PERFECT PAIRINGS
AND MAINTAINING MOMEMENTUM

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Florida Lottery Director of Product

DATA DRIVEN PRODUCT PAIRING

Cross-Sell, Increase Average Spend, Conversion through Trial Play Marketing and Budget Efficiencies

92% FOUND FREE GAS APPEALING

Coupled with 82% appeal of Vehicles as Prizes

79% CONFIRM PROMOS AS PURCHASE DRIVER

Players stated promotion offer led to purchasing a Lottery ticket

LIFETIME GAMES / PROMO PRIZES

Pair the lifetime prize theme for Lottery games with a “for life” promotion prize

MAINTAIN MOMENTUM



Feb. 2023 - 2nd $50 Launch

- **Millionaire/Life Positioning**
- **Future need promo/sales stimulation**



Refresh WEEK FOR LIFE FOG with new YEAR FOR LIFE positioning – July 2023



Summer 2023 Promotion

- **10 New Vehicles**
- **Free Gas Prizes**

32% Awareness

1.6M tickets entered/35 days

45k Tickets entered daily

$19M+ in Sales



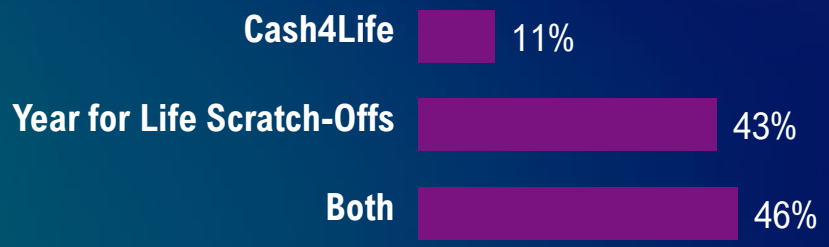
45k Players

35 average tickets entered per player

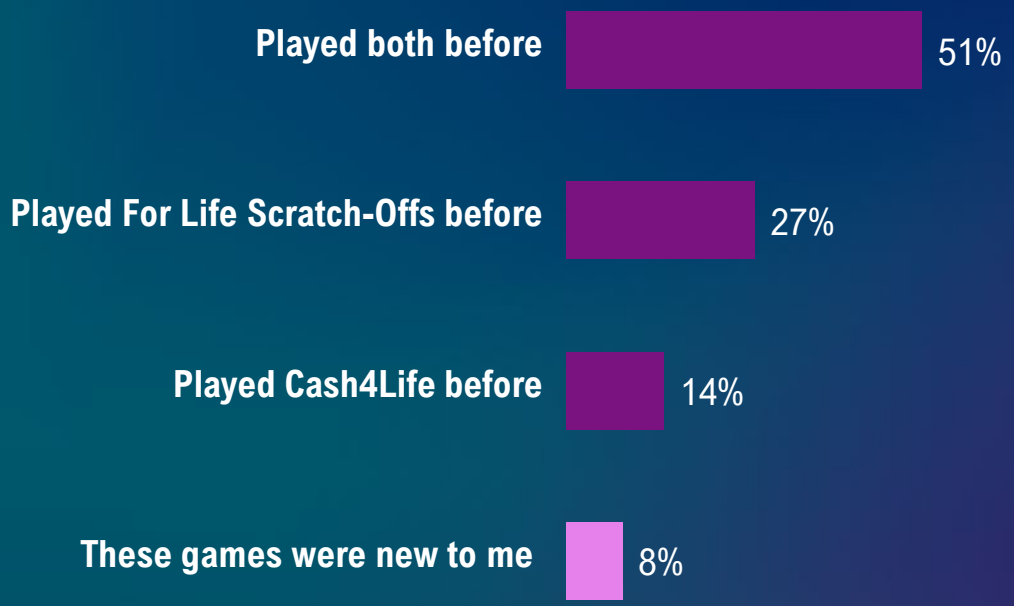
$425 spend per player

33% increase in spend over prior Bonus Play

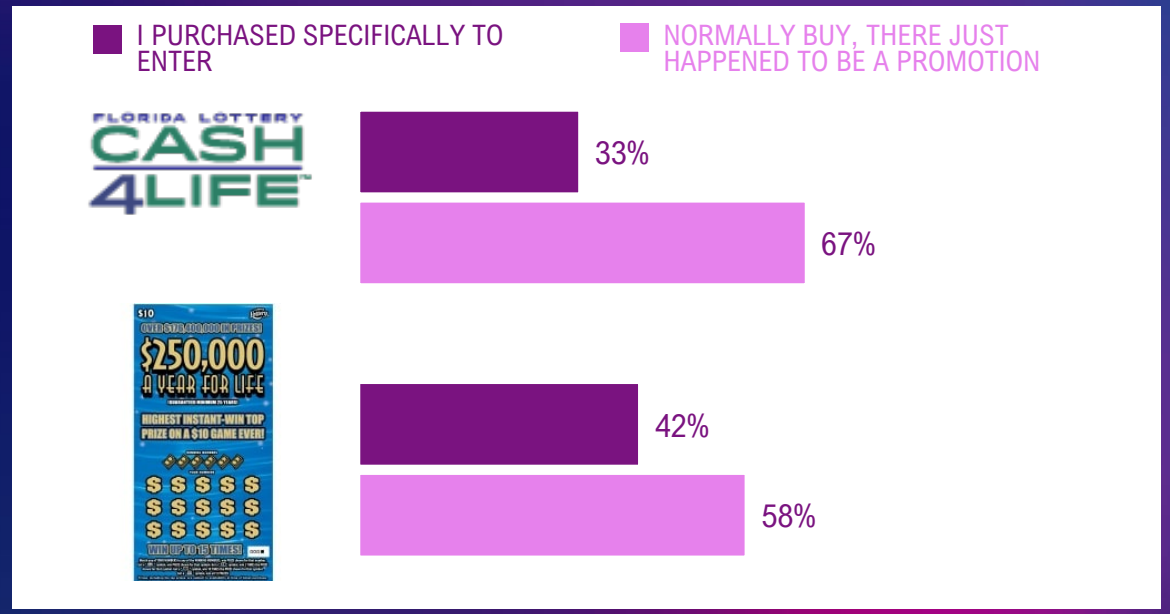
GAMES PURCHASED DURING PROMOTION

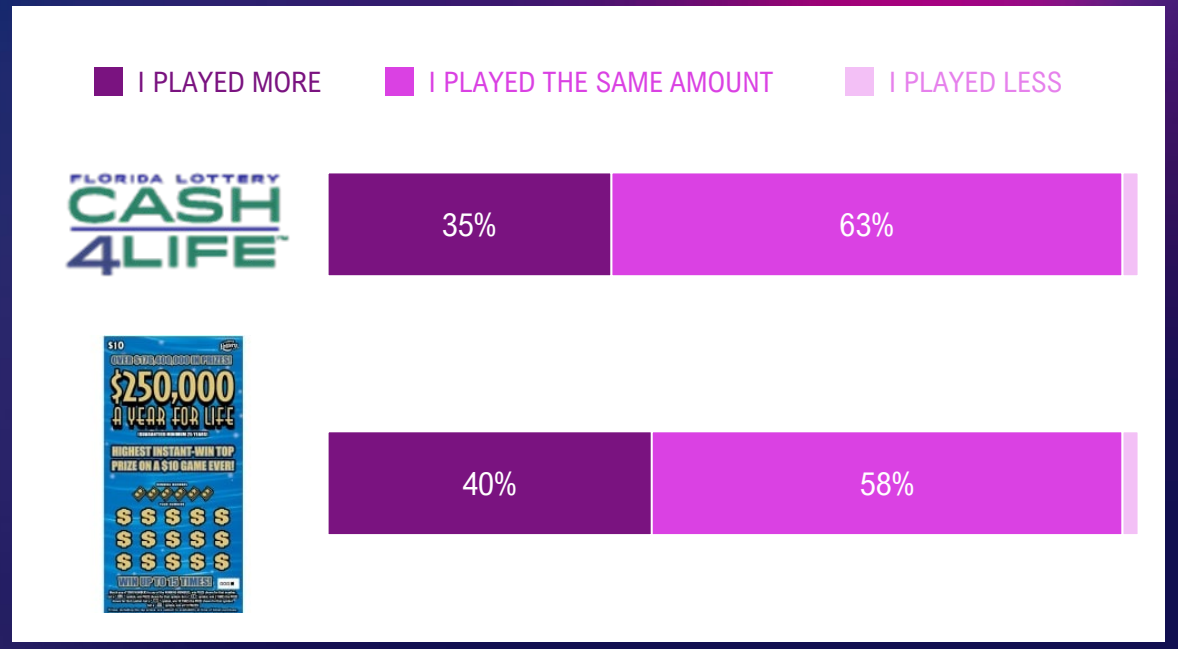


EVER PLAYED GAMES BEFORE PROMOTION



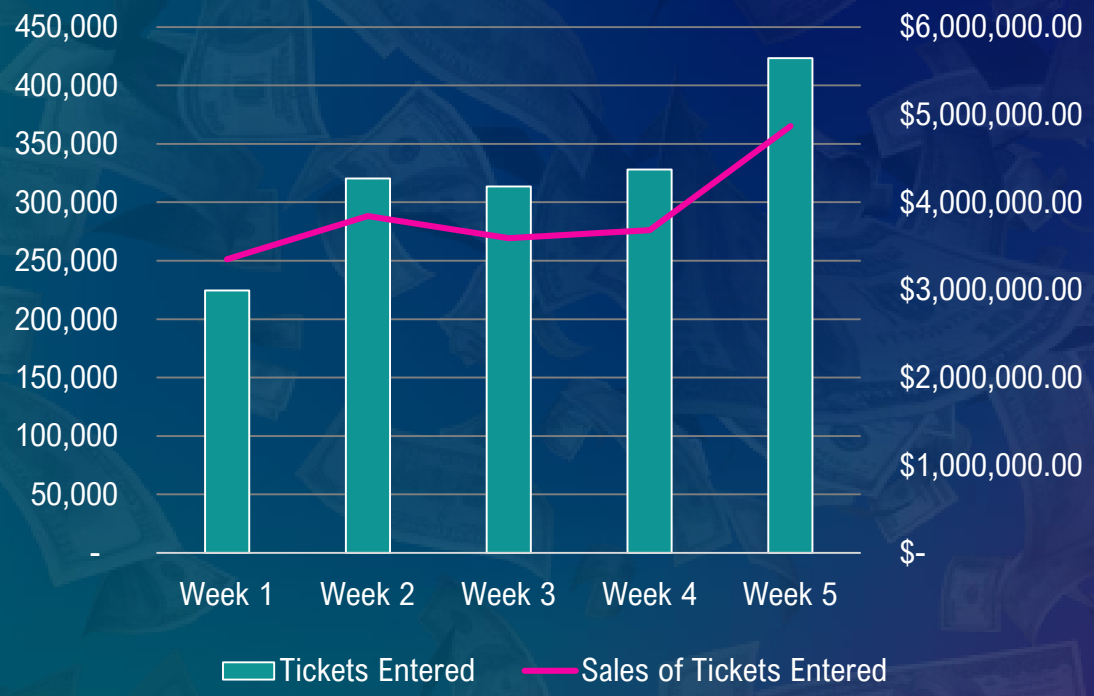
DURING THE FREE RIDE AND FUEL FOR LIFE PROMOTION, DID YOU…

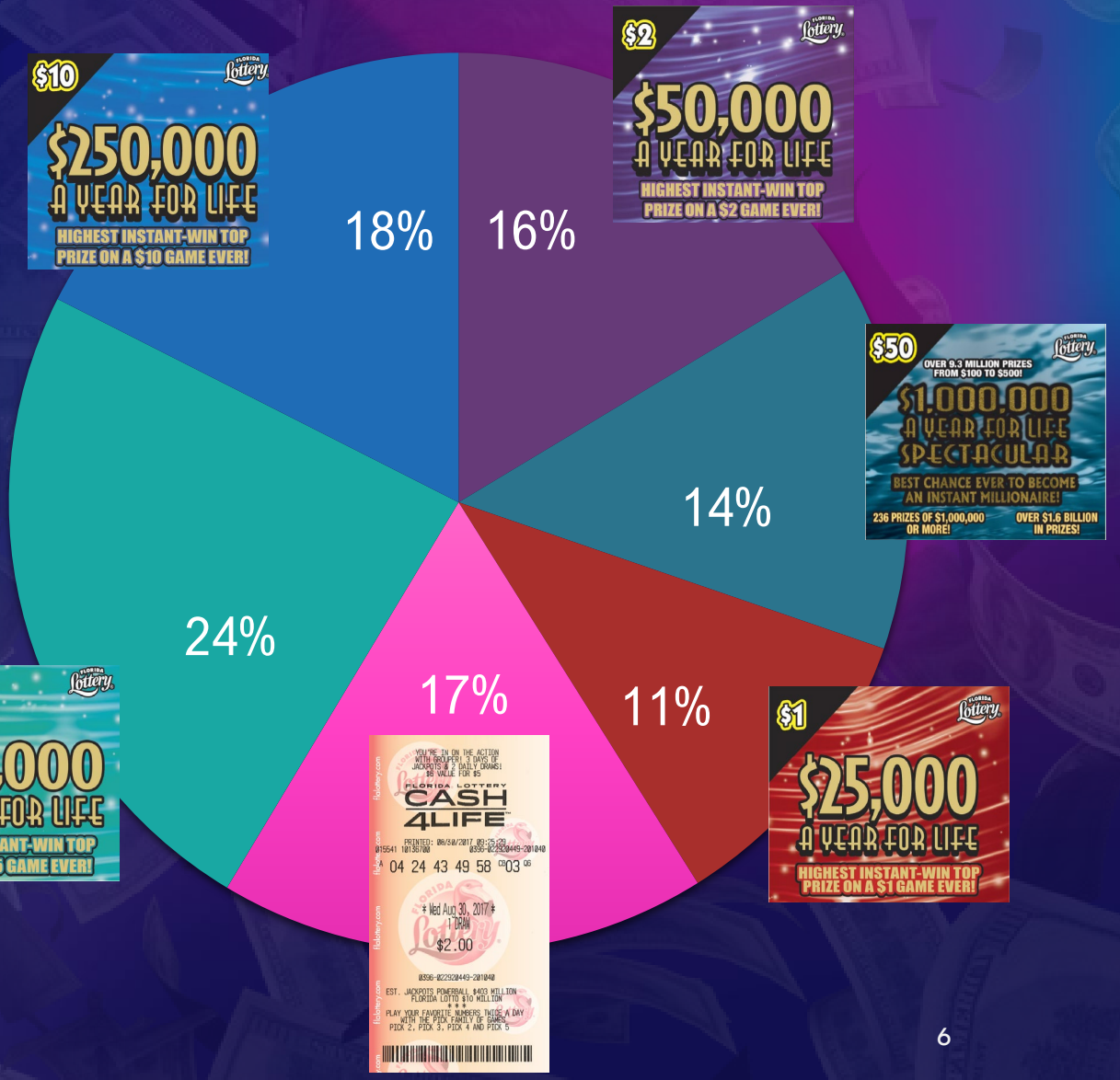




FREE RIDE AND FUEL FOR LIFE

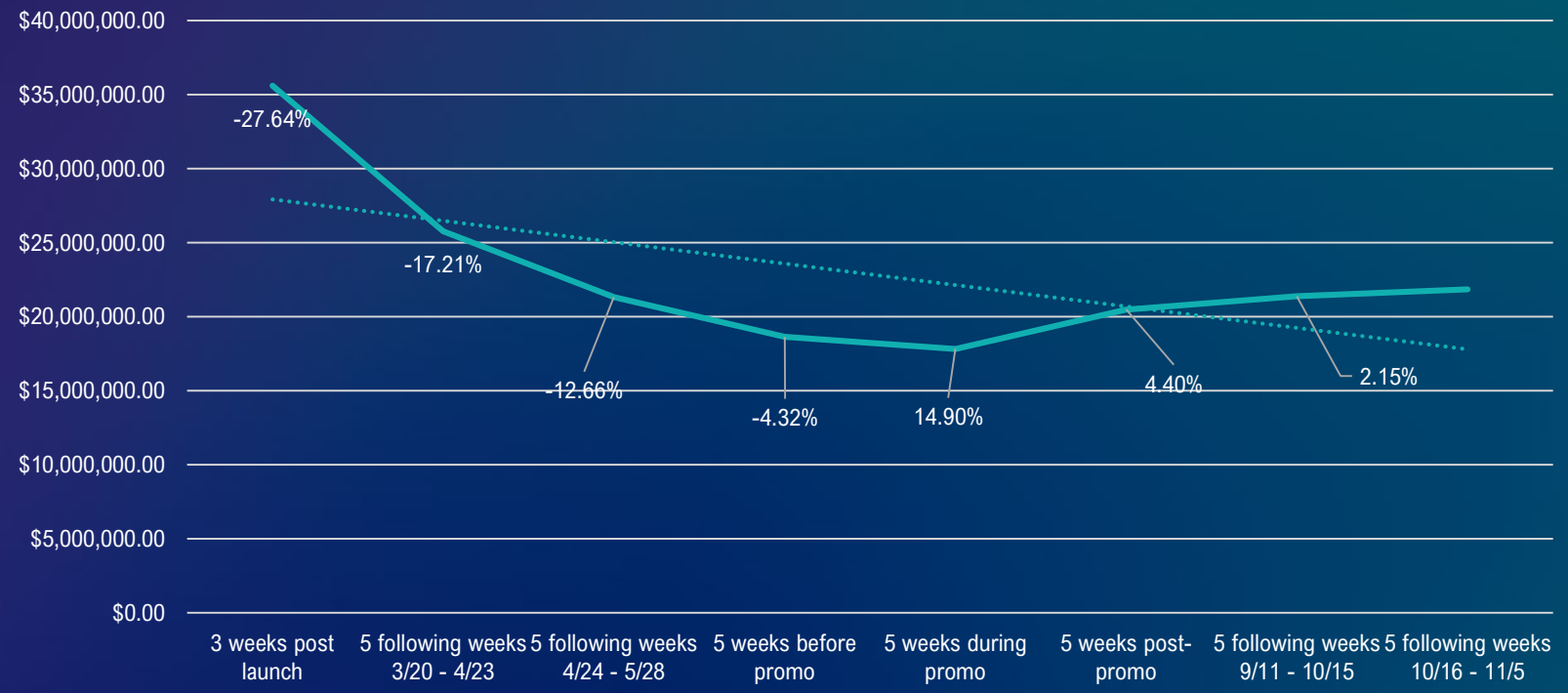
WEEKLY OVERVIEW OF TICKET ENTRIES AND SALES



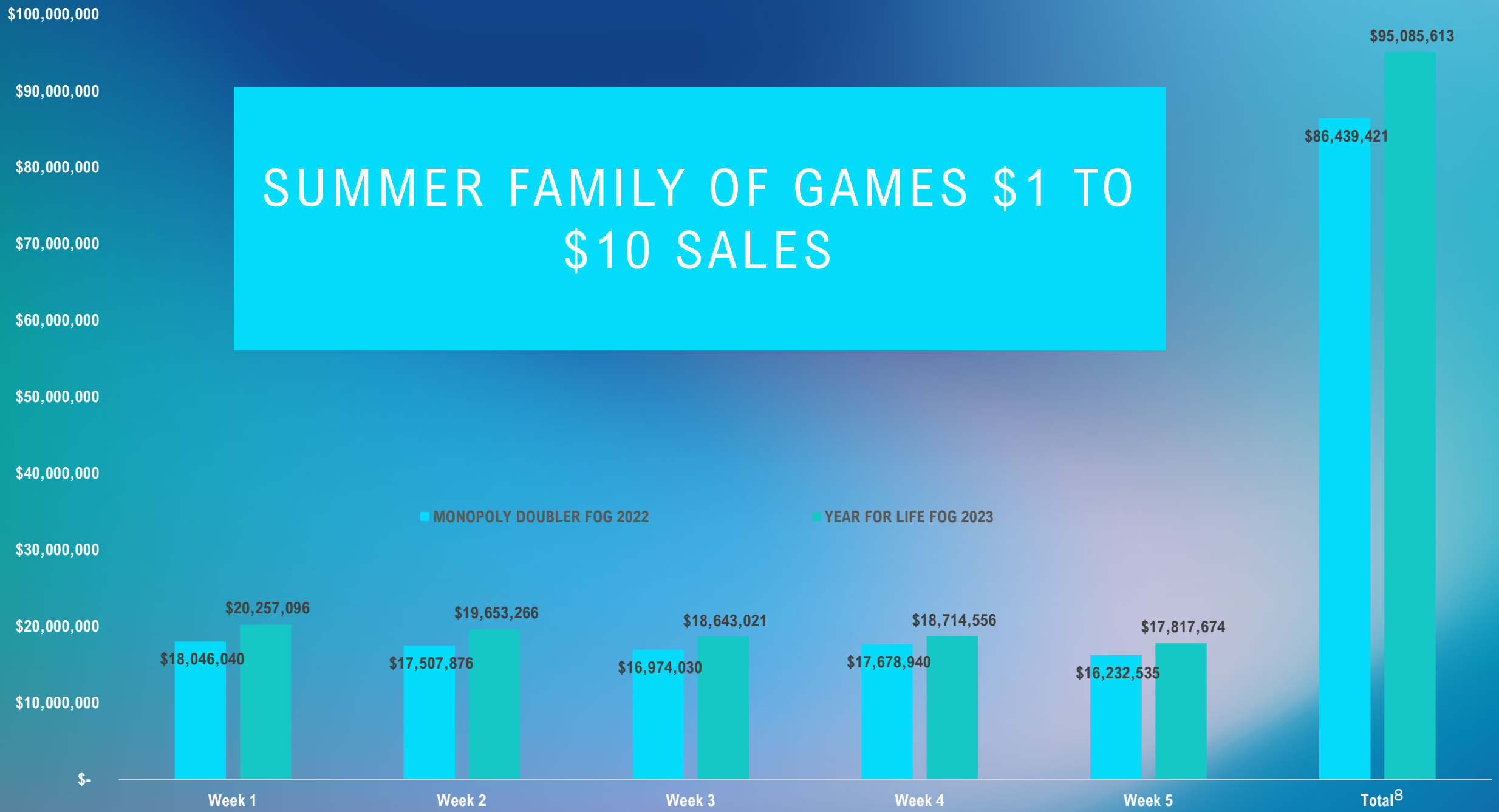


CASH4LIFE AND $50/LIFE AVERAGE WEEKLY SALES





SUMMER FAMILY OF GAMES $1 TO $10 SALES





YEAR FOR LIFE

+ CASH4LIFE

+ FUEL FOR LIFE

$15,841,122.36 in Sales over Expected

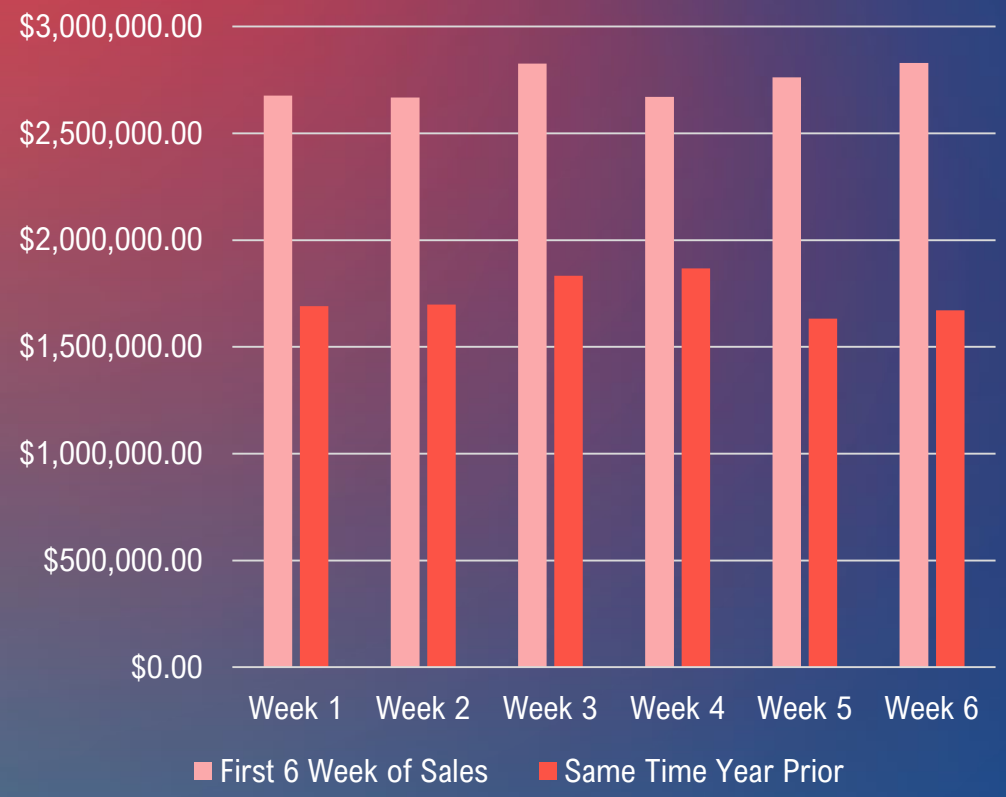
$10 CASH POP LAUNCH



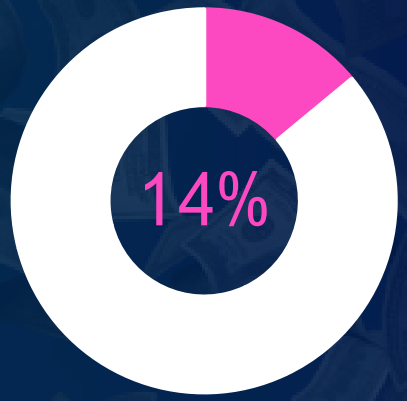
$2.7M

$1.7M

54%

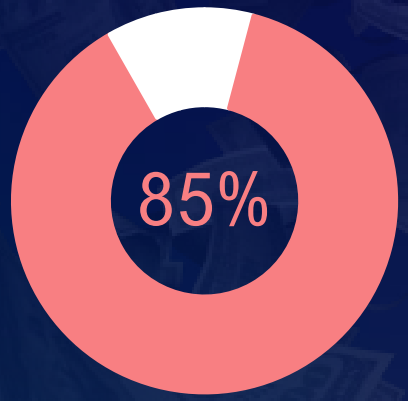


CASH POP LAUNCH TRACKING RESULTS



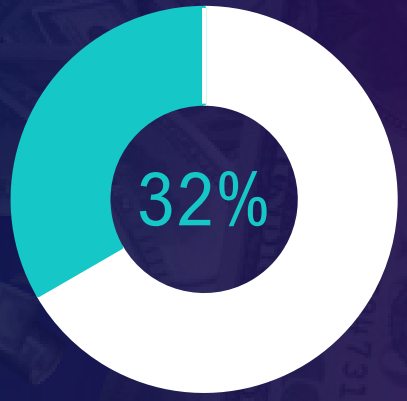
AWARENESS OF NEW $10 PLAY

General Public



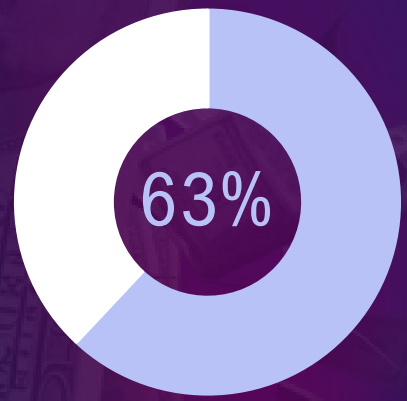
LIKELIHOOD TO PLAY $10

Among CASH POP players



CONSIDERATION TO PLAY

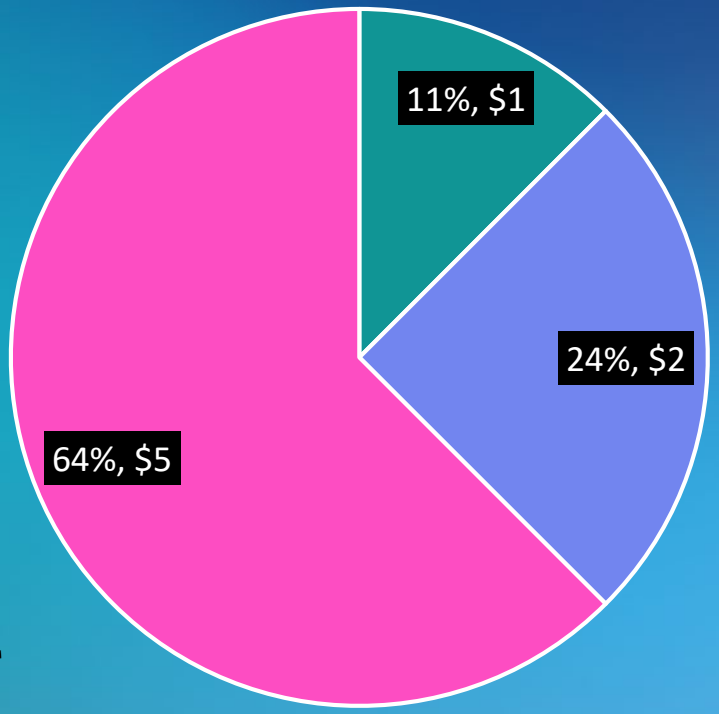
Non CASH POP players who would or may consider

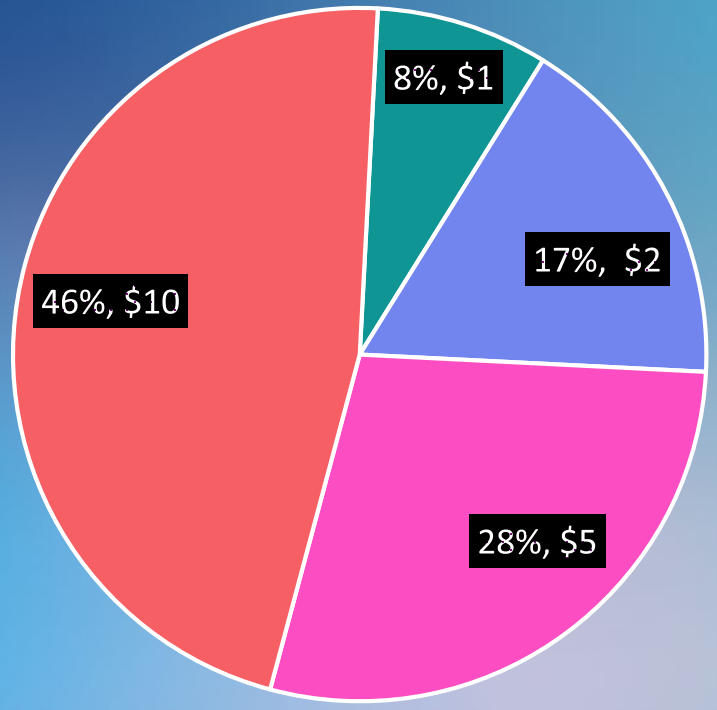


IMPACT ON PLAY TO $10

CASH POP players who said they will play more

SALES % BREAKDOWN BY PRICE POINT BEFORE AND AFTER






BUY A $10 OR MORE TICKET, GET A FREE RAFFLE TICKET*
WIN AN EXTRA $500!
100 RAFFLE WINNERS
— EACH WEEK! —
FLORIDA LOTTO
CASH POP
4
$2,500
FLORIDA POWERBALL
FLORIDA MEGA MILLIONS

$500 LIMITED – TIME RAFFLE

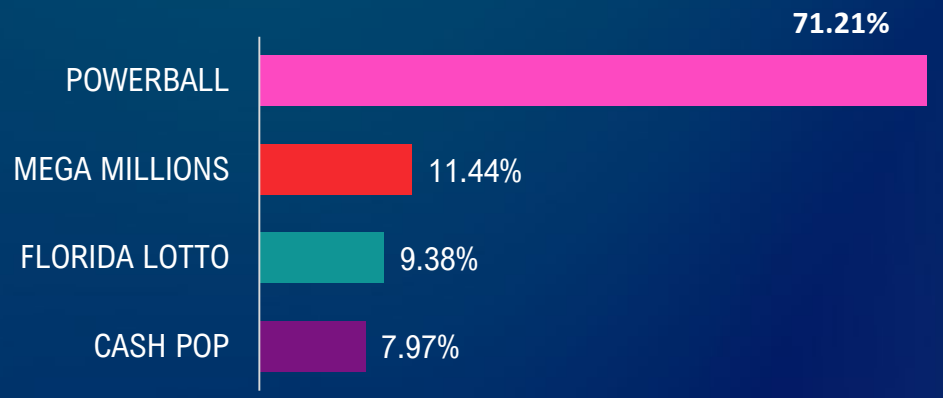
Increase in $10 or more transactions

42% POWERBALL

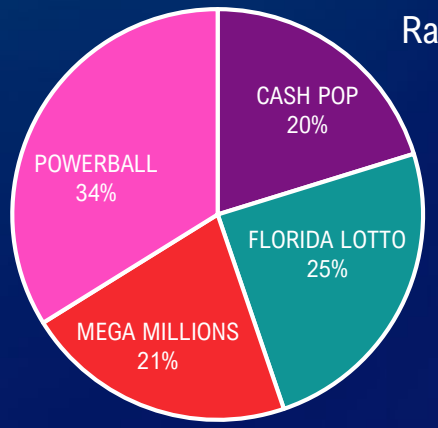
30% MEGA MILLIONS

25% FLORIDA LOTTO

Raffle Tickets Issued by Game - Overall



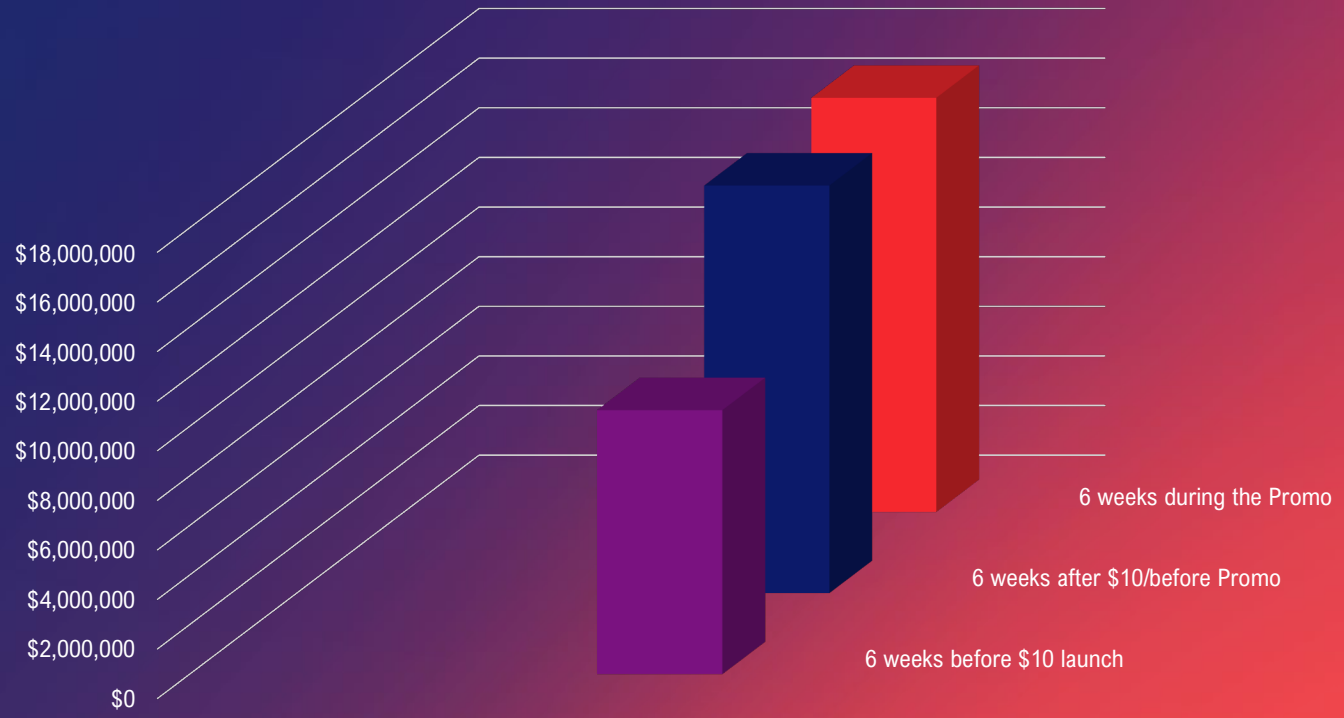
Raffle by Game – Week 5



54% sales increase in 6 weeks with $10 introduction

+ 1.5% increase in weekly sales with limited-time Raffle

$15 million in additional sales in first 12 weeks



$10 CASH POP

+ LIMITED-TIME RAFFLE

$37,000,000 in Sales over expected

PERFECT PAIRING

- $4,000,000 in instant-win Shopping Spree gift cards
- Chance to win up to $20,000!
- 50,000 BOGO Jackpot Triple Play with Combo Coupons
- 50 Bonus Entries when you enter the family of tickets



$1 MILLION CA$H CASTLE

