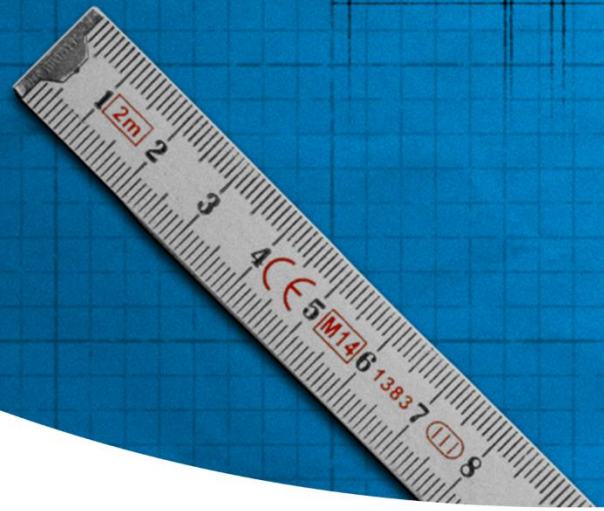
A Memorable Winning Experience

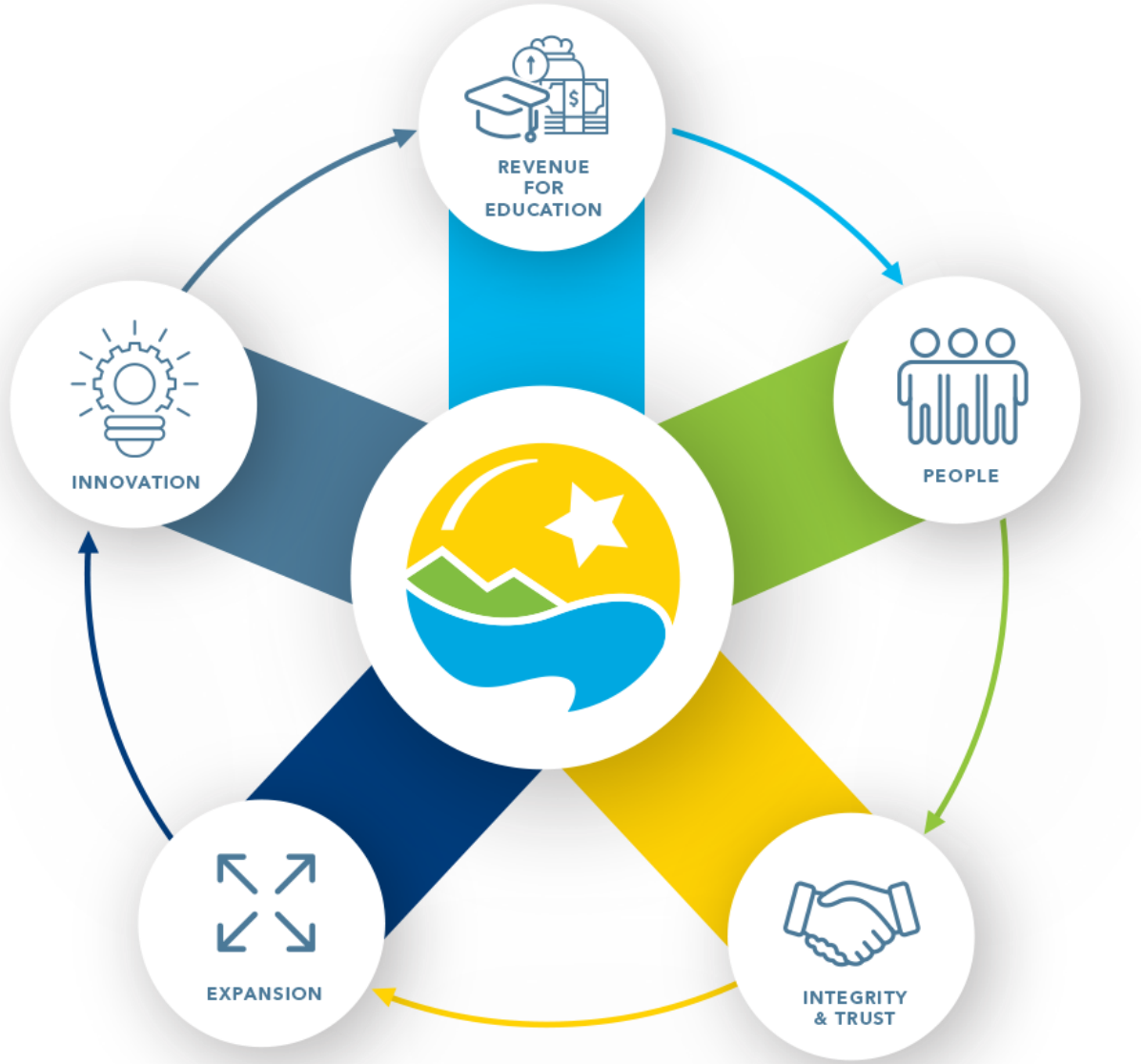


NC Education Lottery®

NC Education Lottery

STRATEGIC PLAN 2024

Develop a 360° view of our player experience to uncover opportunities for advancement.



Ignite the Power To Dream

Playing and supporting the North Carolina Education Lottery creates a world of winning possibilities for the entire state. Through the fun of play and the billions we raise for education, we provide the fuel for our most important dreams.

We're in the business of possibility. We deliver joy and thrill across the entire state of North Carolina. And we help give back millions to education every single day. We are among the lucky few who get to change lives.

Our brand is an extremely valuable asset of our organization. It deserves to be nurtured and protected. What we say, how we look and how we behave can positively impact NCEL's standing with North Carolinians. A consistent projection of tone, personality and philosophy is a must.

NC Education Lottery™

Existing Claims Center



NC Education Lottery

Strategy and Brand Alignment



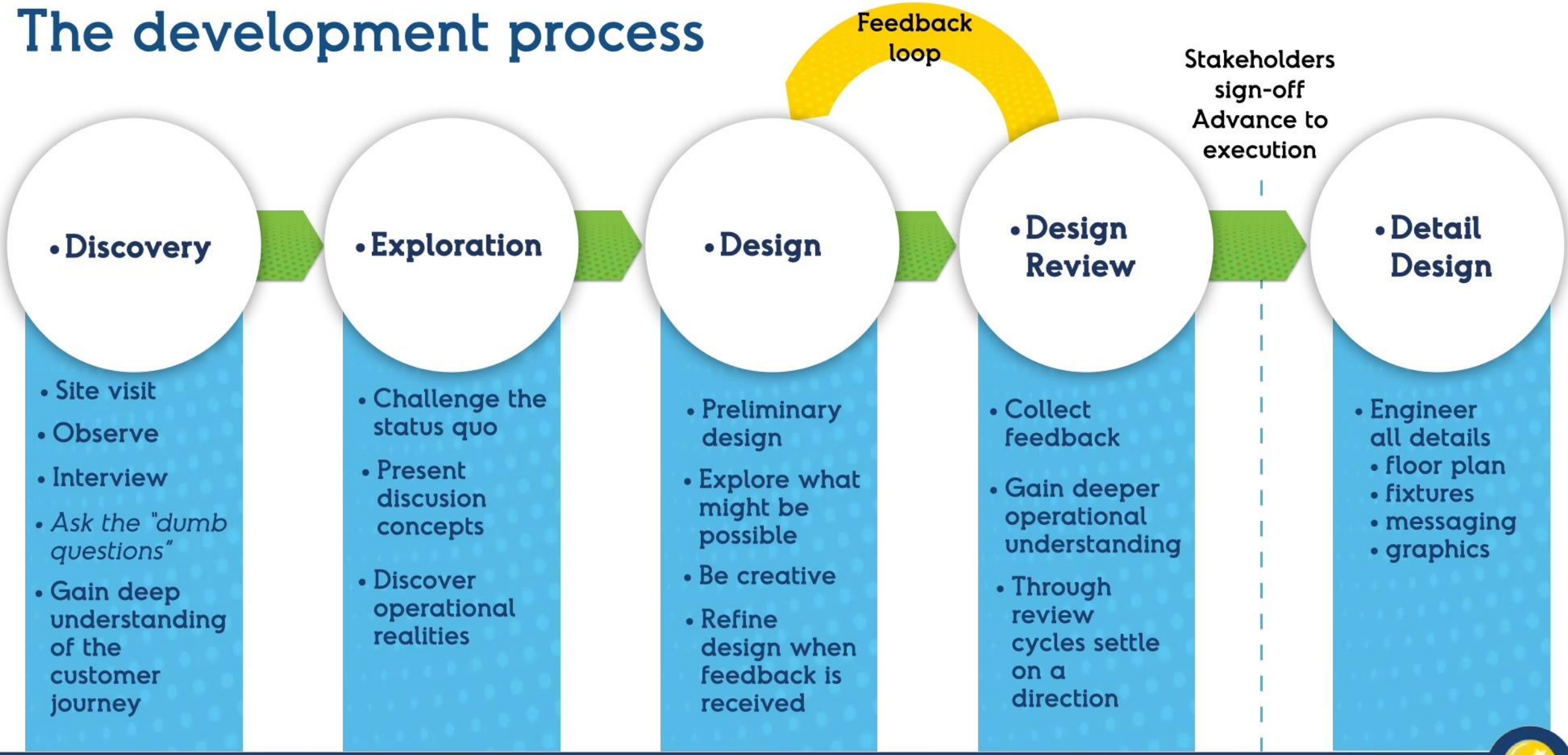
Goals for our new Claims Center

- Celebratory experience that’s warm and welcoming
- Flexible for different traffic levels with concise directions for claiming a prize
- Inviting them to play again and continue the fun



NC Education Lottery

The development process



Greeting Zone

Form Filling & Waiting

Processing

Playing

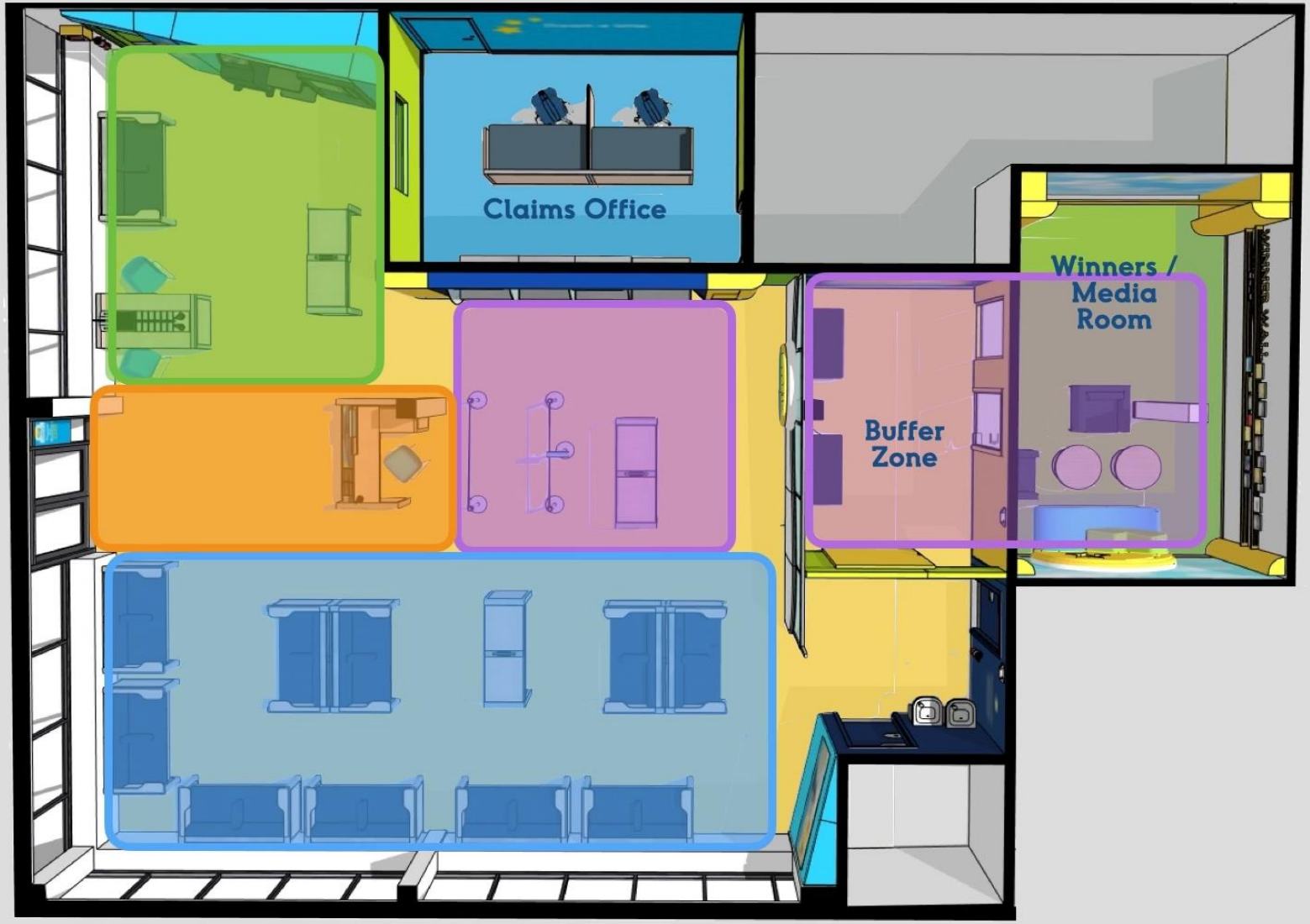


Greeting Zone

Form Filling & Waiting

Processing

Playing




NC Education Lottery
Procedure for Claiming Prizes of $600 or More:
• Fill out back of ticket completely
• Complete 1-16 on GREEN claim forms
• Proceed to the window with
im form & IDs
PLEASE USE
PENS ONLY
WHEN FILLING
OUT CLAIM
FORMS
WINNING
NC Education Lottery


Play Here
Play Here
Lottery
Lottery



NC Education Lottery



NC Education Lottery



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