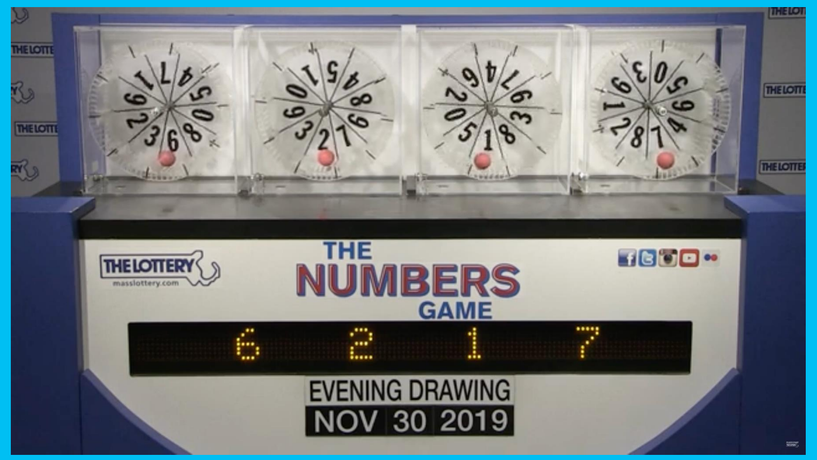
MASSACHUSETTS STATE LOTTERY

CONTENT PRODUCTION EVOLUTION

Christian Teja - Director of Communications
Keith Macri - Creative Director

SITUATION ANALYSIS

2019







THREE NEEDS

1. Drawing equipment needed to be replaced
2. Lottery HQ was moving, needed to build a new studio
3. Both full-time drawing studio positions needed to be filled

STRATEGY

Reimagine the drawing studio positions to facilitate:

- Revamping of in-state drawings presentation
- Expansion of the Lottery's production capabilities
- Engagement of customers through additional video content

Required qualifications included:

- Expert knowledge of video editing and production tools
- Experience managing a post-production studio

HOW IT'S GOING

2024



IMPROVEMENTS

- Higher Quality
- Greater Volume
- Better Efficiency
- More Flexibility
- Massive Cost Savings

RECOGNITION

- 7 Emmy Nominations (1 win & 2 TBD)
- Silver Hatch Award Winner
- NASPL Finalist

INVESTMENT

PERSONNEL

Creative Director

Manager of Studio & Content Production

Asst. Mgr. of Studio & Content Production

Editor / Producer

Motion Graphic Designer

Graphic Designer

Draw Studio Specialist

EQUIPMENT

Studio & Live Shows

Commercial Production

Short Form & Social Content

Computers & Other Supplies

TOTAL

$375,000

OVER 3 YEARS

QUALITY

AND

VALUE

VALUE

VOLUME

CONSISTENCY | EFFICIENCY | COST

FLEXIBILITY

SPEED | CHANGE IS EASY

VARIETY

CONTENT DIVERSITY

VOLUME

CELEBRATE THE NIGHT



:30



:15



:05

RADIO :15 & 30

TV, YOUTUBE, RADIO

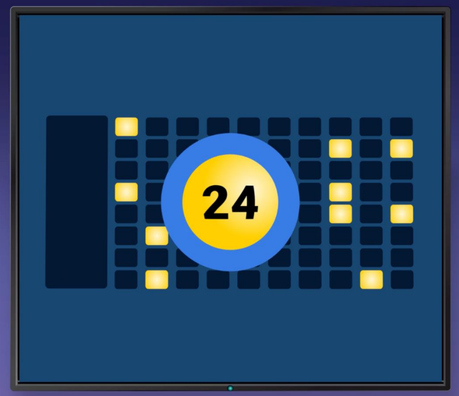
CELEBRATE THE NIGHT

CONSISTENCY, EFFICIENCY, COST





WHEN THE BASKETBALL GAME ENDS



YOUR GAME IS JUST BEGINNING

10 DIFFERENT SOCIAL VIGNETTES

CELEBRATE THE NIGHT

CONSISTENCY, EFFICIENCY, COST









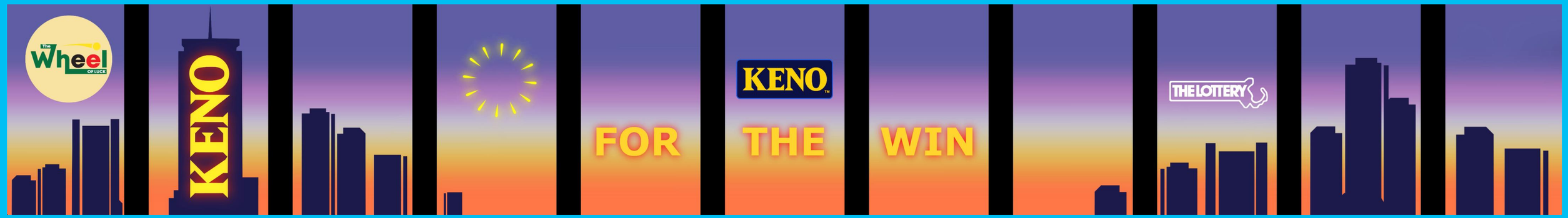




POS & DIGITAL

CELEBRATE THE NIGHT

CONSISTENCY, EFFICIENCY, COST



NORTH STATION / TD GARDEN



MBTA LIVE BOARDS



OUTSIDE FENWAY PARK

OUT OF HOME

CELEBRATE THE NIGHT

CONSISTENCY, EFFICIENCY, COST

TOTAL POSTS

86

ACROSS 3 CHANNELS

2024 REACH

3.2M

FACEBOOK

+52%

1.4M

INSTAGRAM

+155%

ORGANIC

400K

FACEBOOK *REACH +67%*

ORGANIC

24K

INSTAGRAM *REACH +27%*

ANALYTICS

CELEBRATE THE NIGHT

CONSISTENCY, EFFICIENCY, COST

PRODUCTION COST?

CELEBRATE THE NIGHT

CONSISTENCY, EFFICIENCY, COST

PRODUCTION COST?





LUNCH FOR THE CREW

FLEXIBILITY

SPEED & EASY CHANGES



SUPER BOWL COMMERCIAL

TAYLOR'S VERSION

2.1M

TV IMPRESSIONS

The Boston Globe

Super Bowl commercials 2024: See Beyoncé, DunKings, and more big game ads

BOSTON.COM

HOMEPAGE ON SUPER BOWL SUNDAY

LOCAL NEWS

Taylor did a commercial for Mass. Lottery's new scratch ticket. No, not that Taylor.

The Massachusetts State Lottery got a 15-second commercial slot during the Super Bowl to promote its new "Lifetime Millions" game.

By Gwen Egan
February 11, 2024

Look out for a new commercial featuring the Massachusetts State Lottery's new $50 scratch-off ticket featuring a certain Taylor during the Super Bowl between the San Francisco 49ers and the Kansas City Chiefs.

Unfortunately, it's not the Taylor everyone is thinking of.



TAYLOR'S VERSION

SPEED & EASY CHANGES

PRODUCTION COST?

TAYLOR'S VERSION

SPEED & EASY CHANGES

PRODUCTION COST?

0

DOLLARS

(NOT EVEN THE HAIR CUT)

VARIETY

COMMERCIAL







SHORT FORM *(RECURRING)*



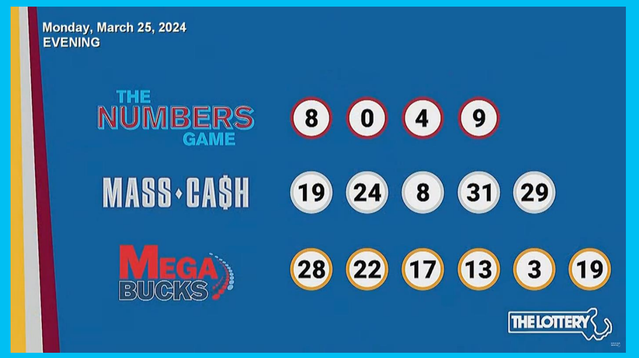




STUDIO







DESIGN & ANIMATION







2024 YT ANALYTICS

PIECES OF PUBLISHED CONTENT

229

ON PACE FOR 916

2.5 VIDEOS PER DAY

ORGANIC YOUTUBE VIEWS

540K

3.4 MILLION TOTAL

YOUTUBE SUBSCRIBERS

1,039

+17% YOY

PERCENTAGE WATCHED

86%

+26% YOY

BROADCAST TELEVISION SPOTS - EST. PRODUCTION COSTS

50TH ANNIVERSARY





$350K

CELEBRATE THE NIGHT





$300K

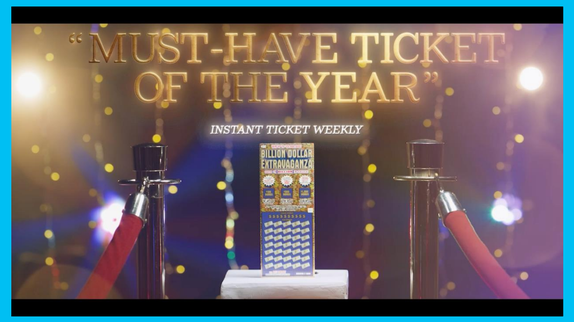
LIFETIME MILLIONS





$175K

BILLION DOLLAR EXTRAVAGANZA



$250K

PRODUCTION COSTS

ACTUAL SPEND

$50K

vs.

EST. AGENCY SPEND

$1M+

$1.025M SAVINGS

AWARD WINNER



THE MAD MULTIPLIER

THANK YOU

- Christian Teja - Director of Communications, cteja@masslottery.com
- Keith Macri - Creative Director, kmacri@masslottery.com