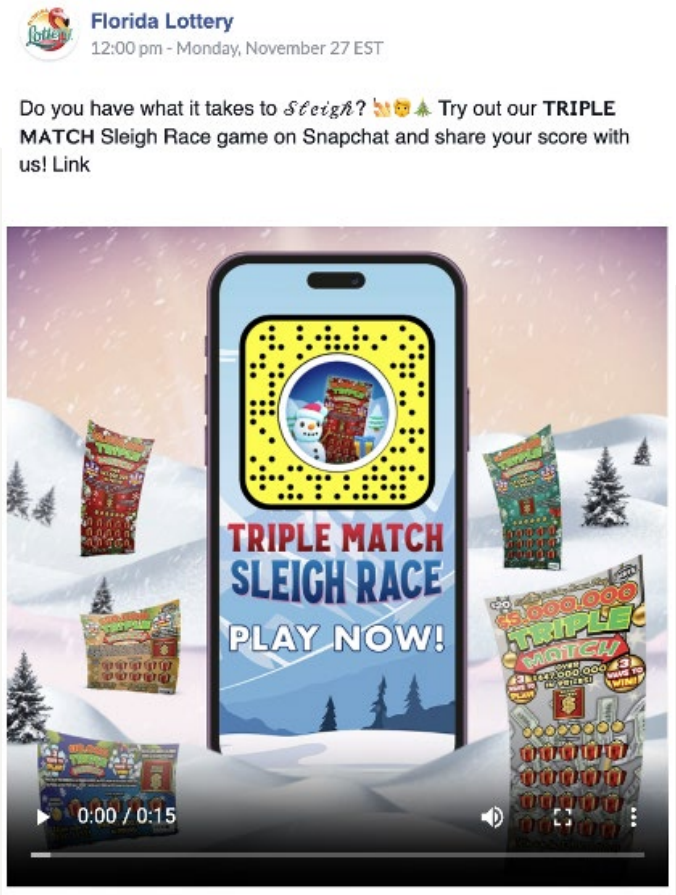
ADAPTING TO THE

Digital Evolution

Amber Seale
Deputy Secretary of Marketing

Digital Innovation

AR: Utilizing new tech to drive “immersive” attention

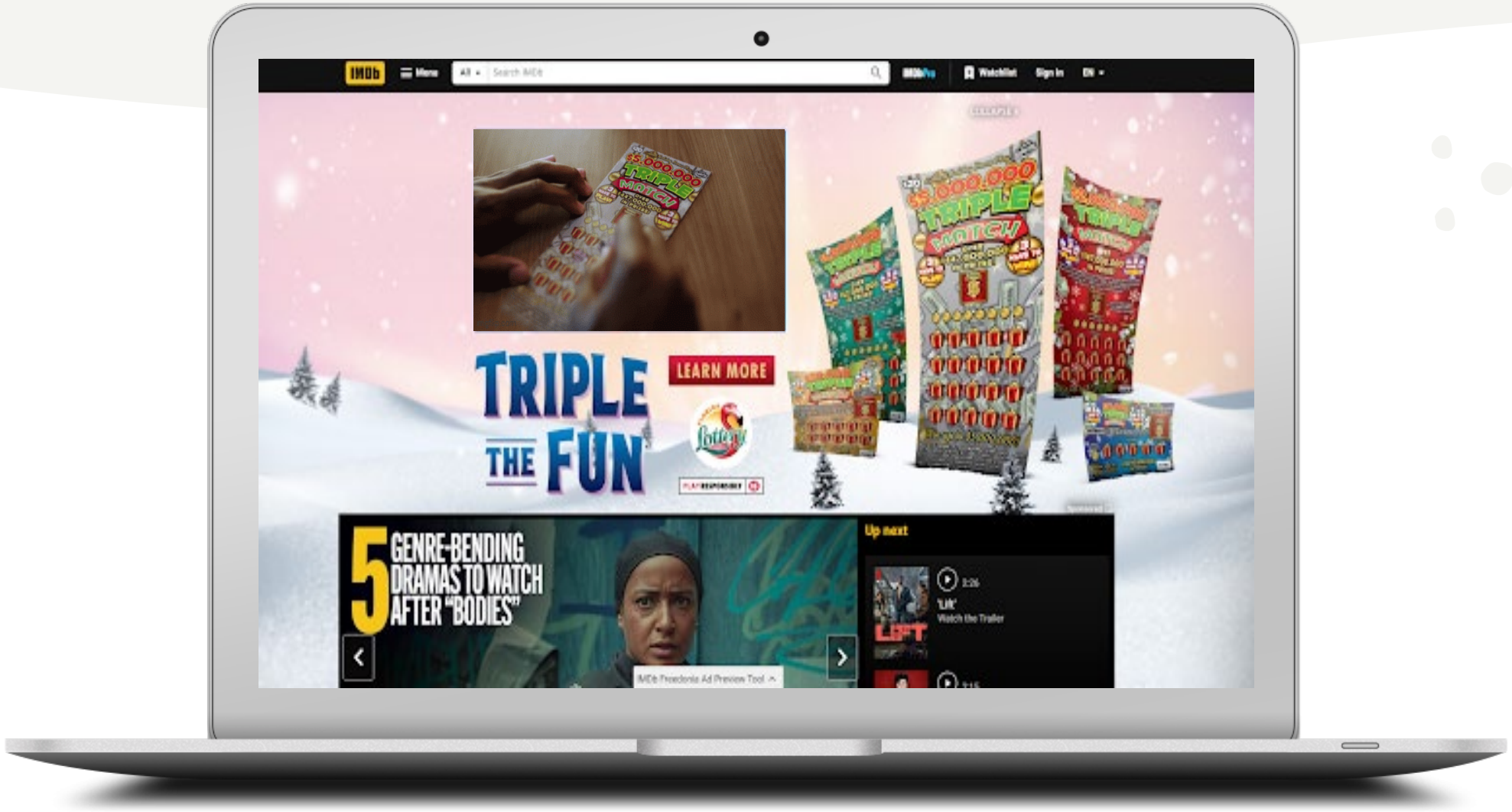








Custom integrated experiences



Mini-games peak player interest





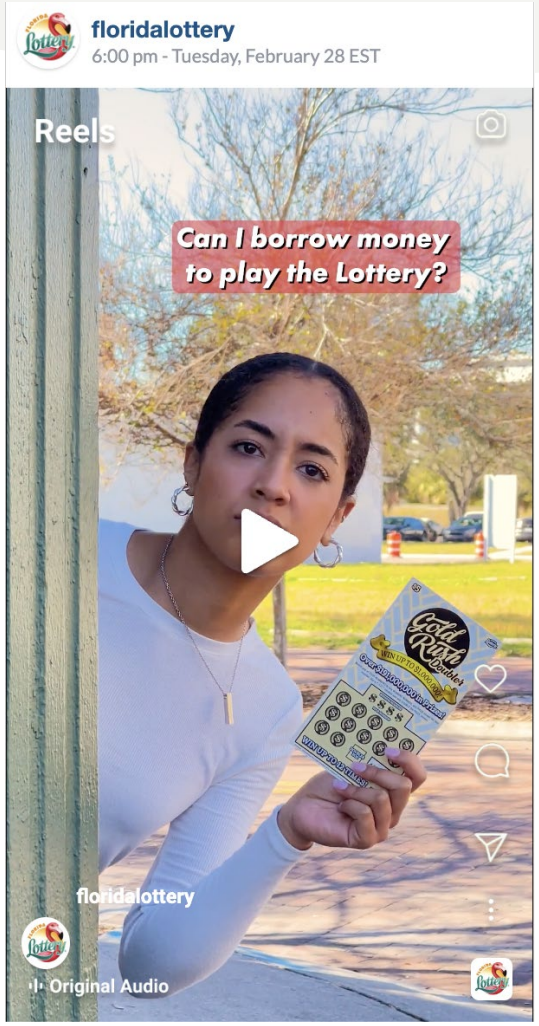


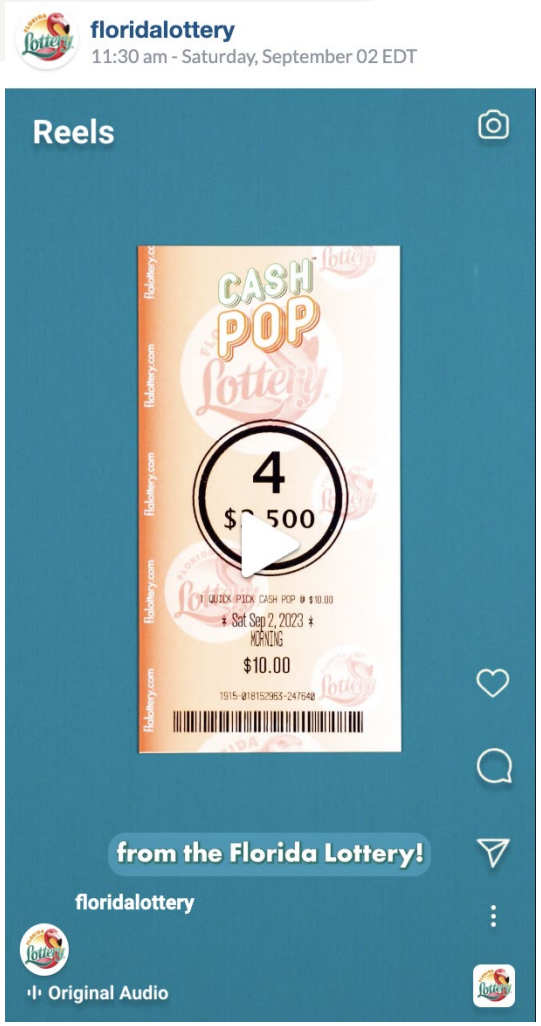
And enrich player experience with rewards

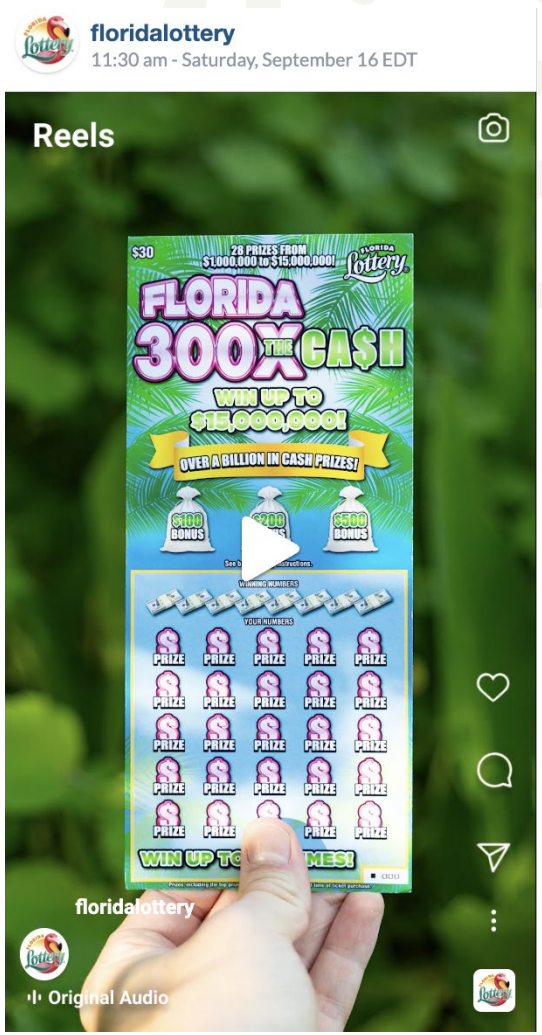


Bridging Social, Digital and Experiential

Driving cultural relevance via Reels



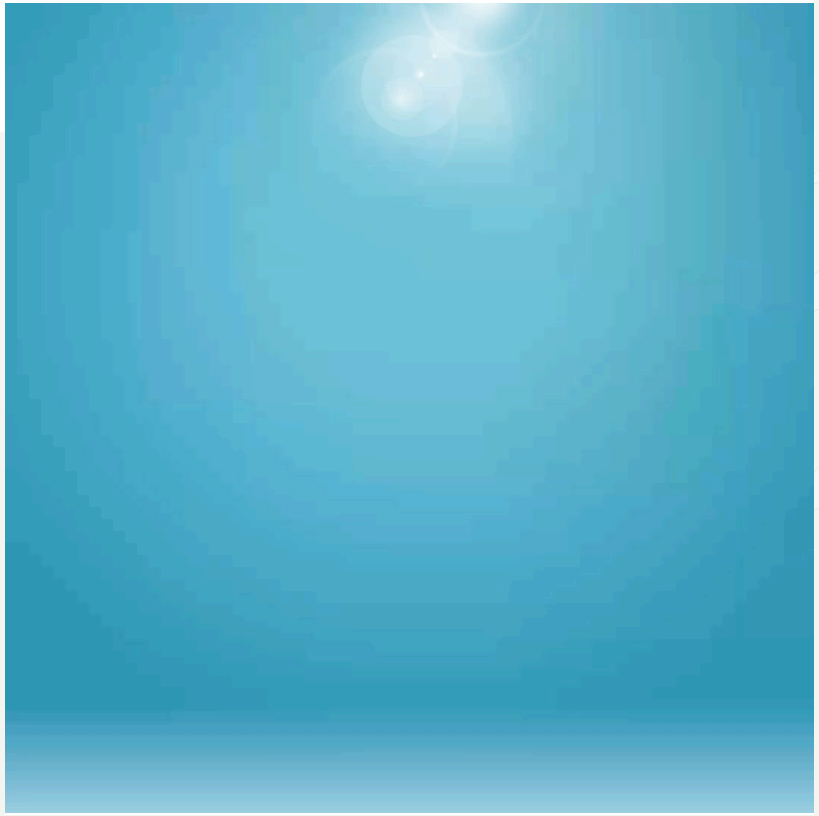




Putting real people at the forefront

Florida Lottery
10:00 am - Sunday, December 03 EST

✨ Nearly one million lives changed and counting thanks to contributions by the Florida Lottery! Discover how the Bright Futures Scholarship Program has made dreams come true for some of our inspiring scholars! 💫#FloridaLottery #BrightFutures



Tying social content to current campaigns

Florida Lottery
12:00 pm - Wednesday, December 06 EST

Our Christmas elves are here to spread some cheer with the TRIPLE MATCH Holiday Scratch-Offs! 🎄✨
Be sure to enter any non-winning tickets from the TRIPLE MATCH family or any JACKPOT TRIPLE PLAY ticket for more chances to win in the $5,000,000 Holiday Bonus Play Promotion!
https://bit.ly/40p4pQP



Florida Lottery
12:00 pm - Thursday, December 14 EST

🛠️🧰 We're giving away $100 in home improvement gift cards! 🎁 👏 All you have to do to enter is **comment 3 of your favorite holiday activities**! 🎄🌷
Must be following our page to win. Enter by 12/21/2023 at 11:59 PM EST. Must be 18 or older & live in the state of Florida to enter. This giveaway is in no way sponsored, endorsed, or administered by Facebook. This is the only account affiliated with the Florida Lottery, please be aware of spam accounts or accounts impersonating the Florida Lottery.



Florida Lottery
1:00 pm - Saturday, December 23 EST

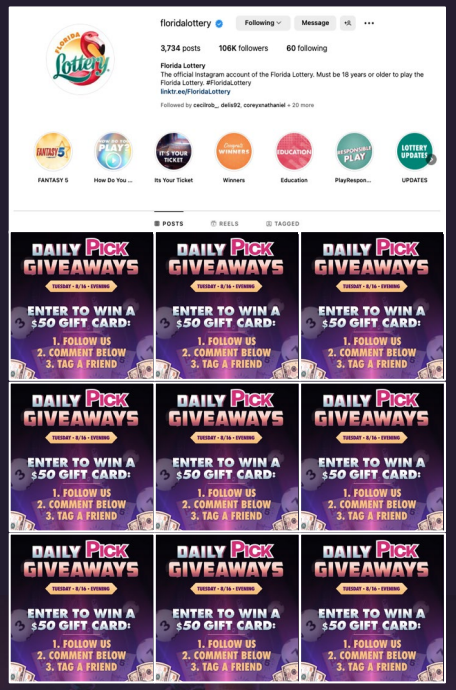
🎄 3 Ways to Play! 3 Ways to Win!
The elves have the perfect last-minute 18+ holiday gift: TRIPLE MATCH Holiday Scratch-Offs! Play this new family of Scratch-Offs and enter your non-winning tickets plus all JACKPOT TRIPLE PLAY tickets into the $5,000,000 Holiday Bonus Play through January 14, 2024 for extra chances to win! ✨ https://bit.ly/40p4pQP



Social Activations and Beyond

GIVEAWAYS BY THE BUNCH

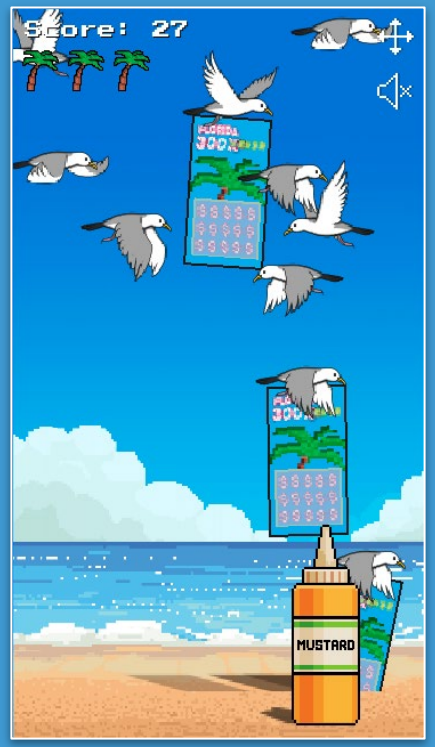
TWICE A DAY, EVERY DAY





GULL INVADERS

FROM THE FLORIDA LOTTERY





THE HOLIDAY MAGIC SHOW







DOUBLER BY GOLD RUSH





LITERALLY THE GAME SHOW







Content Creators

Leveraging Content Creators to amplify our education story



BELINDA MERRIN

12K avg. followers



DACIA CHAFFIN WIEGANDT

45K avg. followers



AMBER SHIMEL

52K avg. followers

KATERINA SABA

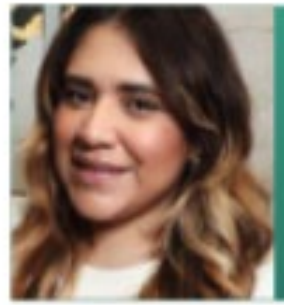
37K avg. followers





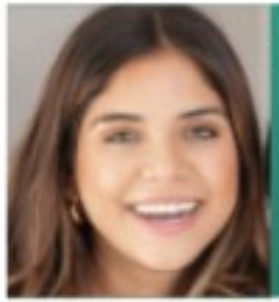
NICHOLE ANTOMATTEI

29K avg. followers



ADRIANA CASTELLAR

18K avg. followers



MARIANA GLEANO UMANA

88K avg. followers



VALERIA CLAIMAN

41K avg. reach

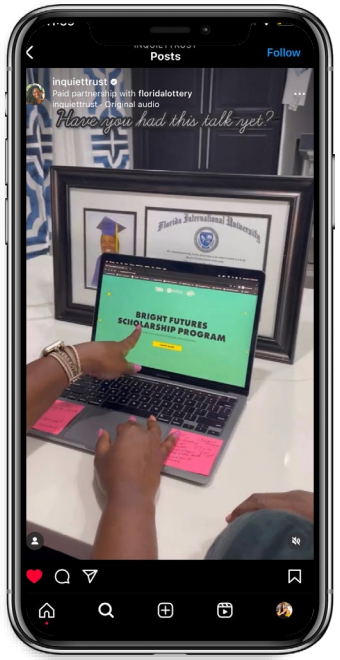


YULISSA PACHECO

31K avg. followers

With a shared desire for supporting and inspiring higher education

BELINDA MERRIN
@inquiettrust



DACIA CHAFFIN WIENDAGT
@dacialea



AMBER SHIMEL
@ambershimel



KATERINA SABA
@katerinasaba



NICHOLE ANTOMATTEI
@the.homely.crew



15

Digital Out-of-Home

Shifted to 100% Digital OOH



THANK YOU