NEW MEXICO LOTTERY

Cooking Up Local Games

Recipe for Success

Carolyn Cabell, Chief Operating Officer

Ingredients

1 Insights

2 Brand Voice

3 Games

4 Promotions



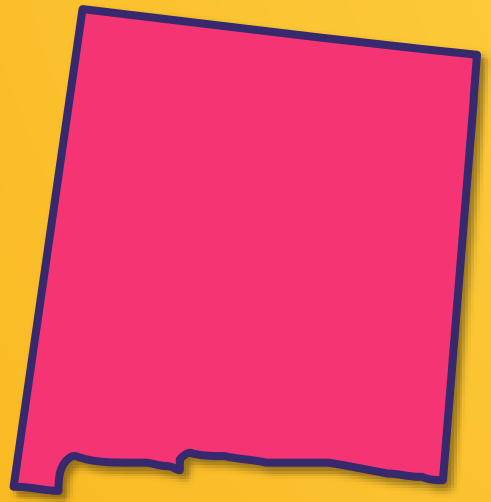
1

Insights

Insights: Know the Market

Diverse Culture

Unique Cuisine

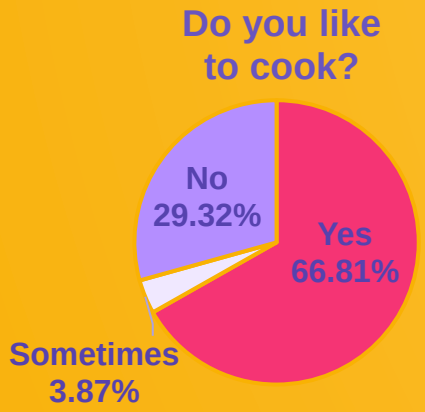


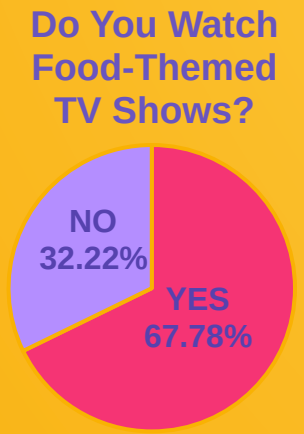
Payout Limitations

Gaming Options

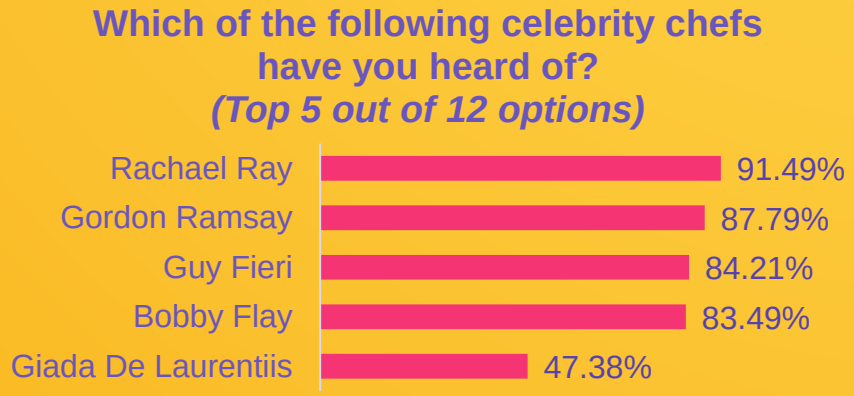
Insights: Know the Players

Example: 2023 Tasty Ticket Survey - 1,649 Respondents









2

Brand Voice

Brand Voice: Fun & Light

Our Representatives:



The Roadrunner



Cash Shark

Brand Voice: The Roadrunner









Brand Voice: The Roadrunner



Brand Voice: Cash Shark

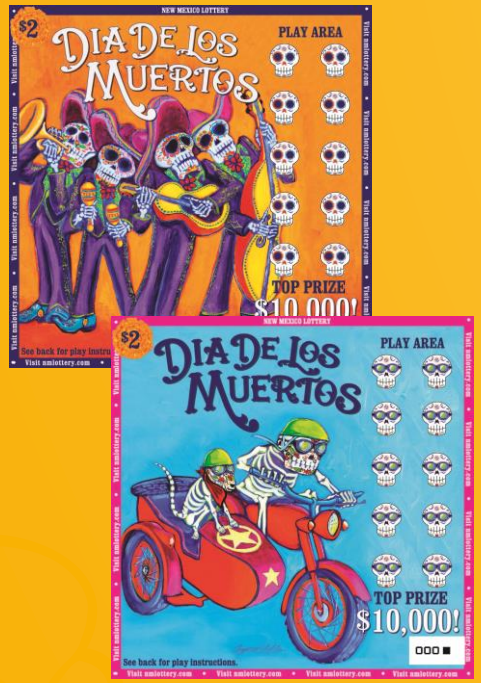


Brand Voice: Cash Shark

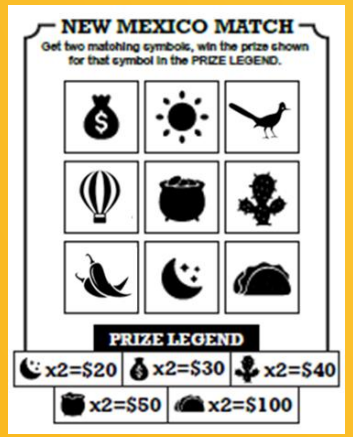



3
GAMES

GAMES: DIVERSE CULTURE



JACKPOT USA

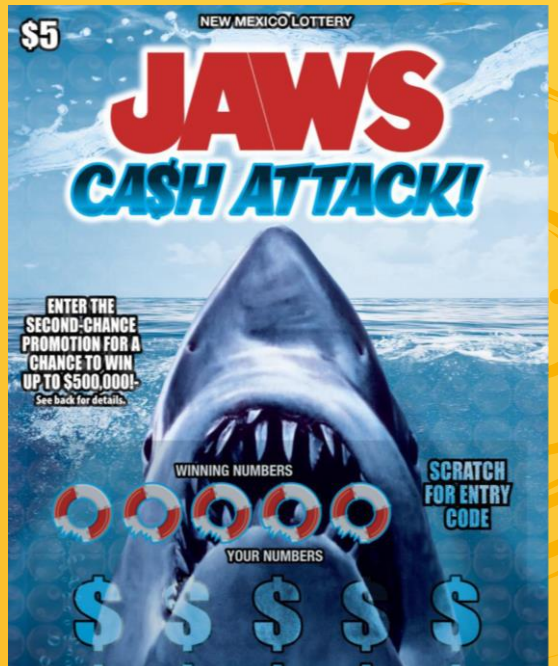




GAMES: CASH SHARK



COMING SOON...



GAMES: UNIQUE CUISINE









Guy Fieri Flavortown Fortune





4

PROMOTIONS

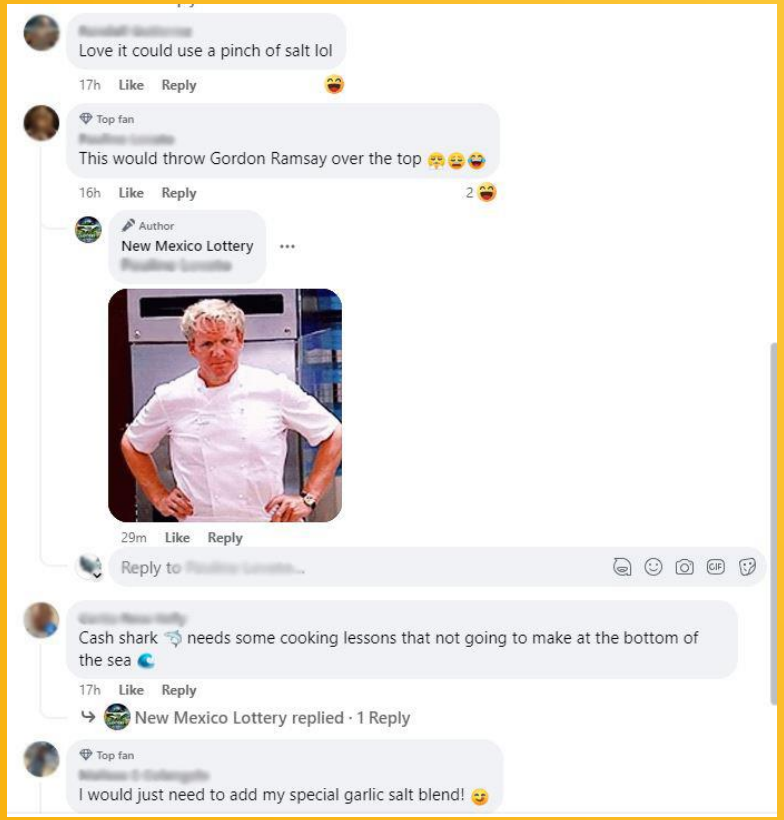
Teaser Promotion: Cookbook



Download at
nmlottery.com/promotions



Teaser Promotion: Cookbook





Second-Chance Promotion





Guy Fieri Flavortown Fortune



THANKS!

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