

NCEL's Retail Transformation

Digital Menu Board Pilot & Player Research

NC Education Lottery™

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Today's Agenda

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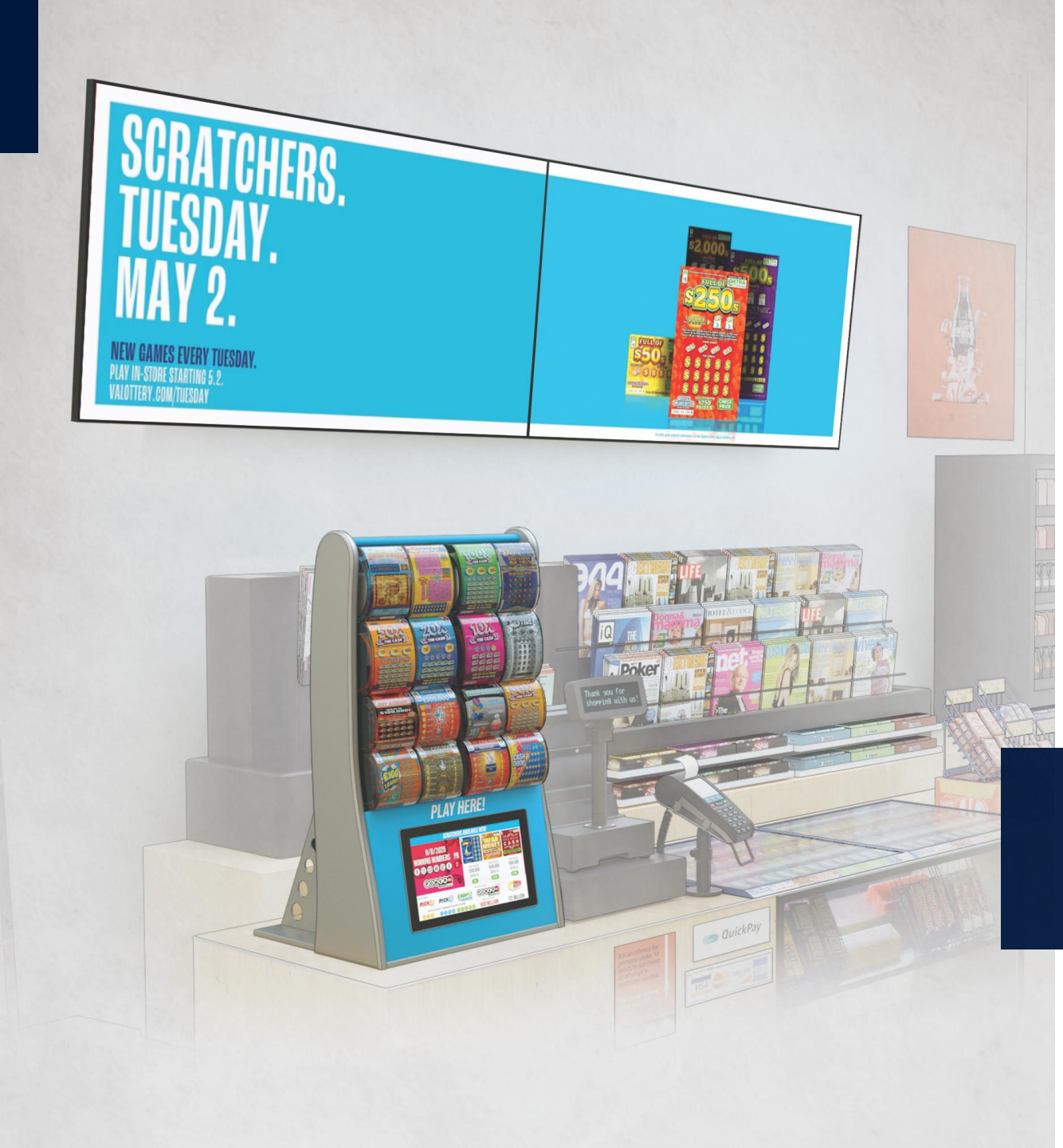
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1. Introduction
2. Digital Menu Board Pilot
3. Top Research Objectives
4. Methodology
5. Detailed Results
6. Key Findings

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Introduction to Carmanah Signs



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- Lottery & Gaming Division of STRATACACHE
- Provider of Retail Digital Signage Networks & Jackpot Signs
- 55+ Lottery Customers
- 20+ Years in Lottery

Who is Carmanah Signs?

Carmanah Digital Signage Customers Include:

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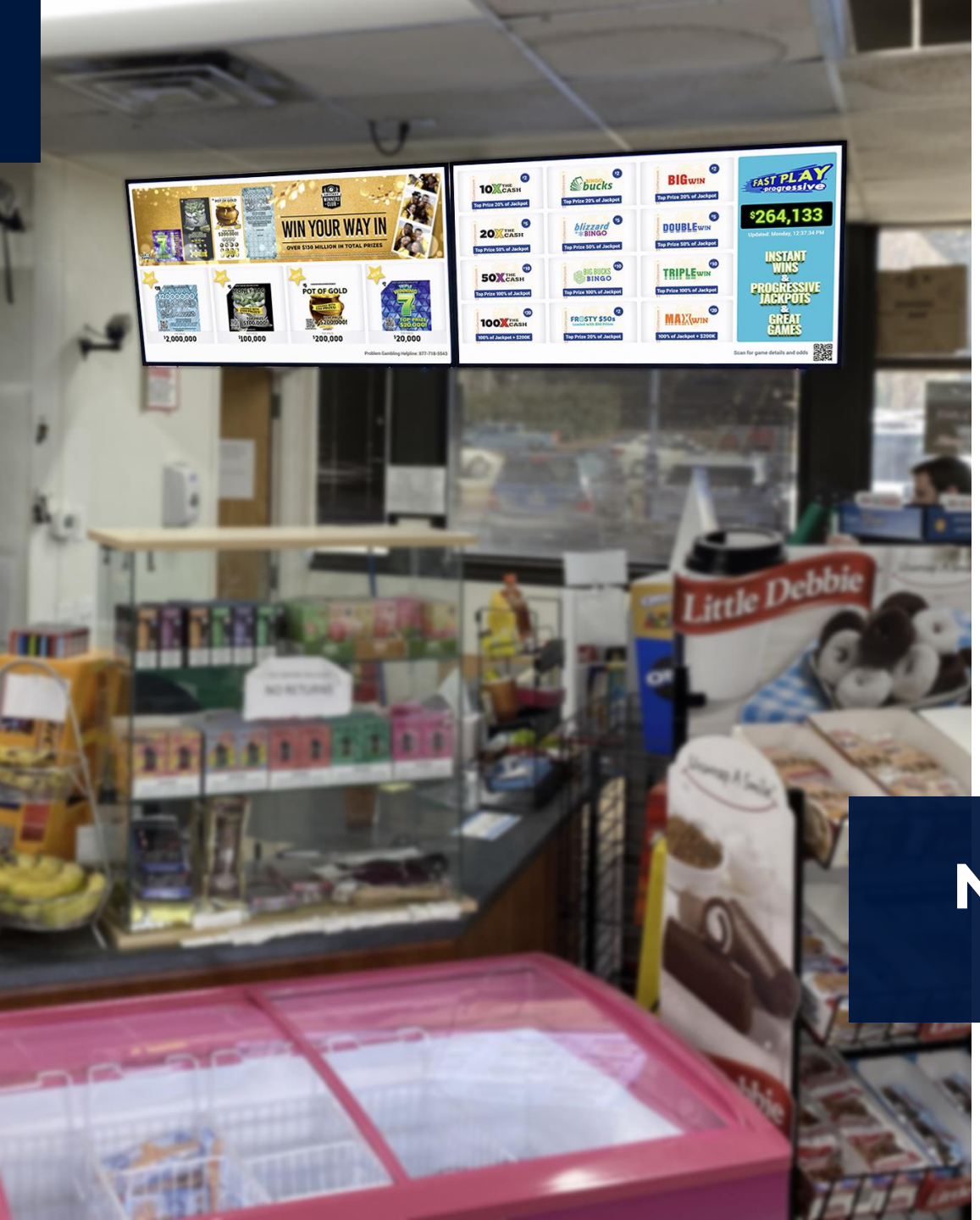


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NCEL Digital Menu Board Pilot

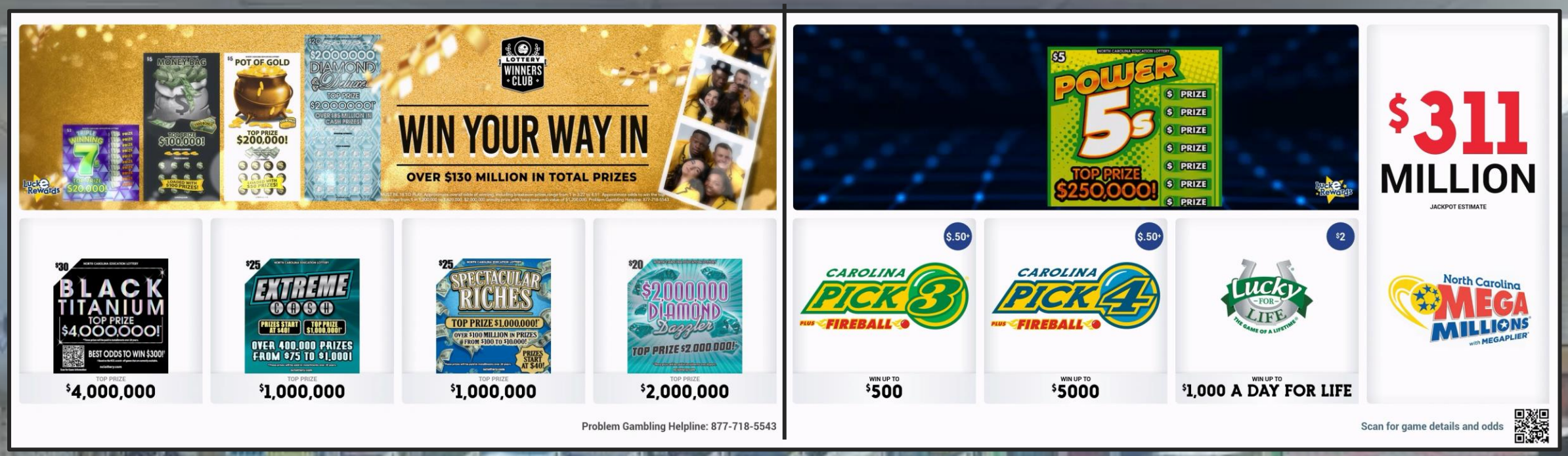


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- Launched August 2023
- 60 dual screen Digital Menu Boards
- Focus on Scratch-Offs content
- Content also includes FastPlay, Keno, Mega Millions & Powerball

NCEL Digital Menu Board Pilot



Dual Screen Digital Menu Boards

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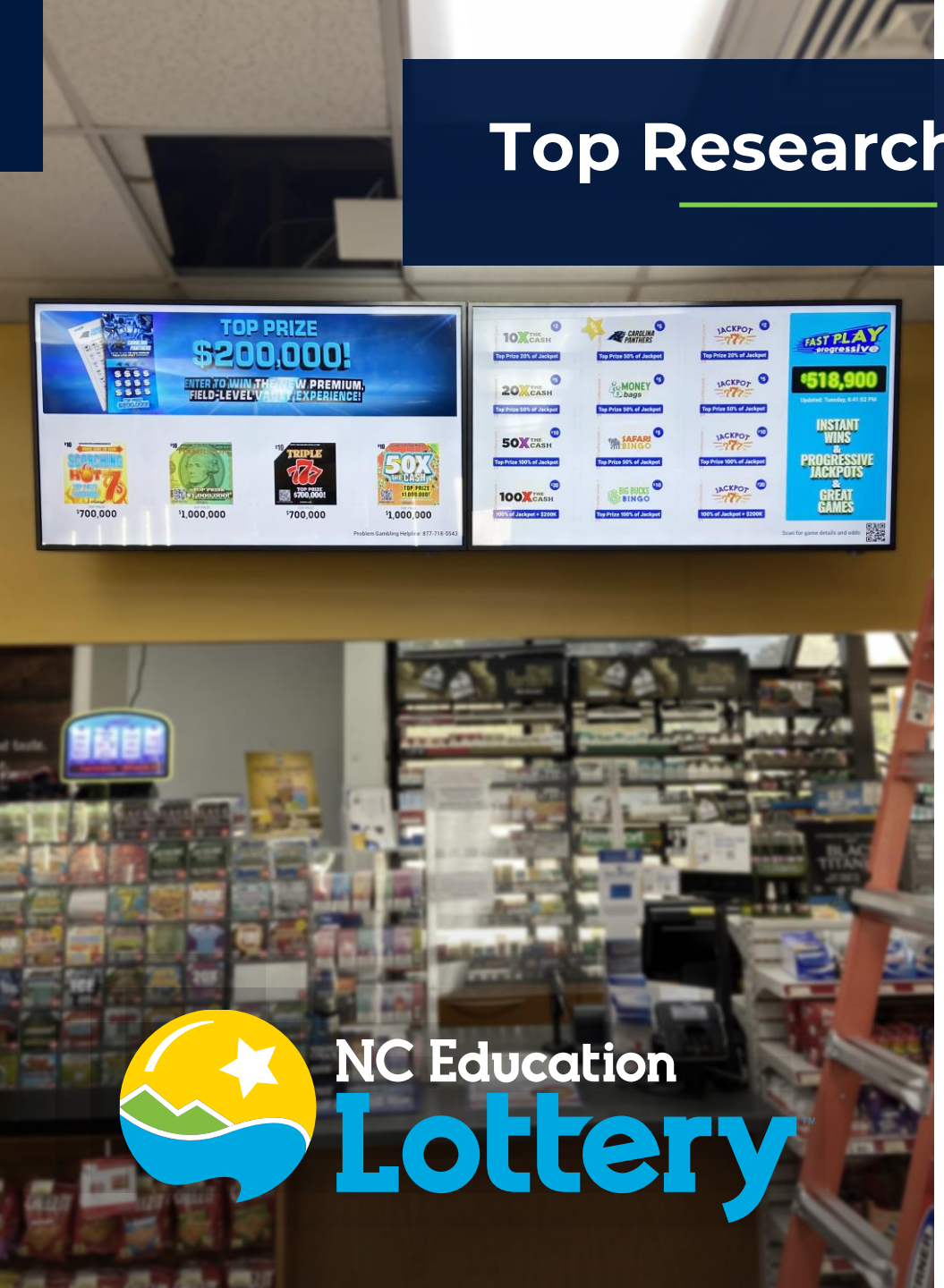
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NCEL Digital Menu Board Research

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Top Research Objectives



- Assess **player awareness & impressions of Digital Menu Boards** (DMBs).
- Investigate whether DMBs influence **likelihood to participate** in lottery games or **alter spending patterns**.
- Determine if players **discovered new lottery games** & if they're **inclined to try these games**.
- Evaluate any **shifts in players' perceptions of the retail stores** & compare to control group without DMBs.

Methodology

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Method

132 lottery purchasers interviewed via **5-7 minute in-person survey** at retail locations in:

- **Raleigh** (64 interviews)
- **Charlotte** (68 interviews)



When

Fieldwork took place **March 13-14, 2024**.



Sample

For comparison purposes, 68 interviews were conducted at **8 stores with Digital Menu Boards** & 64 interviews at **4 stores that did not have digital signage**.



Stat Testing

Stat testing was conducted between player groups at 90%. A green box indicates the group that is significantly higher than the other subgroup.

Positive Purchase Experience

	NET POSITIVE	% NET POSITIVE DMB n=68	% NET POSITIVE NO DMB n=64
OVERALL PURCHASE EXPERIENCE	77% 14% **91%**	**93%**	**89%**
Ease of purchase	84% 11% 95%	96%	94%
Visibility of products at check out in the store	68% 22% 90%	87%	94%
Variety of games offered	73% 15% 89%	90%	88%
Availability of new scratch games	59% 22% 81%	76%	86%
Lottery signage displaying games, prizes, and promotions	58% 22% 80%	84%	75%
Price points offered	54% 19% 73%	75%	70%
The clerk's knowledge about lottery games	58% 14% 72%	62%	83%

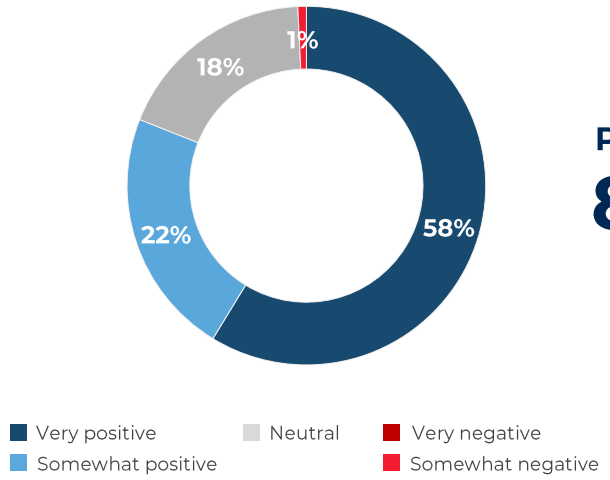


Green box indicates group is significantly higher compared to corresponding group at 90%.

Positive Opinion of Lottery Signage

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OVERALL OPINION



POSITIVE
80%

	DMB	NO DMB
POSITIVE	84%	75%

REASONS FOR *POSITIVE* OPINION

Useful information	57%
Clear	53%
Good placement/location	22%
Attractive	20%
Good amount of information	19%
Easy to use	15%
Special promotions/offers are displayed	7%
Promotes responsible gaming	5%
Bright/Bright lights	4%
Looks fun/Makes me want to play	2%
Shows new products	1%
Shows products not available in the store	1%
Prevents line hold-ups	1%
Other	5%
Don't Know	3%

Green box indicates group is significantly higher compared to corresponding group at 90%.

Increased Variety of Games Played

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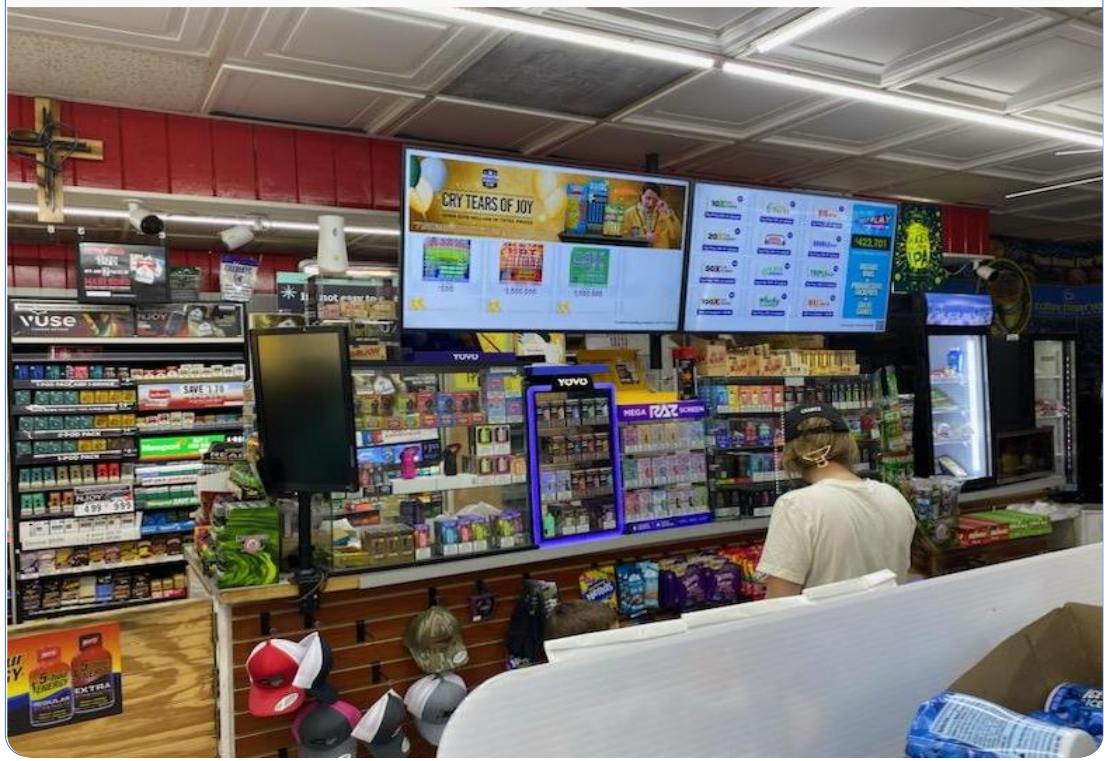
	PURCHASED TODAY	PURCHASED IN P6M	PAST 6 MONTHS DMB	PAST 6 MONTHS NO DMB
Scratch-Offs	70%	88%	88%	88%
Powerball	20%	70%	82%	58%
Pick 3	16%	52%	51%	52%
Pick 4	11%	37%	40%	34%
Mega Millions	10%	52%	71%	33%
Cash 5	7%	41%	47%	34%
Lucky for Life	2%	27%	34%	19%
Fast Play Games	2%	14%	24%	3%
Keno	1%	8%	9%	8%
Digital Instants	0%	10%	12%	8%
MEAN # GAMES	1.4	4.0	**4.6**	3.4
MEDIAN # GAMES	1	3	4	3

Green box indicates group is significantly higher compared to corresponding group at 90%.

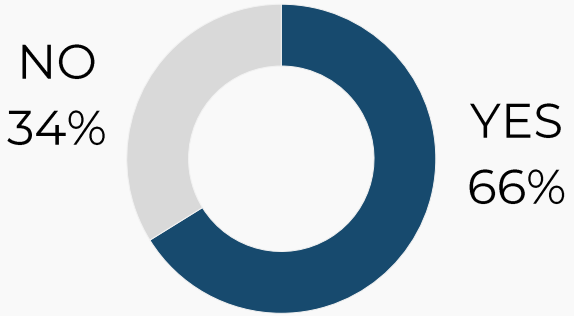
High Awareness of Digital Signage

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BUSY RETAIL SPACE



Noticed Digital Menu Board Today:



Had Seen Digital Menu Board Before Today:

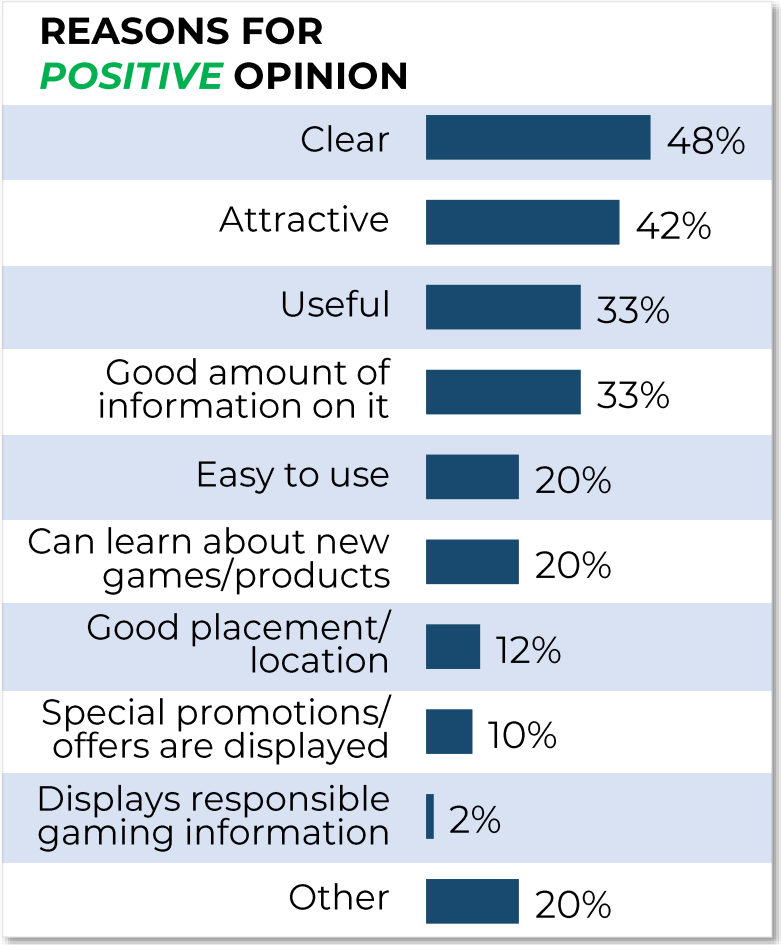


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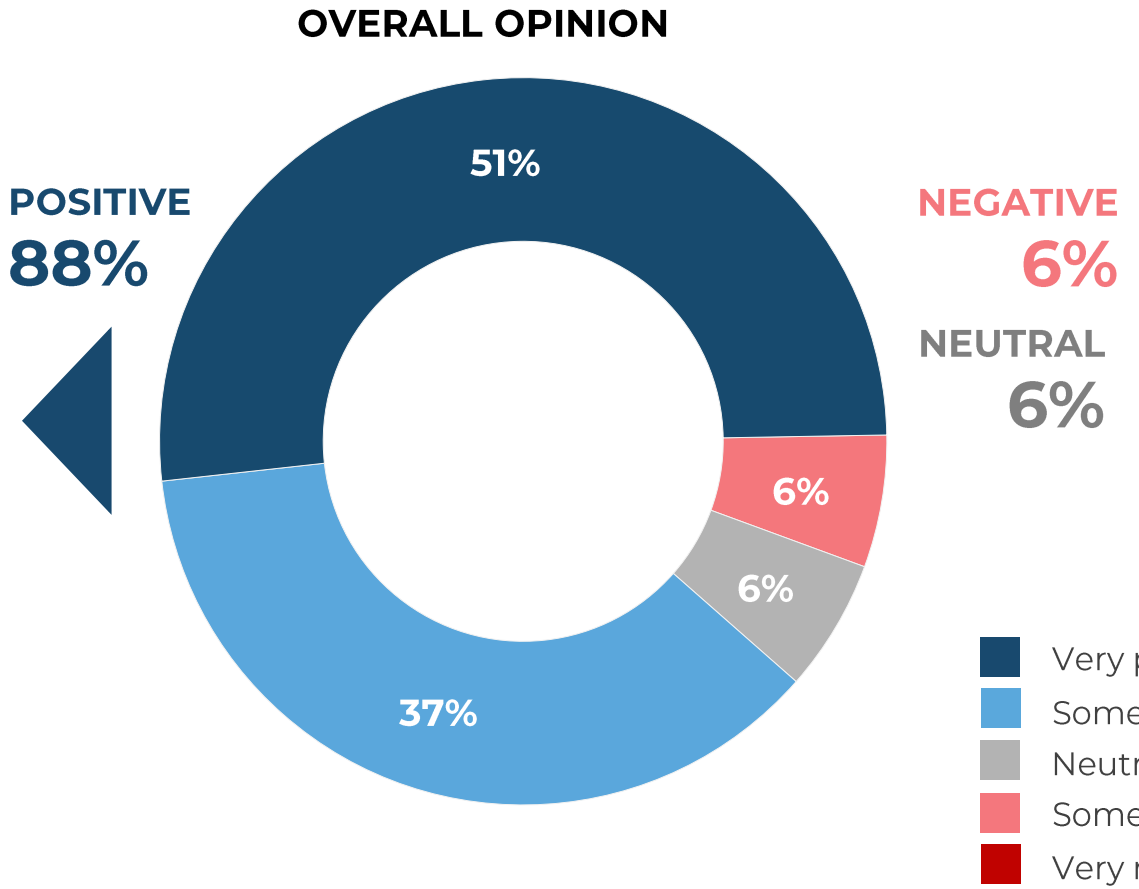
Positive Rating of Digital Signage

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REASONS FOR *POSITIVE* OPINION



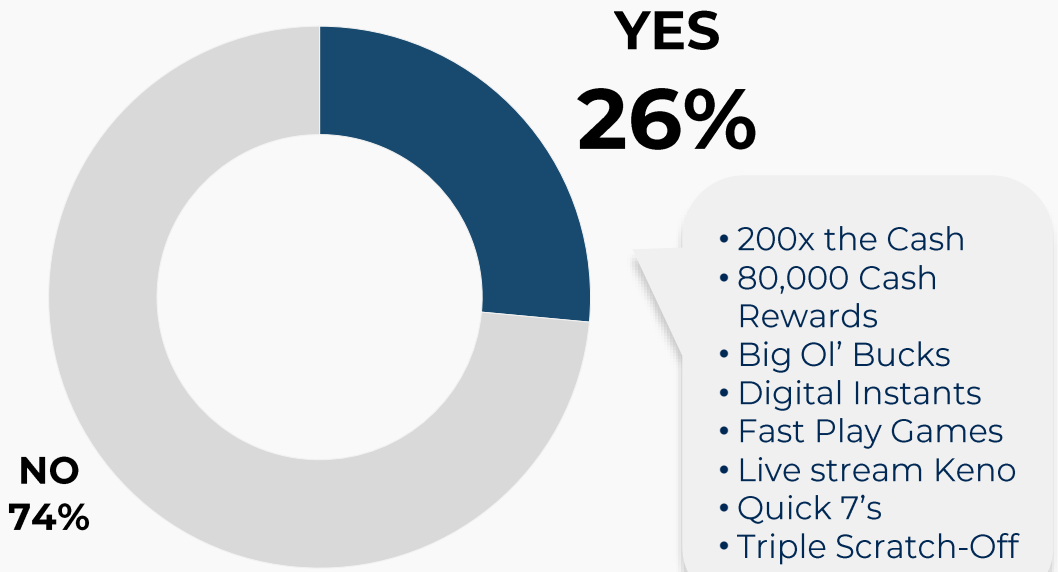
OVERALL OPINION



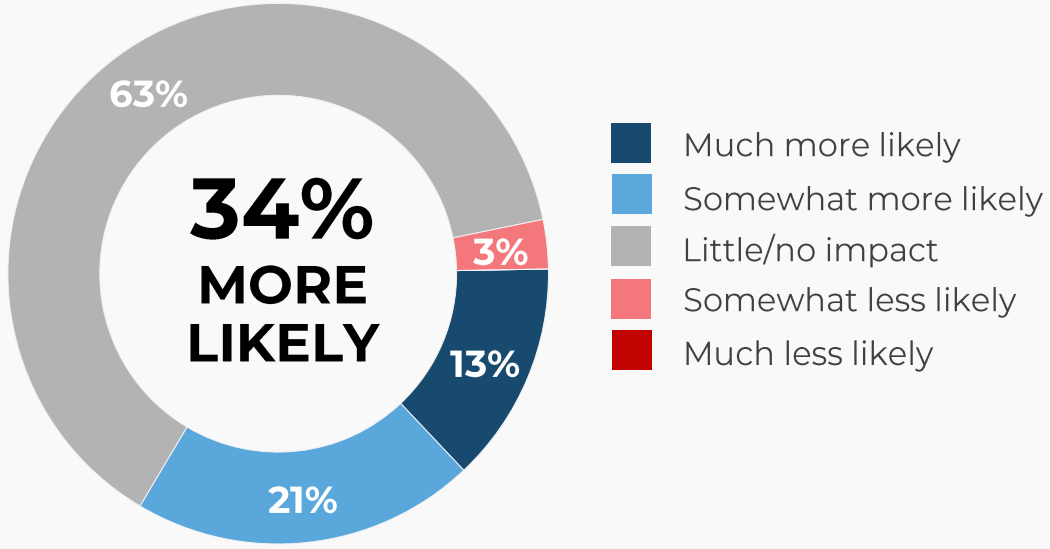
Positive Impact on Future Purchase

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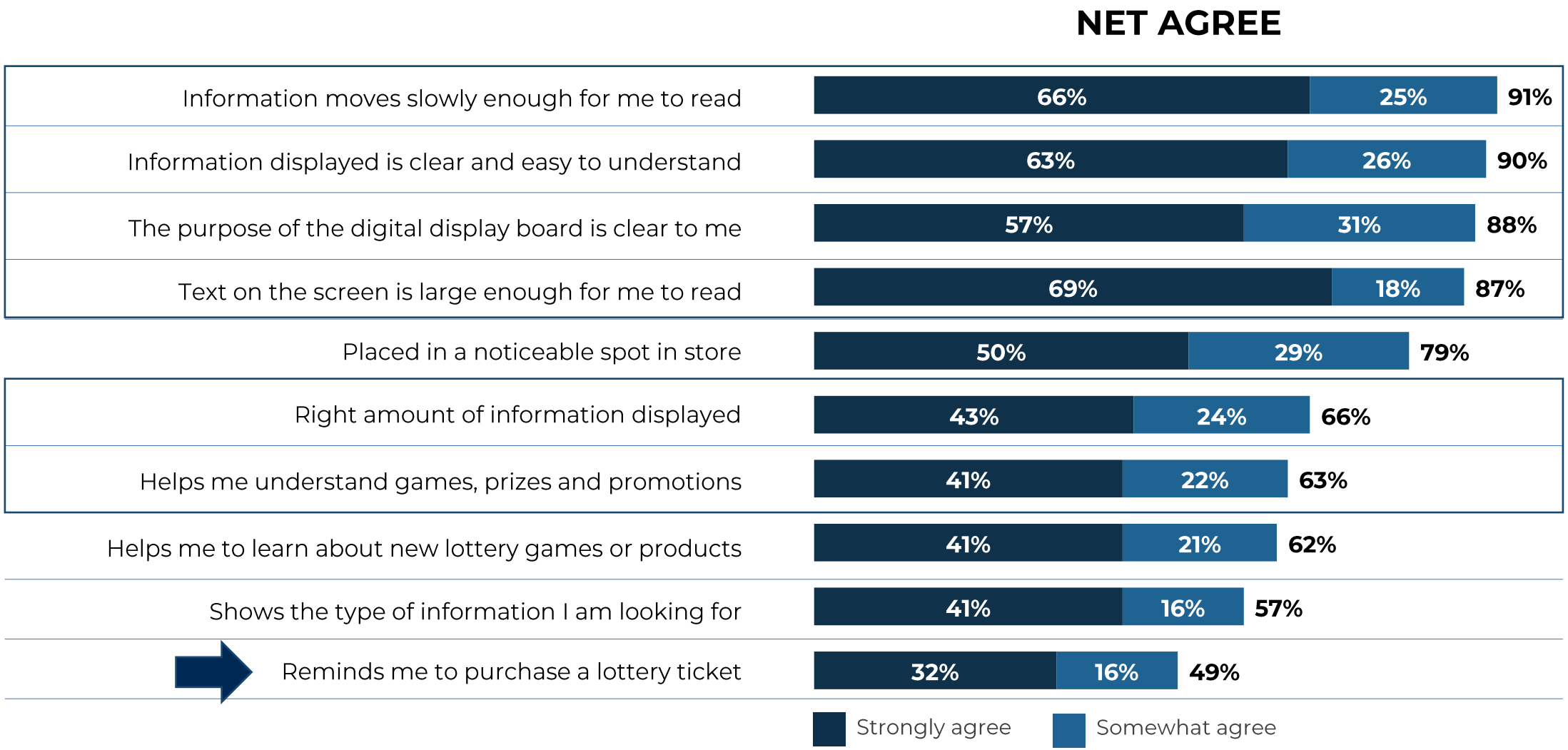
Tried a new product because it was on the Digital Menu Board:



Impact on likelihood to purchase lottery products in store:



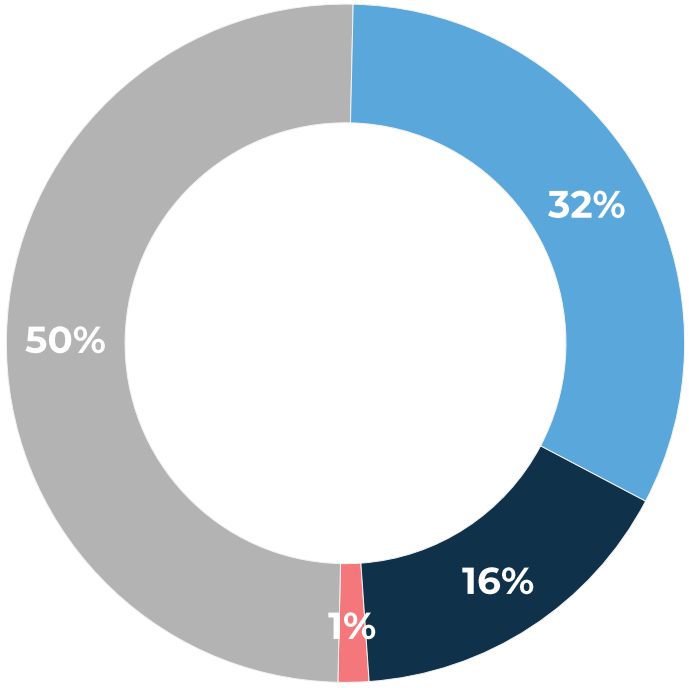
Positive Opinion of Digital Signage



Positive Impact on Store Image

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IMPACT ON OPINION

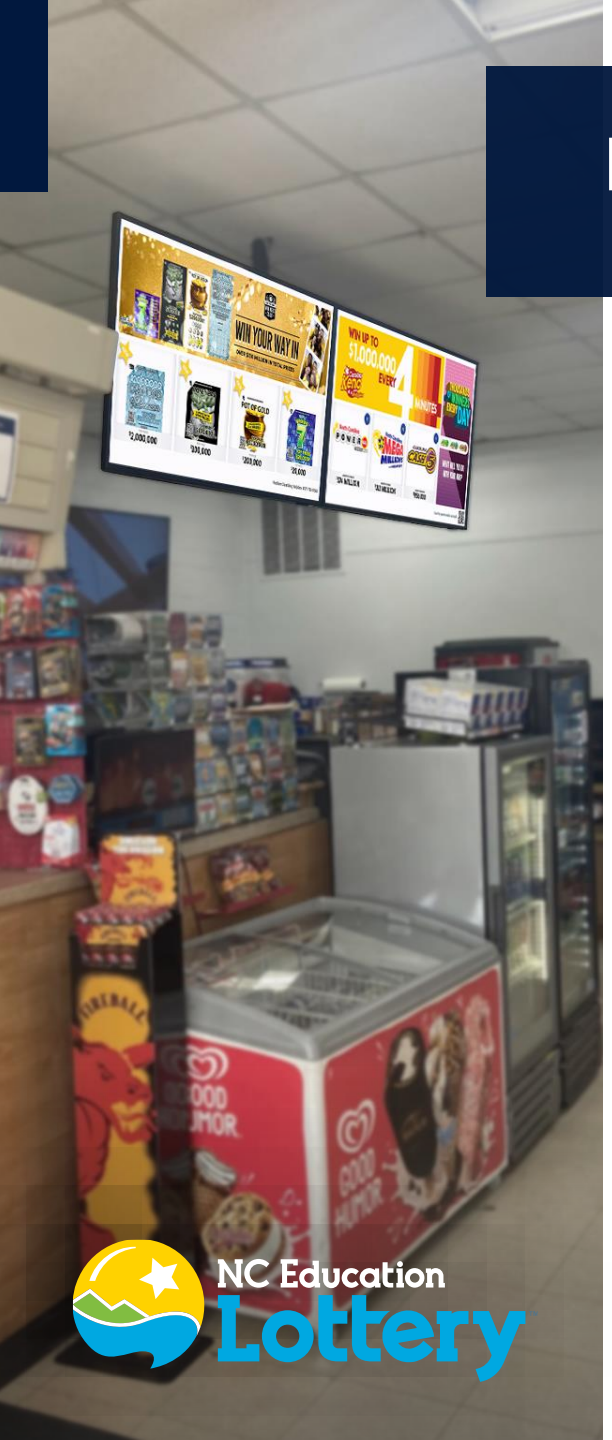


- Much more favorable
- Somewhat more favorable
- Neutral
- Somewhat less favorable
- Much less favorable

MORE FAVORABLE
49%

REASONS FOR *MORE FAVORABLE* OPINION

I don't have to ask questions to staff now that I can read it on the sign	24%
I can read it from far away so I don't hold up the line	21%
Makes the experience more informative	18%
Makes it look more upscale	12%
Makes store look more organized	6%
Increases excitement	6%
Avoids human interaction	3%
Reminds/encourages me to buy	3%
Bad placement in store	3%
Shows products not available in the store	3%
Other	12%
Don't know	9%



Key Research Findings

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1. **High satisfaction with lottery purchase experience** & **positive opinion of signage**, directionally higher rating in Digital Menu Board (DMB) stores.

2. **Purchase behavior more diversified** in DMB stores (i.e. FastPlay).

3. **Awareness of DMBs is high** & **effect on future purchase behavior is positive**; players try new products/increase overall purchases.

4. DMBs **performing very well in terms of design** & **clarity**.

5. Half of players (49%) find **DMBs improved opinion of the store**.

Thank You

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