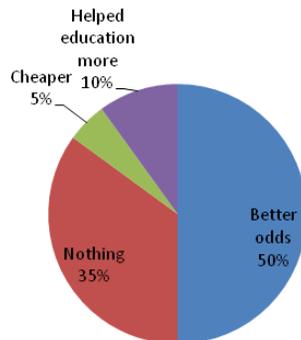
## Non Players

The following results were collected from a survey of non-lottery players 18 to 30 years of age.

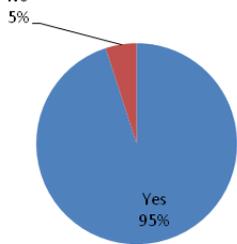
What is the main reason that you don't play the lottery?



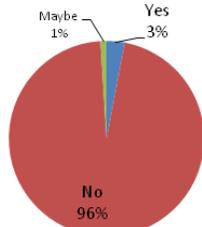
What could be done to make the lottery fun?



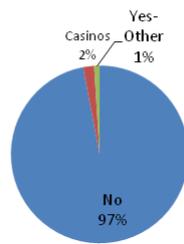
Are you aware that a percentage of lottery earnings go to education?



Would new games make the lottery more attractive?



Do you partake in any other form of gambling?



The majority of non players in this demographic said they did not play the lottery because it was a waste of money. Some did not play for religious reasons. About 85 percent of the nonplayers surveyed said they were aware that money went to education and this same group said the money toward education did not influence their decision to gamble. While 95 percent said they did not gamble anywhere else, about 5 percent said they gamble in casinos.

## Conclusion

The Millennial generation is our target audience and within this demographic various forms of entertainment are the primary competition, such as music, video games, movies and electronics. We will reach the Millennial generation by use of several different media vehicles.

We will advertise on television with spots that will air on channels that are popular with the 18-30 year old demographic during programs with high viewership from that age group. Based on our research, we will also incorporate Oklahoma publications that are popular with the Millennial generation, including the student newspapers at the University of Central Oklahoma, Oklahoma State University and the University of Oklahoma. We will also place the same advertisements in the *Oklahoma Gazette* and on Facebook. In order to reach a broader base of consumers that exceeds the target audience while still including them, Outside the Box Advertising will place displays at gas station pumps for at-the-pump advertising.

The Oklahoma Lottery's previous campaigns have focused primarily on the amount of money from the lottery that goes towards Oklahoma's education system. Through our two focus groups and multiple surveys, which can be seen on the previous graphs, it was revealed that education has very little influence in encouraging the Millennial generation to play the Oklahoma Lottery. That is why our campaign will not incorporate education into any of our advertisements geared toward the Millennials. We were also able to confirm through our focus groups and surveys that many viewed the lottery as being a waste of money so Outside the Box Advertising will concentrate on increasing the odds and the overall value of the lottery games will dramatically increase sales within our target audience.



# Problems and Opportunities



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## SWOT Analysis

<b>Strengths</b> <ul style="list-style-type: none"><li>• Readily available at all times</li><li>• Quick and inexpensive</li><li>• High payouts</li></ul>	<b>Weaknesses</b> <ul style="list-style-type: none"><li>• Oklahoma Lottery is still young, especially when compared to other states</li><li>• Target Audience not aware of high odds of winning</li></ul>
<b>Opportunities</b> <ul style="list-style-type: none"><li>• Only 46% of Oklahomans under 35 have played lottery</li><li>• Millennials have over \$15 billion of discretionary income in the U.S.</li><li>• Many aren't aware of 1 in 4 chances of winning</li></ul>	<b>Threats</b> <ul style="list-style-type: none"><li>• Location in Bible Belt</li><li>• Located in state with over 100 casinos</li><li>• Slowed economic climate</li></ul>





# Marketing Strategy



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With our marketing strategy, the campaign will bring great awareness of the lottery to Oklahoma. With our advertising, public relations and promotions, we will illustrate the odds of winning the lottery.

After conducting research, Outside the Box Advertising has decided to advertise the 1 in 4 odds of winning on a scratcher. According to focus groups, Millennials would be more likely to play if they knew the odds were better. In print, television and radio advertisements we will compare the odds of winning to other odds.

We will reach the Millennials by segmenting them with media. We will reach 18 to 24 year-olds by advertising in three college newspapers and local radio stations. Ages 25 to 30 will be reached by using magazine and television.

We will also use Oklahoma State University and University of Oklahoma Jumbotron outdoor ads, 3D cinema and Internet. These forms of media will allow us to reach the entire target audience.

With each of our promotions and advertisements correlating with the odds of winning, we expect our campaign to be successful. By communicating the 1 in 4 odds to the Millennials, it will entice them to play. We will combine all forms of media for the campaign to create a successful, funky, interesting idea that will appeal to our entire audience.





# Media



OUTSIDE THE BOX  
ADVERTISING

## Objectives

### Marketing Goal:

Research revealed that Millennials are not educated on the odds or prices of the Oklahoma Lottery games. Also, the fact that the lottery contributes \$0.35 of every dollar to Oklahoma education had no effect on Millennials' decision to purchase lottery products.

Therefore, the objective of Outside the Box Advertising is to increase awareness among Millennials of lottery odds and inexpensive prices. This will be executed by implementing new features to make the lottery more exciting and reinventing traditional lottery methods.

### Target Audience:

The target audience is Millennials aged 18 to 30. This group is technologically savvy and receives most of its news and information from the internet.

### Geographic Coverage:

Local advertising will be utilized to increase sales revenue throughout the state of Oklahoma.

## Strategies

### Target Audience:

The media that best fits the 18 to 30 year old demographic is internet, television and magazines.

Rationale: This demographic accesses the internet at least once a day. Also, television is the most trusted medium for breaking news while magazine advertisements have the most credibility.

### Geographic Coverage:

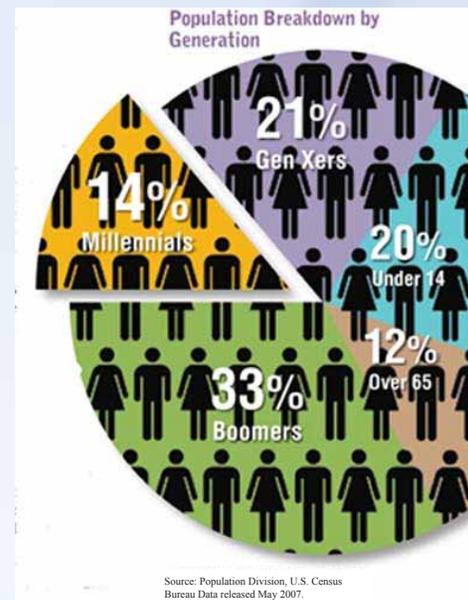
The media that best fits the state of Oklahoma is internet, radio and specialized newspapers.

Rationale: Internet ads can be tailored to target people with specific age ranges, races, educational levels, genders and cities. Local radio is personalized and will enable the client to connect directly to the target audience. Alternative and campus newspapers are frequently read by Millennials who rarely read traditional newspapers.

### Reach/Frequency:

Television and radio will be used to build reach while internet, magazines and newspapers will be used to build frequency.

Rationale: Television and radio captures a large audience, but are more expensive than other forms of media. Internet, magazines and newspapers are less expensive and still garner a lot of attention from the target audience.





# Media



OUTSIDE THE BOX  
ADVERTISING

## Tactics

### Magazine:

#### *Oklahoma Living*

- ads will run in October, January and April
- the ads will be full page and color
- *Oklahoma Living* has 310,000 subscribers throughout the entire state of Oklahoma
- It is published monthly and doubles its pass along readership

#### *Tulsa People*

- ads will run in October, January and April
- the ads will be full page and color
- *Tulsa People* has a substantial readership with the 18-30 year old demographic
- It reaches 32,000 readers each month

### Newspaper:

#### *The Vista*

- ads will be 6 x 10.5
- *The Vista* is the newspaper for the University of Central Oklahoma
- It reaches a large portion of our target audience in

Edmond, Oklahoma.

#### *The O'Collegian*

- ads will be 6 x 10.5
- *The O'Collegian* is the newspaper for Oklahoma State University
- Most of the target demographic in Stillwater, Oklahoma is students at this university

#### *The Oklahoma Daily*

- ads will be 6 x 10.5
- *The Oklahoma Daily* reaches students, faculty and staff at the University of Oklahoma

#### *Oklahoma Gazette*

- ads will be full page
- *Oklahoma Gazette* has a circulation of 53,000 and serves Oklahoma City, Norman, Edmond, Moore, Midwest City and Guthrie

### Radio:

#### The Sports Animal

- ads will be 30 second spots
- during afternoon drive
- The Sports Animal is a popular sports program attracting male and female Millennials

#### KHITS

- ads will be 30 second spots
- during afternoon drive
- This radio station plays pop music that attracts Millennial listeners

### Television:

#### CW

- ads will be 30 second spots
- during prime time
- CW has a large Millennial audience that watch shows such as Gossip Girl, Supernatural and 90210.

#### ABC

- ads will be 30 second spots
- during prime time
- ABC has a large Millennial audience that watch shows such as Lost and The Bachelor

#### NBC

- ads will be 30 second spots
- ads will run during prime time
- NBC has a large Millennial audience that watch shows such as 30 Rock and The Office

#### OSU Television

- 30 second ads will run during Oklahoma State University football games
- These ads will capture students at OSU

#### OU Television

- 30 second ads will run during University of Oklahoma football games
- These ads will capture students at OU





# Media



OUTSIDE THE BOX  
ADVERTISING

## Online:

### Facebook



- run two weeks every month from September through April
- the ads are 120 pixels wide by 80 pixels high
- the ads will be located next to the user profile information
- Facebook has 423,420 members in the state of Oklahoma in the 18 to 30 age groups
- The ads, placed conveniently next to the profile information, can easily capture the attention of Millennials

### Hulu

- the ads will be 30 second spots
- the ads will run on programs that target 18 to 30 year olds
- Hulu ads will be placed before popular shows that are rerun online

## Theatre:

### IMAX

- Oklahoma Lottery commercials will run during 3D movies in October and November
- the commercials will be presented in 3D
- the commercial will be 30 second spots
- Many 3D movies targeting the 18 to 30 year old demographic will be released within the next year
- Movies such as Avatar reached record numbers of Millennials

## Outdoor:

### OSU Jumbotron

- the Oklahoma lottery logo will be placed around the Jumbotron permanently for the 2010-2011 football and basketball season

### OU Jumbotron

- the Oklahoma lottery logo will be placed around the Jumbotron permanently for the 2010-2011 football and basketball season

## Conclusions

Outside the Box' media choices have been carefully researched, arranged and planned to reach the target audience in the most cost-efficient way with the given budget. By using various forms of media, we are efficiently reaching our target. Outside the Box is confident that our media plan is the best implementation available for the Oklahoma Lottery campaign.







# Creative



OUTSIDE THE BOX  
ADVERTISING

## Creative Strategy

Based on our surveys, focus groups and interviews, we came to understand that Millennials are unaware of the odds. Their decision to play the lottery is not based on the fact that a percentage of the earnings go to education and Millennials are less likely to purchase tickets from a retailer.

With this acquired knowledge, Outside the Box Advertising chose to incorporate these elements into our creative strategy. The odds of winning the lottery were important to the younger demographic we are trying to reach, therefore we decided to emphasize these odds.

This campaign features the tagline, "Gotta Play to Win."



## Creative Implications and Restrictions

Outside the Box Advertising decided to use an array of media to reach the Millennials because they are consistently using various forms of media for different needs. They tend to get their breaking news from television, they trust advertisement in magazines more than any form of media, and they access the internet at least once per day.

We created ads for outdoor, magazine, newspaper, Facebook, television, radio, Hulu and movie theatre. We were creatively restricted from advertising for institutions that are religious in nature or that service children.

## Creative Executions

### Outdoor

The outdoor advertisements will consist of placing the Oklahoma Lottery logo placards around the jumbotrons at the Oklahoma State University and University of Oklahoma football and basketball games. The placards will be located in the lower "U" of the Jumbotron and will be permanent for the season.



# Creative



## Magazine

To accentuate the campaign's big idea and dramatize the one in four chance to win a scratcher, getting struck by lightning rarely occurs, and comparing the two gives the audience a positive feeling toward the odds of winning a scratcher.

What's the chance?

Odds of Getting Struck by lightning...

1 in 750,000

Odds of Winning an Oklahoma Lottery Scratcher...

1 in 4

but

You Gotta Play to Win!

OKLAHOMA LOTTERY

LUCKY DIAMONDS WIN UP TO \$1,000

Get three "7"s a vertical, horizontal row like Tic Tac Toe to prize in prize

OKLAHOMA LOTTERY



# Creative



OUTSIDE THE BOX  
ADVERTISING

## Magazine

The odds of dating a supermodel are drastic, which goes with our theme of accenting the good odds of winning at the lottery. The images are of a nerdy guy standing with a beautiful girl. This gives the ad humor which, as our research shows, is effective in reaching the target audience.

Odds of Dating a Supermodel  
1 in 88,000  
Odds of Winning the  
Oklahoma Powerball  
1 in 35!



But you gotta play to win!



# Creative



OUTSIDE THE BOX  
ADVERTISING

## Newspaper

The headline illustrates the one in four chances to win which follows the campaign's big idea. In order to make the actual "1 in 4" stand out, it is yellow and larger than any other font on the page. Also, the humorous copy and image are intended to be effective in college newspapers. (source: focus groups)

A graphic for an Oklahoma Lottery scratcher. It features a blue and white spiral background. At the top, the text "Scratch... Scratch... Scratch... WIN!" is written in bold black font. Below this, "1 in 4" is written in large, bold yellow font. Underneath, the text reads: "You have a one in four chance to win an Oklahoma Lottery Scratcher!" followed by "Scratching THAT never got you anywhere... Try your luck with Oklahoma Lottery!". At the bottom, there is a photograph of a brown bulldog sitting, with a thought bubble behind it. The Oklahoma Lottery logo is positioned at the bottom right of the graphic.

**Scratch... Scratch...  
Scratch... WIN!**

**1 in 4**

You have a one in four chance to win an Oklahoma Lottery Scratcher!

Scratching THAT never got you anywhere...  
Try your luck with Oklahoma Lottery!

The Oklahoma Lottery logo, featuring the words "OKLAHOMA LOTTERY" in a stylized font with a yellow starburst graphic.



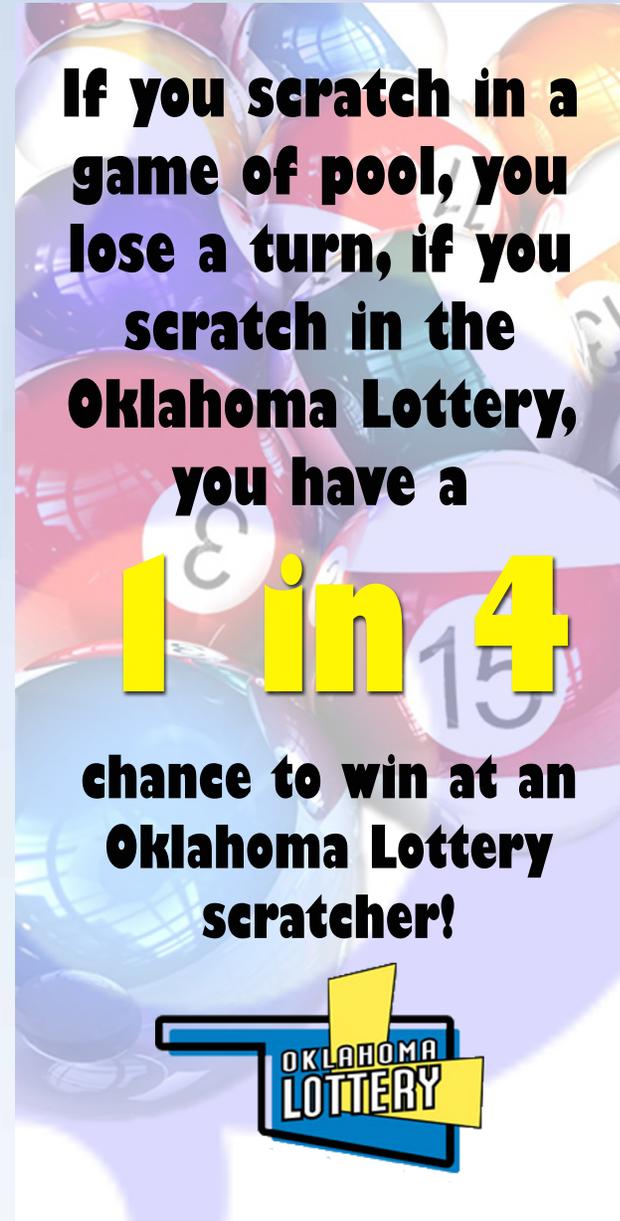
# Creative



OUTSIDE THE BOX  
ADVERTISING

## Newspaper

In order to accent the big idea, the ad was based on a pun between scratching at a game of pool and scratching a scratcher from the Oklahoma Lottery. The ad needed to be clever as well as illustrate the big idea for the target market to observe the ad.





# Creative



OUTSIDE THE BOX  
ADVERTISING

## Facebook

Facebook ads are limited to 120 wide by 80 pixels high. The ads show the Oklahoma Lottery logo with clever lines that promote the odds of winning.

**1 in 4 chance to win...**



...on Oklahoma Lottery Scratchers! For more information on games and prizes, visit [www.oklahomalottery.com](http://www.oklahomalottery.com).

**What are the odds?**



For Oklahoma Lottery Scratchers, you have a 1 in 4 chance to win! Click here to find out more odds, or visit [www.oklahomalottery.com](http://www.oklahomalottery.com).



# Creative



OUTSIDE THE BOX  
ADVERTISING

## Television

To demonstrate the odds, we incorporated four men sitting on a couch that are bored. After the voiceover lets the men know that one of them will win the lottery, one man starts daydreaming about the endless fun possibilities. Our tagline is interjected at the end to emphasize that you have to actually get off of the couch and go play to have a chance at winning.

0:30 TV Spot  
"Oklahoma Lottery: Lavish Life"

Four unattractive guys in their 20s are sitting on a couch. They all look lazy and uninspired.

Guys look astonished and hopeful.

Tight zoom on one guy's glazed over eyes and face. (This guy should look like Zach Galifianakis)

Dream Transition

Cuts to Zach on a throne in his underwear with gold coins and treasure surrounding him. He has three attractive women in bathing suits feeding him grapes and fanning him. There are exotic animals and people are chanting his name.

Cut to new scene: Zach is in on a divingboard and he jumps into a swimming pool filled with one hundred dollar bills. He lands and swims around. There is a mansion in the background.

Dream Transition

Cuts back to the four friends on the couch.

All frantically stand up and run out.

Oklahoma Lottery Logo appears.

VO: (deep ominous God-like voice)  
One of the four of you will win the lottery today.



VO: One in four of you will be the winner, but you gotta play to win.



# Creative



OUTSIDE THE BOX  
ADVERTISING

## Television

This commercial deals with the scratchers. It features a man doing nothing except scratching himself. His roommate comes in and gives him a wake up call, saying that nothing will come of standing around scratching himself, and then she informs him of the odds of the Oklahoma Lottery scratchers. He becomes enticed and alert. The one in four odds are featured in this ad, as well as our tagline.

:30 TV Spot  
"Oklahoma Lottery: Scratching"

Fade in to a wide shot of an apartment living room, messy with clothes and trash.

Scratching SFX

Cut to a CU of the living room, a side shot of a normal-looking guy wearing jeans, standing up in front of a couch, watching TV, only showing the area between his waist and knees. He is scratching his rear.

Scratching SFX, increased volume level

Cut to a front view CU of his face and neck; he is scratching his scraggly beard.

Scratching SFX

Cut to a front view CU of him scratching his chest.

Scratching SFX

Cut to a side view CU of him scratching his butt again. He continues to scratch, while his female roommate opens the door in the background, coming into the apartment. She stops when she notices he is just standing there scratching his rear.

Scratching SFX  
Door squeak SFX  
Door shut SFX

Cut to an over-the-shoulder view of his female roommate, with him in view in front of her. He turns toward her while still scratching his butt, noticing she is just standing there looking at him.

Scratching SFX

Cut to a CU of his female roommate.

Scratching SFX  
Female Roommate: Ya know, you're never gonna get anywhere just standin' around scratchin' your butt. Did you know there's a one in four chance of winning on Oklahoma Lottery scratchers?

Guy stops scratching his butt, and has a facial expression of excitement.

VO: Oklahoma Lottery. Gotta Play to Win.



# Creative



OUTSIDE THE BOX  
ADVERTISING

## Radio

The radio ads communicate the odds of the Oklahoma Lottery with sound effects and voice overs that exaggerate humorous situations. They both have the same voiceover at the end to create consistency.

### :30 Radio Spot #1

**SFX:** A press conference with sounds of cameras and journalists trying to ask questions.

**Male Journalist:** Sir, sir, how does it feel to now be the richest man in the state of Oklahoma?

**Young Man:** It feels great, I can't believe I won the lottery but I saw that I had a one in four chance to win so I figured I should go for it!

**SFX:** Journalists trying to ask questions with busy sound.

**Female Journalist:** Sir what will you be spending your millions of dollars on?

**Young Man:** Well I've already bought a few cars, a mansion and now I plan on traveling the world with all of my girlfriends. Notice I said all of them hehe.

**SFX:** Alarm clock going off

**Nagging Mom:** Jacob wake up, you're going to be late for work!

**Young Man:** What?! It was only a dream?!

**Attractive Sounding Female Announcer:** The Oklahoma Lottery. Gotta Play to Win!

### :30 Radio Spot #2

**Drill Sergeant:** Good morning runts! Are you ready to become the men you have dreamed of becoming?

**Group of men:** Sir yes sir!

**Drill Sergeant:** Good, now I'll begin by teaching you some of the most important things you will ever learn. For instance did you know that only 1 in 2 billion people will live to be 116 years old?

**Men:** Sir yes sir!

**Drill Sergeant:** Good! Now did you know that it is impossible to sneeze with your eyes open?

**Men:** Sir yes sir!

**Drill Sergeant:** Great! Now the most important statistic you will ever hear that will change your life. Did you know that if you play the Oklahoma Lottery then you will have a one in four chance of winning?

**Men:** Sir no sir!

**Drill Sergeant:** Now get out there and win some serious prize money and remember that you gotta play to win!

(Men go crazy and start celebrating)

**Attractive Sounding Female Announcer:** The Oklahoma Lottery. Gotta Play to Win!



# Creative



OUTSIDE THE BOX  
ADVERTISING



## Hulu

Advertisements on Hulu are 30 second spots placed before programs that target Millennials. Two commercials include "Lavish Life" and "Scratching".

0:30 TV Spot  
"Oklahoma Lottery: Lavish Life"

Four unattractive guys in their 20s are sitting on a couch. They all look lazy and uninspired.

Guys look astonished and hopeful.

Tight zoom on one guy's glazed over eyes and face. (This guy should look like Zach Galifianakis)

Dream Transition

Cuts to Zach on a throne in his underwear with gold coins and treasure surrounding him. He has three attractive women in bath suits feeding him grapes and fanning him. There are exotic animals and people are chanting his name.

Cut to new scene: Zach is in on a divingboard and he jumps into a swimming pool filled with one hundred dollar bills. He lands and swims around. There is a mansion in the background.

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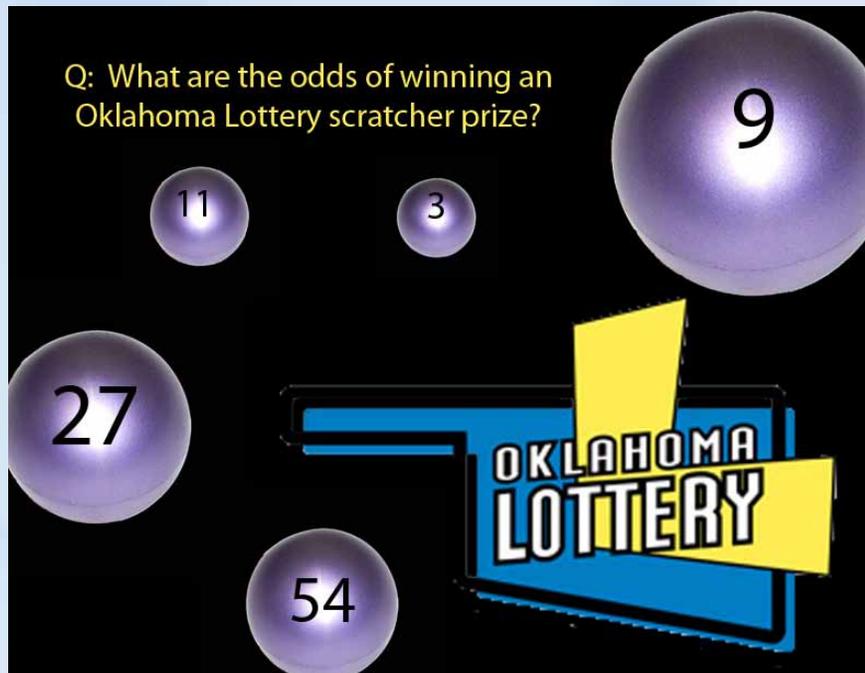
# Creative



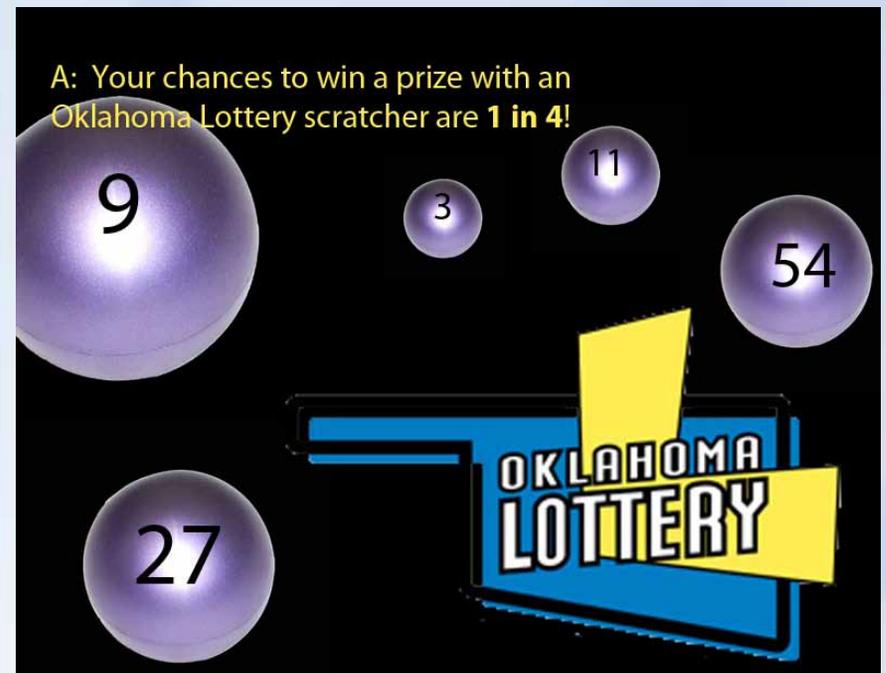
OUTSIDE THE BOX  
ADVERTISING

## Theatre

Our theatre advertisements are in 3D. The ads show the Oklahoma Lottery logo and powerballs bouncing around the screen. A trivia question will appear and then be answered in a subsequent ad.



When the answer is shown, the powerballs are in random places from where they started, still moving around and changing sizes. The answer features our 1 in 4 odds.





# Promotions and Public Relations



## Public Relations

Connecting with an organization's publics is becoming easier with social media. Through the use of Twitter, Facebook and MySpace, the lottery commission will be able to connect with players who are fans or friends online with the brand about upcoming news, promotional events and announcements. Not only will the use of social media connect with players, but it will also be able to connect with employees and retail locations.

- The accounts will be created in the beginning of the campaign on Sept. 1, 2010
- Information will be focused on the excitement of playing the lottery and the odds of winning amount
- The company pages will feature information on winners, the history of the Oklahoma Lottery and will also feature links to various gambling addiction Web sites
- It is important in such a conservative state to vocalize and help those who suffer from gambling addiction
- It shows the organization's publics that it cares about its players and is willing to offer help to those who reach out
- The great part of social media is the price- FREE!
- Press releases will be used to increase awareness of the promotions of the campaign that follows

## iPhone Application

The iPhone and iPad are influencing media more and more every day. According to an article in Los Angeles News Today, Apple has sold about 450,000 iPads, and users have downloaded over 3.5 million applications since the recent release of the iPad. Because the Millennials are so tech-savvy, the integration of an iPhone application into the campaign will be useful and fun.

The application that will be developed will have four segments:

- The first segment will be a simple video game that allows the user to pick and choose from different options to design a virtual scratcher card
- The features include game name, rules of the scratcher, color theme and icons to scratch off of the card
- Many of the top 25 applications from the App Store are simple games with simple graphics and easy-to-play directions
- A similar simple video game application should increase downloads of this application



Let's Go Digital



# Promotions and Public Relations



- The second segment will be an interactive Powerball ticket
- The user of the application will be required to purchase prepaid cards that can credit the users account so they can purchase Powerball tickets via the application
- The company will then immediately e-mail the user the receipt ticket so the user can have a physical copy of the Powerball ticket
  - According to interviews, the target audience said they would not travel to ticket distribution locations to buy tickets
  - So this attribute of the application allows the audience to gamble simply and effectively

- The last attribute will be a ticket-distribution map. When users click on the designated icon the application will ask to find the users location
- After the location is found the application will list the nearest locations to the user to purchase lottery tickets





# Promotions and Public Relations



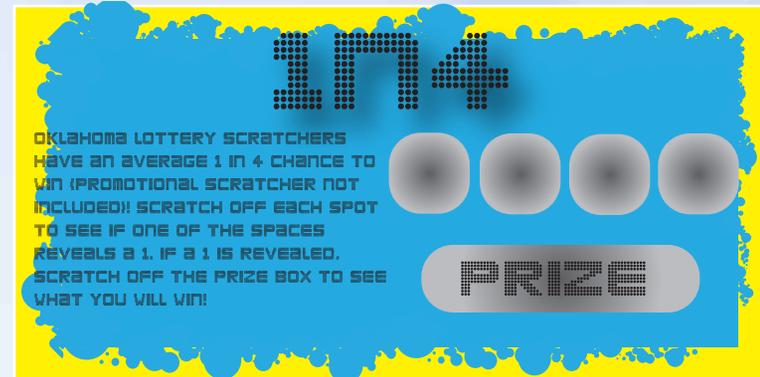
The application can contact hundreds of iPhone and iPad users that fit the campaigns target audience in Oklahoma. According to an article published in Arstechnica.com in 2007, 28 percent of the Smartphone market was held by the iPhone. Apple plans on continuing to release new products into the market as well with OS 4 being released in June 2010.

The averaged range for the development of an iPhone/ iPad application is \$5- 10,000. This was determined based on an average of the wages of application developers that were located on various job listing Web sites. Though the amount may seem steep, the opportunities to begin promoting the company via mobile technology are barely scratching the surface. This tactic not only increases awareness of the brand, but also it has the opportunity to also create profit for the lottery.

This promotion is publicized on the Oklahoma Lottery Commission Web site and through various advertising media in body copy.

## Idea 2: Scratcher

The second idea is a promotional scratcher. According to our research, the audience liked the idea of winning smaller amounts of money or actual objects more often. So the idea is to create a promotional scratcher that has prizes rather than monetary profit. There will be 20 LG 32" Class LCD 720p 60Hz HDTVs, 20 iPads and 30 Xbox 360 consoles. This tactic is not designed for profit for the Oklahoma Lottery, but is intended to publicize the chances of winning at an Oklahoma Lottery scratcher is around 25 percent. The promotional scratcher's odds of winning will not be restricted to a 25 percent chance.



To play the promotional scratcher, the player must scratch all four small squares off to see if one reveals a No. one. If the No. one is present, the small rectangle labeled “prize” will be scratched off to reveal the item won. If a promotional item is won, the winner’s name and information is recorded by clerk at the retail location. (This scratcher is only available where there is a clerk available.) This promotion is publicized through mentions and product placement into commercials and through press releases that are delivered to local news-stations and papers. It features on the Oklahoma Lottery Commission Web site. There are 1,000 promotional scratchers printed and distributed evenly to retail locations in Oklahoma City and Tulsa. They are shipped out with orders so as to make it easier for retailers to distribute them.

At the time of purchase of a scratcher, the customer receives the promotional scratcher free of charge. The scratchers are free because the customers get the information on the scratcher for free rather than having to pay for a chance to win. This way, everyone who buys a scratcher has a chance to win!

- iPads- \$499.00 x 20= \$12,580
- LG 32” Class LCD 720p 60Hz HDTV: \$416.54 x 20 = \$8330.40
- Xbox 360 Arcade Console: 192.00 x 30= \$7960
- Printer Fees: \$475 (According to promoprintinggroup.com)



## Evaluation

Outside the Box advertising uses benchmark surveys to measure the success of increasing the awareness of the lottery among the target audience. The awareness is measured using surveys, depth interviews and focus groups. The last form of evaluation measures publicity by tracking media clips that may be published for the campaign.



# Wrap-Up



OUTSIDE THE BOX  
ADVERTISING

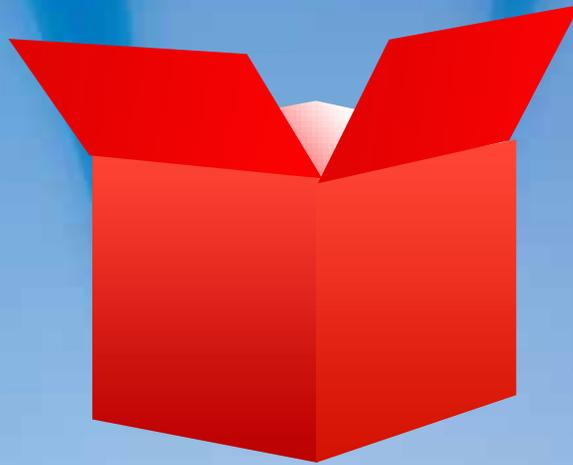
## Budget

Budget 2010-2011	
Media	Cost
Television	\$130,400
Radio	\$ 23,200
Newspaper	\$ 79,802
Magazine	\$ 14,500
Internet	\$ 11,500
Theatre	\$ 22,000
Outdoor	\$100,000
<b>Total</b>	<b>\$381,402</b>
<b>Promotions</b>	
iPads	\$ 12,580
HDTV	\$ 8330
Xbox 360	\$ 7960
Scratcher	\$ 495
<b>Total</b>	<b>\$ 29,365</b>
<b>Production</b>	
Contingency	\$ 5000
<b>Total</b>	<b>\$ 20,000</b>
<b>Campaign Total</b>	<b>\$430,767</b>

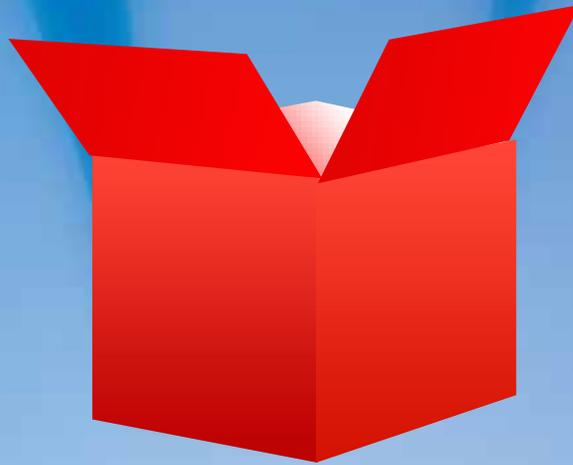
## Conclusion

Outside the Box is introducing a campaign that is designed to re-establish the image of The Oklahoma Lottery. By creating a universal theme of 1 in 4 odds, the idea is to generate both awareness and excitement for Millennials to play to win. The Oklahoma Lottery already has a brand logo that is both bright and compelling. Outside the Box simply used that logo to illustrate additional designs, and channel these into various media outlets. By splashing the Oklahoma Lottery's emblem across billboards, television, radio, signage and at-the-pump displays, we want to build brand loyalty over time. The objective of this campaign is to create an overall energy, that will in turn, double the amount of individuals within our age bracket purchasing tickets on a regular basis. We see the client's relatively young existence as a potential to create a desire for young Oklahomans to invest in the future of our state.





**OUTSIDE THE BOX  
ADVERTISING**



**OUTSIDE THE BOX  
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