

Connecting with Communities

Creating Meaningful
Influencer Partnerships.

2018



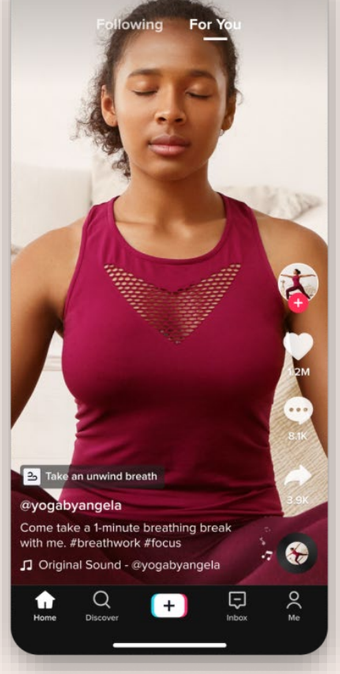
Est. 2019



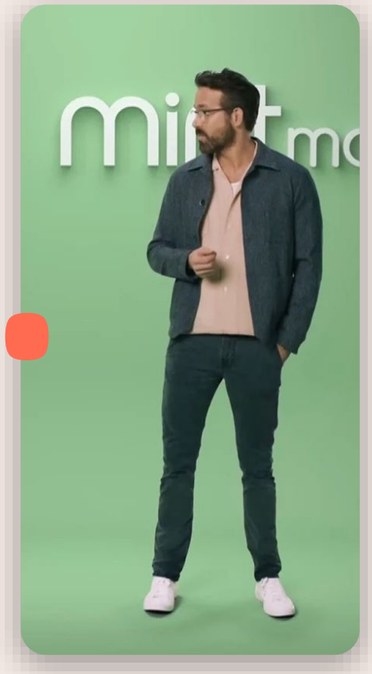
2020

HOOSIER LOTTERY®



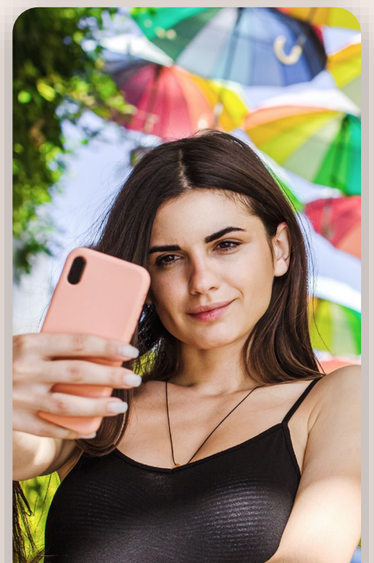


But then...









HOOSIER LOTTERY®



We evolved





HOOSIER LOTTERY®

Sizzle Reel Placeholder

Measuring Success



@TKanaan X Hoosier Lottery

4M+
IMPRESSIONS

8%
BRAND LIFT STUDY*

14%
TOTAL FOLLOWERS 18-24**



@HueMurals X Hoosier Lottery

100K+
ORGANIC VIEWS

17%
TOTAL FOLLOWERS 18-24**

**Data provided by Whistle Sports Brand Lift Study / **Source: Tagger*

Remaining Nimble

- **Understand Restrictions and Guidelines**
- **Problem Solving is Key**
- **Continue to Evolve Strategy**

The Future Looks Fun!



Strategic “Love Letter” Partnerships



Community Collabs



Gamified Authenticity

Takeaways

1. **Identify Your Values**
2. **Start Small & Move Fast**
3. **Collaborate**
4. **Explore New Channels**
5. **Be Flexible**
6. **Protect your investment**



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