NEW MEXICO LOTTERY

Instant Innovation on a Budget

New Mexico Lottery ORO Scratchers

Carolyn Cabell, Chief Operating Officer

ORO Scratchers

- ($2) $5,000 ORO
- ($5) ORO Crossword
- ($10) $50,000 ORO
- ($20) $100,000 ORO



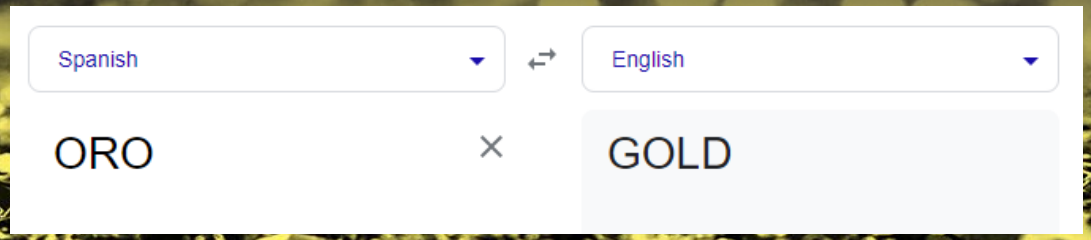
Results Upfront

- $2 and $5 games sold out in eight weeks, reordered
- 8-week Index: ($2) 152 ($5) 145 ($10) 98 ($20) 98
- Significantly higher daily entries than similar promotions
- In the first eight weeks, accounted for 25% of all instant ticket sales
- NASPL Buddy Roogow Innovation Award for Best New Instant Game

Tip #1: Theme with Local Flavor (But Keep It Lottery, Too)

- A theme that reflects a unique geographical or cultural area can add appeal to a game.
- But avoid going too whimsical or off-brand for a major promotion.



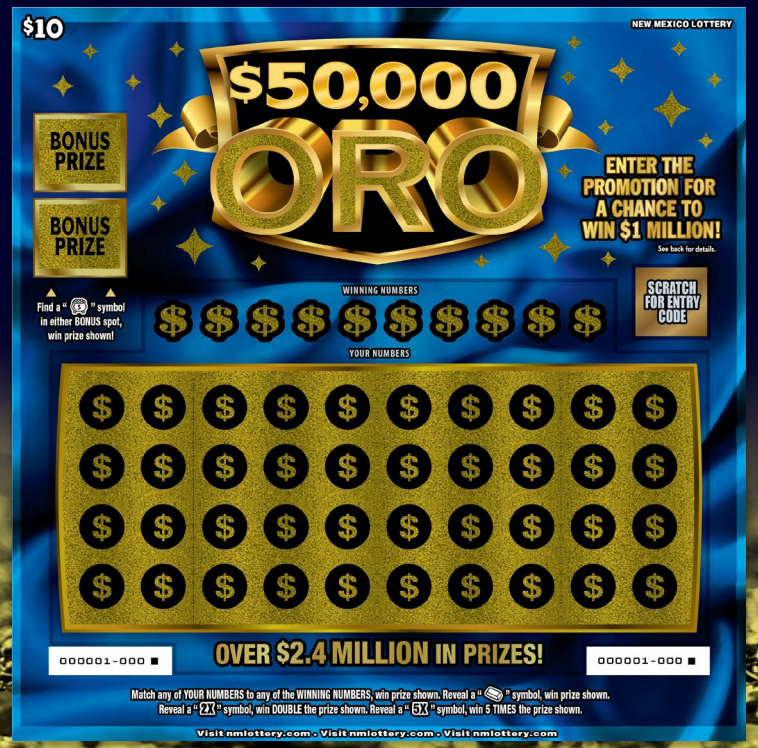


Tip #2: Try Modern Families

- Every family member doesn't have to be the same.
- Try different play styles, prizes, and payouts to offer "something for everyone."









Tip #3: Use Enhancements that Fit

- Use printing features that complement the theme or gameplay.
- Maximize use of the feature without affecting playability.



Selected areas with maximum golden bling (*Scientific Games' Sparkle Select*)



Still shiny, yet economical given the space available (*Foil Paper*)

Tip #4: Enlist All the Vendors

- In addition to their products and services, vendor partners can contribute to the project with brainstorming and execution assistance.

SCIENTIFIC GAMES

ALCHEMY3

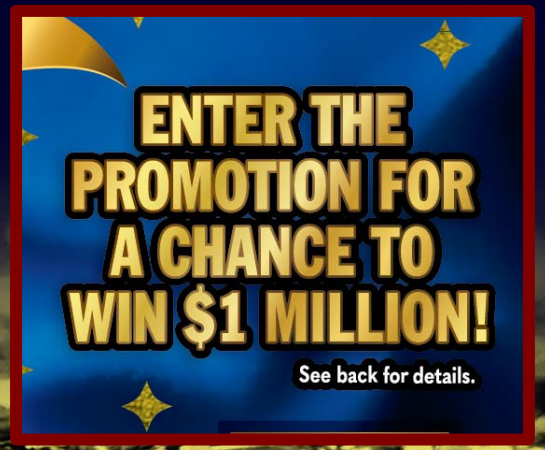
intralot

SCA
Our Risk. Your Reward.









Tip #5: Try Events Close to Home

- The Lottery parking lot is a fun (and inexpensive) spot for events.









Tip #6: Tap In-House Creativity

- In-house ideas and production can save on expenses while generating fun assets that fit the game/brand.





Tip #7: Order Lasting Premiums

- Avoid premium items that are so tied to a game/promotion that they are outdated when the game/promotion ends.



Tip #8: Engage Players on Social

- Themed social media posts that engage players (even with simple games with small or no prizes) can help keep the game top-of-mind with little cost.







Tip #9: Word-of-Mouth Elements

- Include elements in the promotion that don't necessarily add a lot of cost but can get the community talking about the game.





Thank you!

Carolyn Cabell
ccabell@nmlottery.com