



# Instant Re-Launch

# A Challenging First 12 Years

The law required 35% of all sales be returned to our beneficiary.

The remaining 65% was split between 4 categories.

Oklahoma Education Beneficiary

- 35% of all sales

Prizes

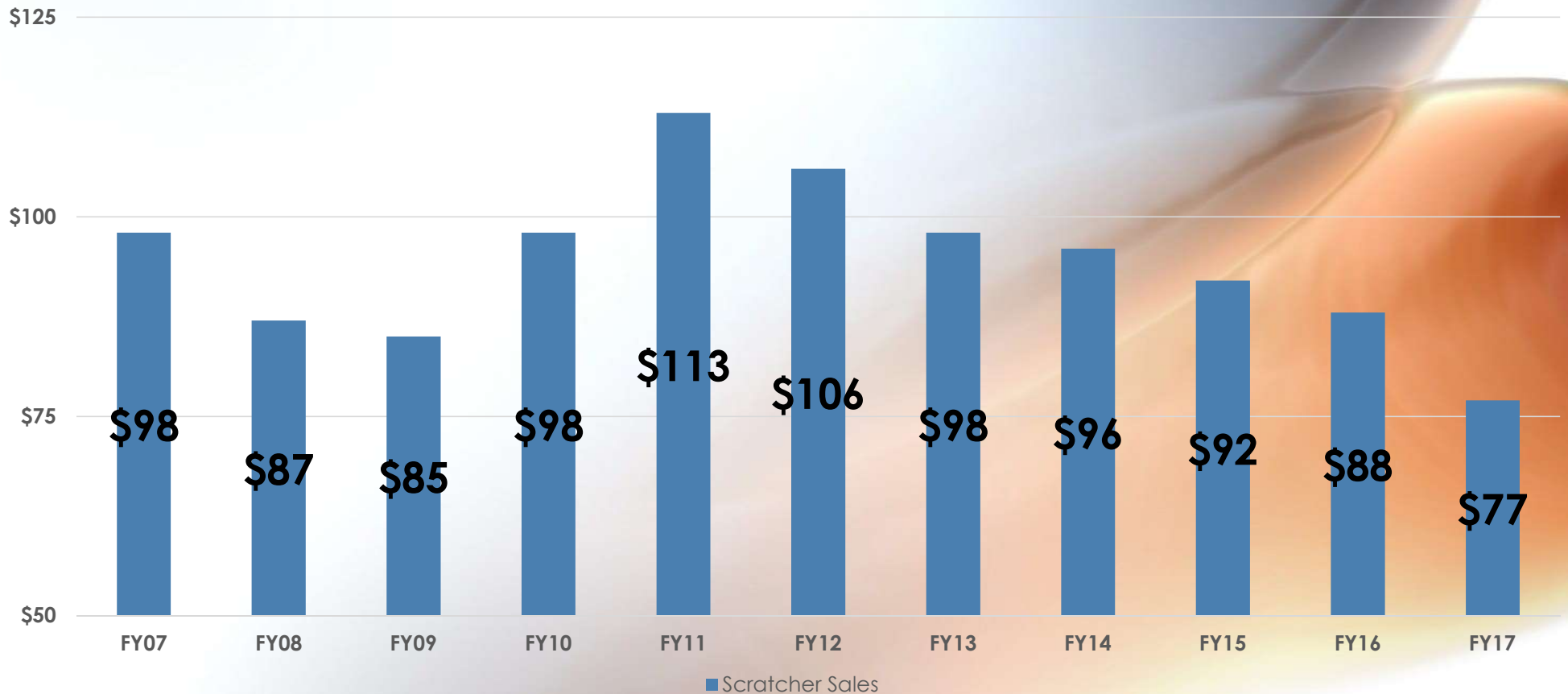
- FY17 aggregate instant payout 58%

Retailer Commissions

Vendor Fees

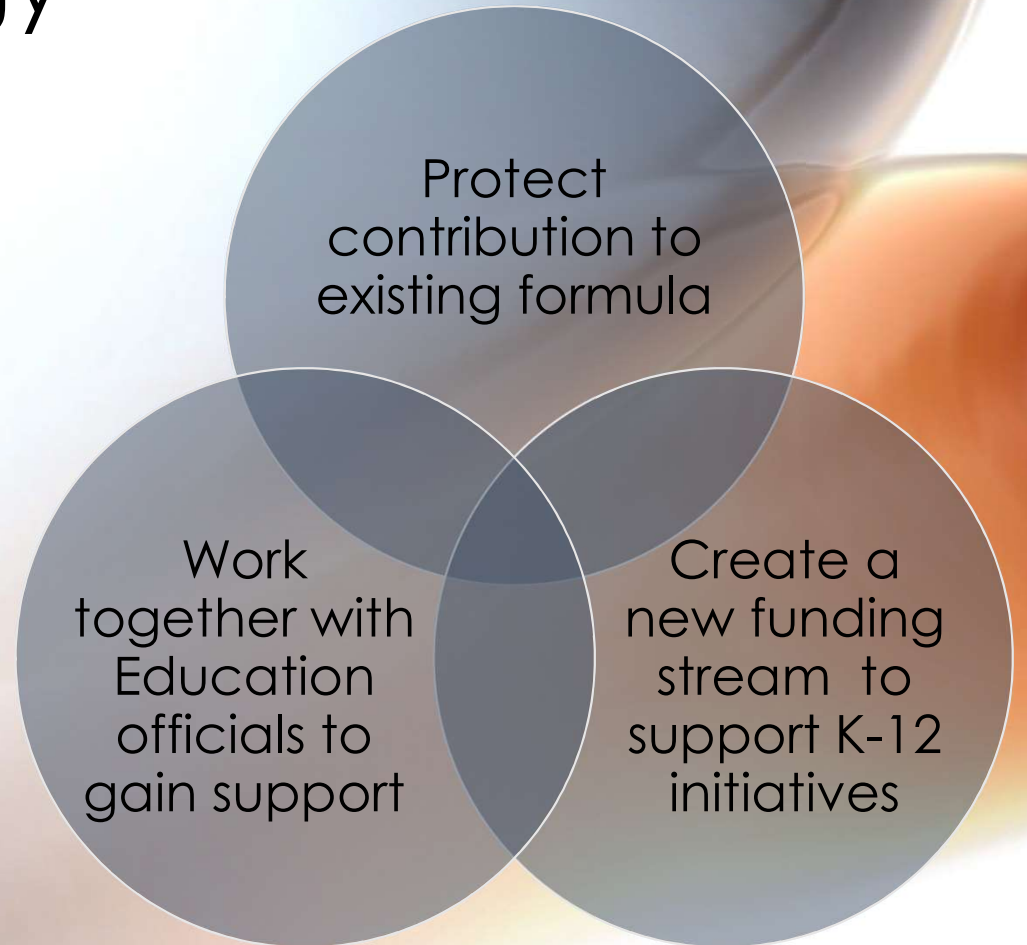
Operating Costs

# Declining Instant Sales



# Legislative Strategy

In FY17 the Lottery retained a Public Affairs firm and hired 2 full time lobbyists to work new legislation in both the State House and Senate.



# Research Results for Product Development

## Dissatisfied with Play to Win Ratio

- 84% of respondents

## Win More Often

- More than half of respondents

## More Chances to Win Smaller Prizes

- 27% of respondents

## Cash Prizes Instead of Free Tickets

- 24% of respondents

# Product Focus

Based on research and feedback product re-design was focused in 4 main areas.

Launch Higher Price Points

- Launch 1<sup>st</sup> \$10 Game

Focus on Low Tier Prizes

- Increase the total number of wins

Increase the Payout


- 8% increase at each price point

Replace Free Tickets with  
Cash Equivalent

# Re-Launch Strategy

Goal:

Make the biggest impact at retail to draw attention and increase sales



- Reduce distribution in weeks leading up to change over

- Set allocation of new games based on weekly sales /bin count by price point

- Remove old product and replace with new product in short timeframe

- Message loud and often about new product

# Messaging





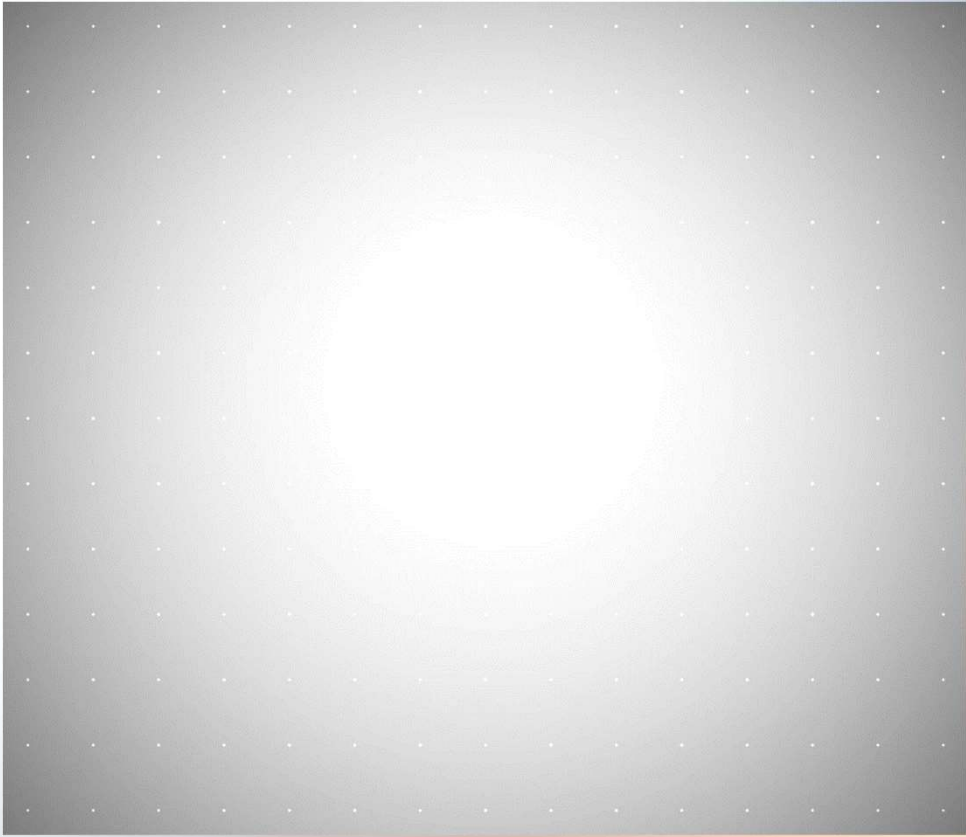
# Messaging

Reb

# Messaging

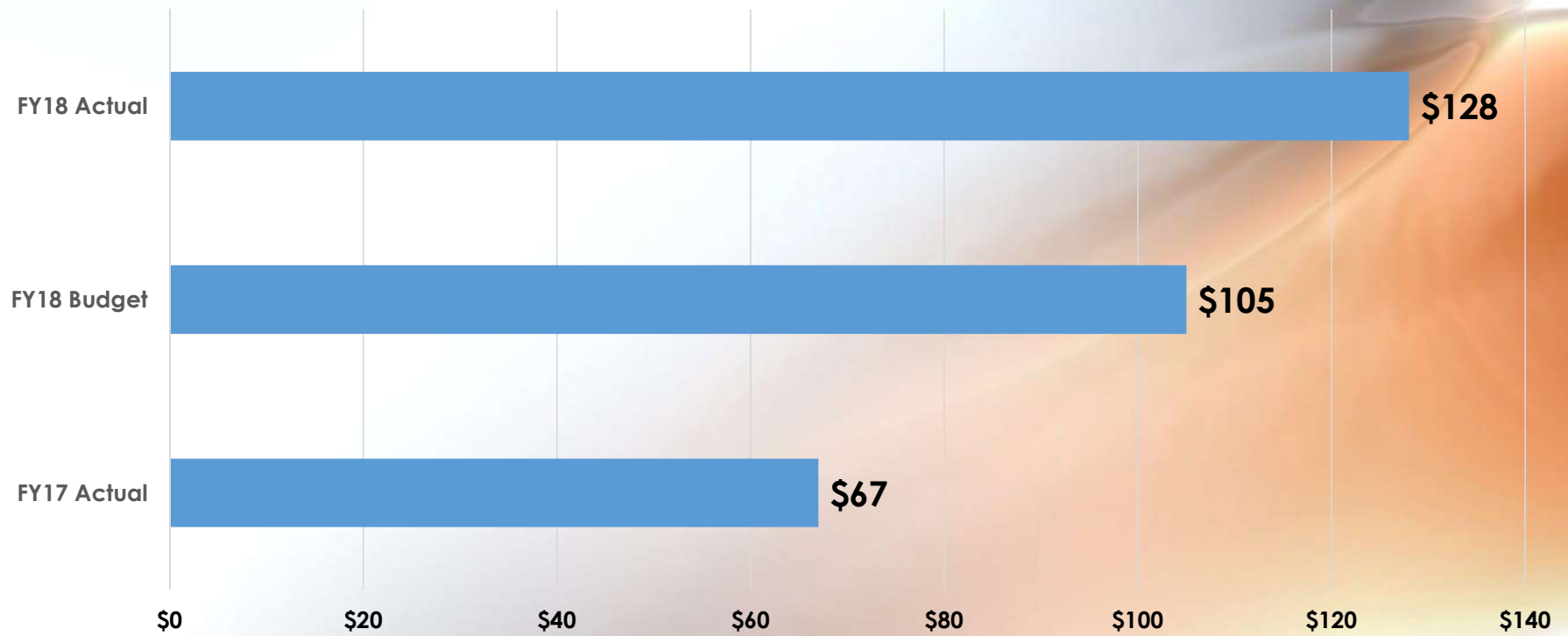


# Messaging



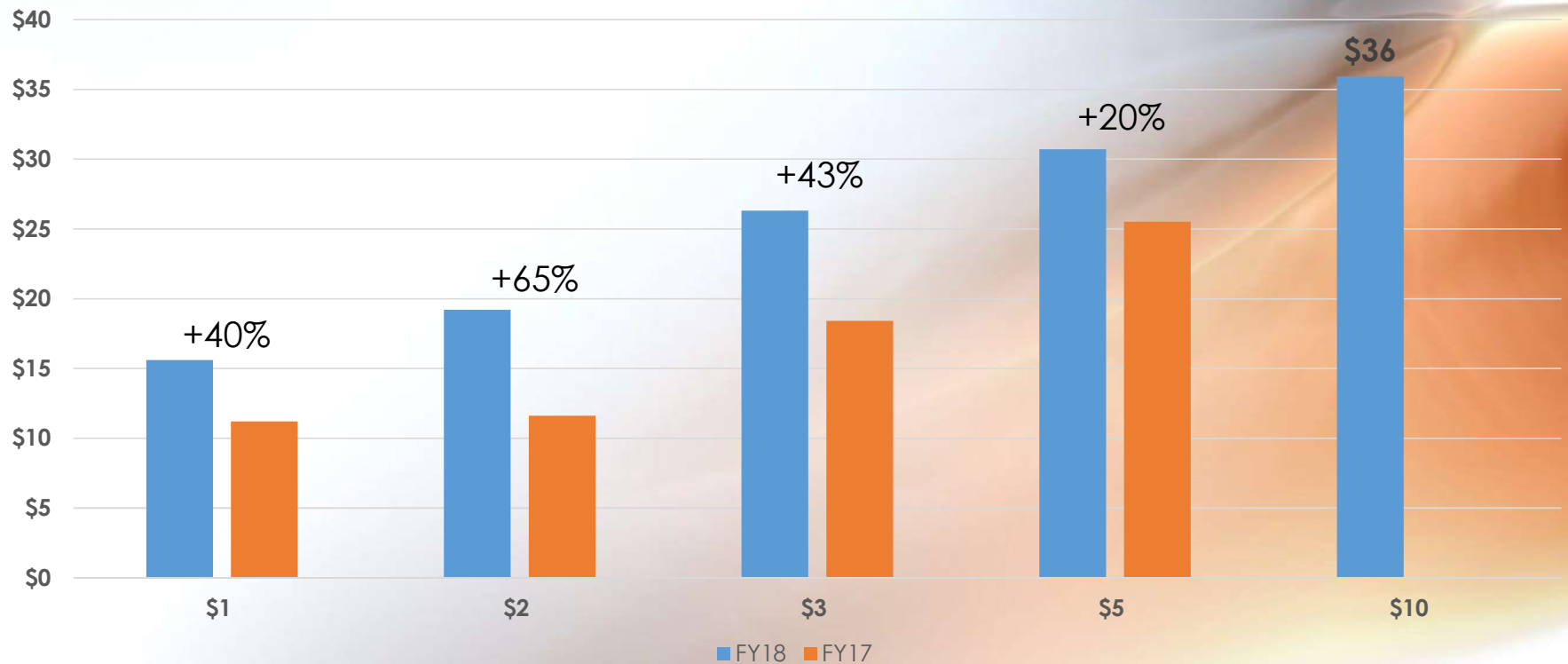
# Immediate Results

Instant Ticket Sales (millions)



# Substantial Growth in Every Price Point

FY18 Sales by Price Point (millions)



# Continuing to Re-Build the Brand

## FY19

- Debit card launch
- Liquor stores
- Promotional Entries accepted via the web
- Native lottery apps to enhance functionality

## FY20

- Product development – Fast Play, Sports Betting, Keno
- Player loyalty programs
- Beacon technology to geotarget messaging
- Higher instant price points