

Maximizing Reach and Engagement

A Meta Case Study on Spanish -Language Video Ads for the Florida Lottery

Meta

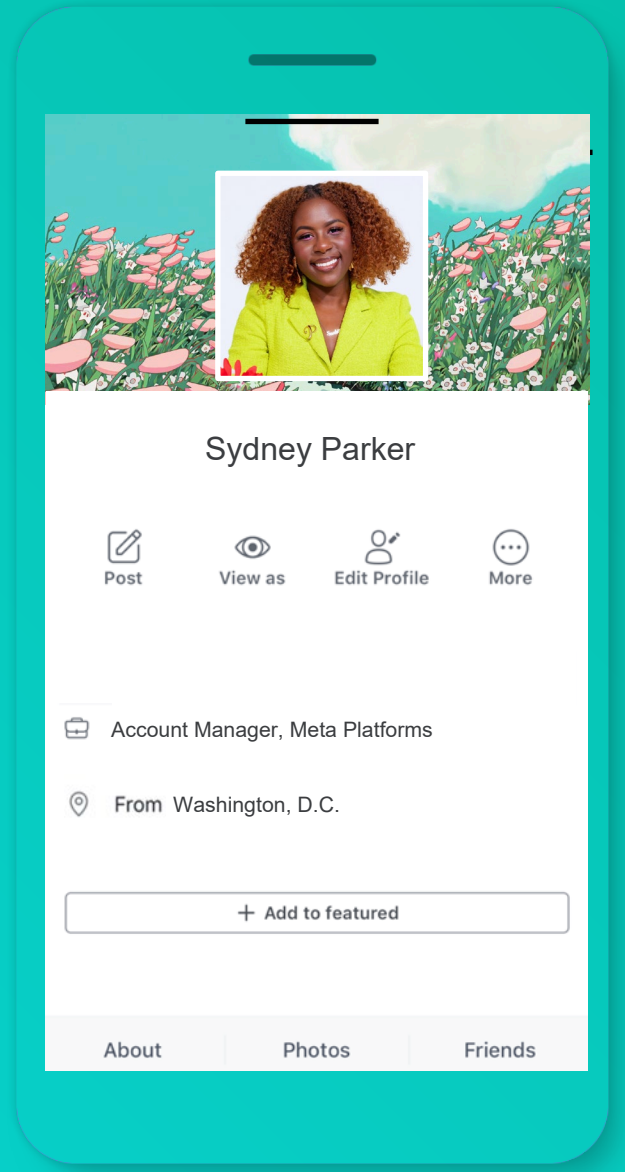
FLORIDA Lottery

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THE STORY

Every Florida Lottery supports education throughout the state of Florida

THE SOLUTION

YEAR FOR LIFE game launch with English and Spanish language reach and engagement campaign on Meta Platforms

THE RESULTS

Campaign drives brand awareness and purchase intent among Spanish-language audience



- THE STORY

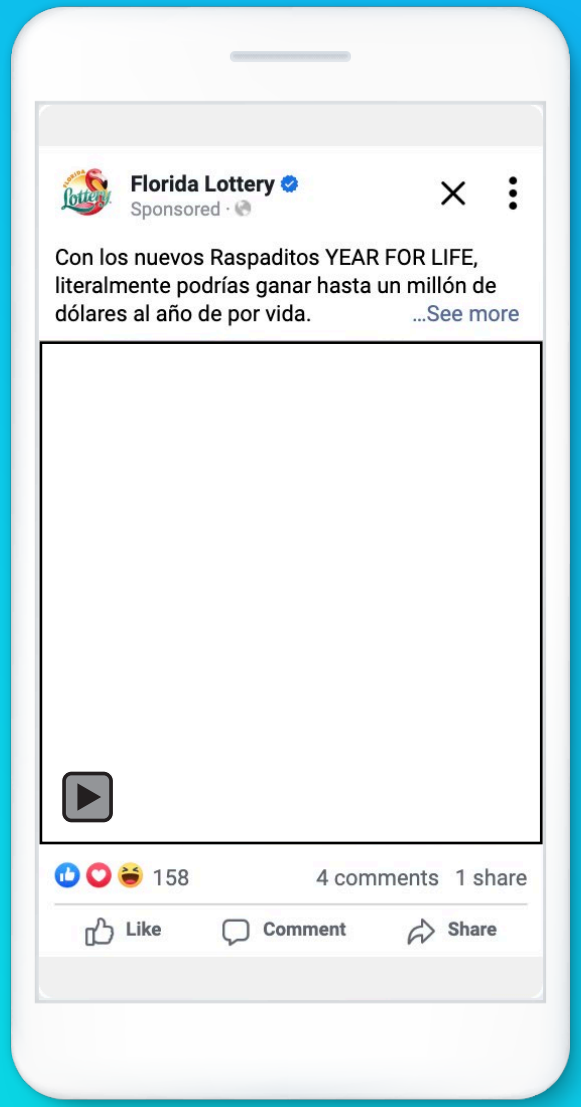
THE STORY

$45 billion

contributed to Florida education since 1988, helping to send over 983,000 students to college through the Bright Futures Scholarship Program

3,700+ millionaires

created by the Florida Lottery since its inception in 1988

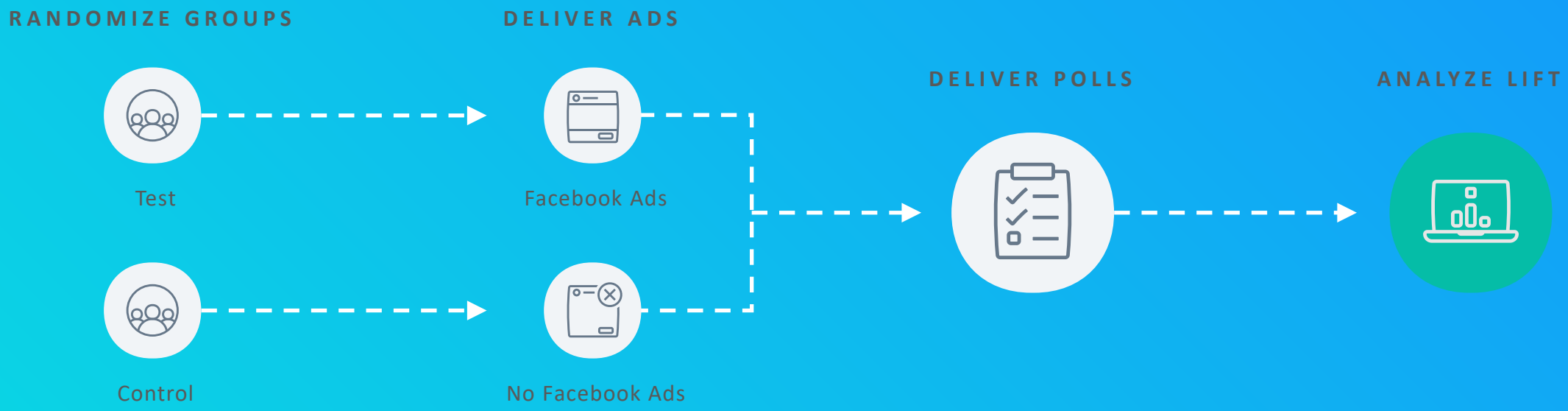


THE SOLUTION

- To promote its family of games, the Florida Lottery partnered with its agency of record, PPK, on a multi-pronged strategy that included TV and digital ads.
- The digital campaign served Spanish-speaking ads in Florida and using culturally relevant creative to drive awareness and purchase intent.
- The team used Meta's Advantage+ campaign budget feature to optimize spend across the best-performing ad sets in realtime.

META BRAND LIFT SOLUTION: HOW IT WORKS

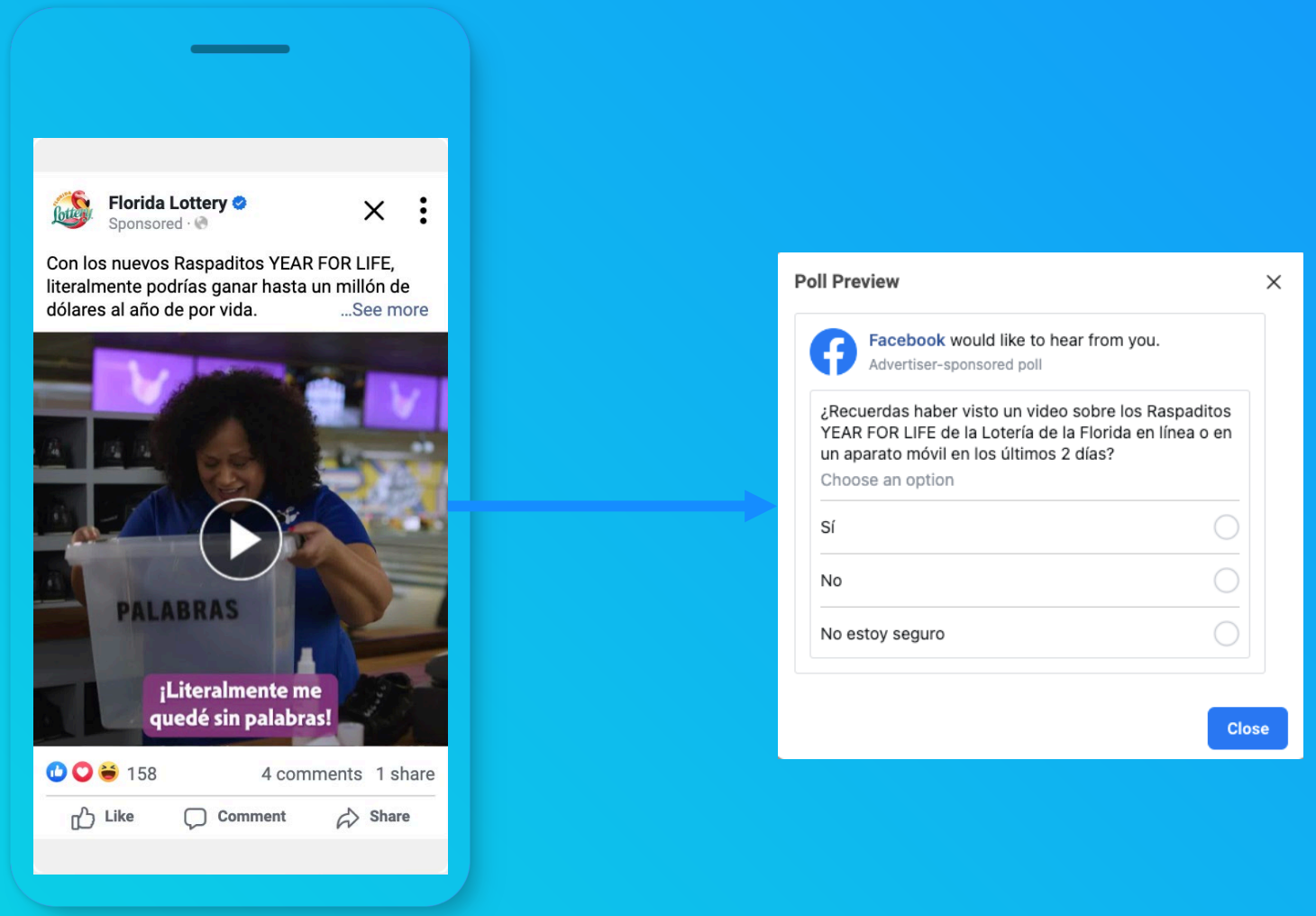
AN EXPERIMENTAL APPROACH TO DETERMINE THE INCREMENTALITY OF YOUR ADS



Lift studies use randomized test and control groups, with some people who will not see ads for your campaign. Testing can sometimes result in a smaller-sized test audience with comparatively higher CPMs.

META BRAND LIFT SOLUTION: HOW IT WORKS

AN EXPERIMENTAL APPROACH TO DETERMINE THE INCREMENTALITY OF YOUR ADS

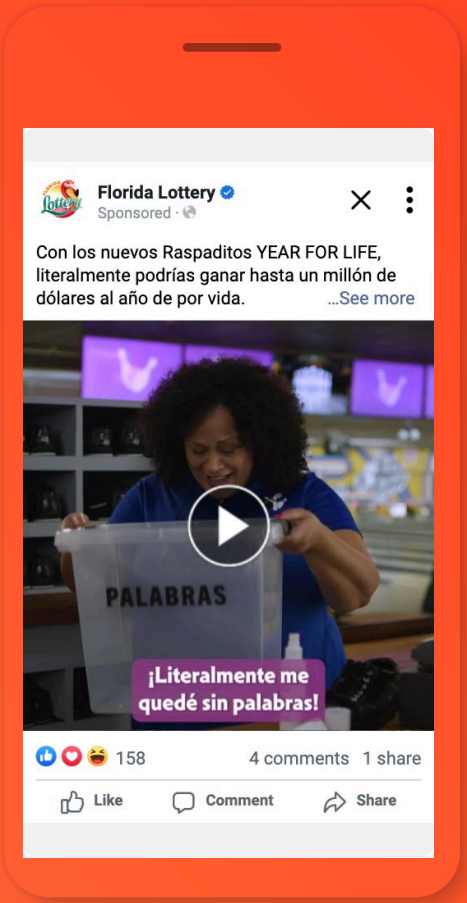


THE RESULTS

Ad Recall:
+5.7-point lift among Spanish-speaking adults

Brand Awareness:
+5-point lift among Spanish-speaking adults

Purchase Intent:
+6.7-point lift among Spanish-speaking adults





CLIENT TESTIMONIAL

"Meta plays a pivotal role in helping diversify our client's multilingual business objectives.

Being able to promote the Florida Lottery's games via ads in various languages helps reach desired audiences, drive business results, and provide players with a positive experience.

We will maintain the momentum by continuing to leverage brand lift studies and finding deeper insights into our strategies."

- Nicholas Stoeckle, Executive Director, Strategy + Innovation, PPK

TO LEARN MORE

Meta Lottery Playbook

Download our 2023 Meta Lottery advertising playbook

SCAN ME

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THANK YOU!

Please reach out to your Meta Representative, or myself, with any questions

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