Arizona Lottery | love the play

Maximizing Impact: Leveraging Earned Media to Strengthen Paid Campaigns

Cydeni Carter, Arizona Lottery Public Information Officer

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THE POWER OF EARNED MEDIA IN LOTTERY MARKETING

The Power of Earned Media

Definition:

The publicity or exposure a brand receives from third-party sources without direct payment or promotion. It's the organic buzz generated through word-of-mouth, social media shares, news coverage, or customer reviews— not paid placements.

Why it matters:

- Third-party credibility boosts campaign legitimacy.
- Earned media expands our reach beyond ad placements.
- It opens the door for community conversations around our brand and mission.

LEVERAGING EARNED MEDIA TO BOOST PAID CAMPAIGNS

Our Three-Pronged Earned Media Approach

Distribution of Media Kits

Beneficiary Inclusion

Winner Awareness



STRATEGIC USE OF MEDIA KITS & PR BOXES

Creating Tangible Campaign Experiences

Our Approach:

We create customized PR boxes for priority campaigns to engage media, influencers, and partners.

Each box includes:

- Themed promotional swag.
- Free tickets for the game we're promoting.
- A printed press release with campaign background.

Why It Works:

- Delivers a tangible experience—reporters and influencers can physically see and play the product.
- Builds excitement and buzz on social channels.
- Increases the chance of organic coverage and social shares.









Lady Luck Campaign Recap

Total Placements: 5

Total Publicity Value: $7,308

Total Audience Reach: 40,085





ALIGNING CAMPAIGNS WITH GIVES BACK EFFORTS

A Way We Can Make Campaigns Matter

Our Approach:

- We align major campaigns with our Gives Back program to create a deeper community connection.

Why It Works:

- Opens up multiple earned media angles: human interest, community impact, beneficiary stories.
- Creates ongoing storytelling opportunities throughout the campaign.

Arizona Lottery™

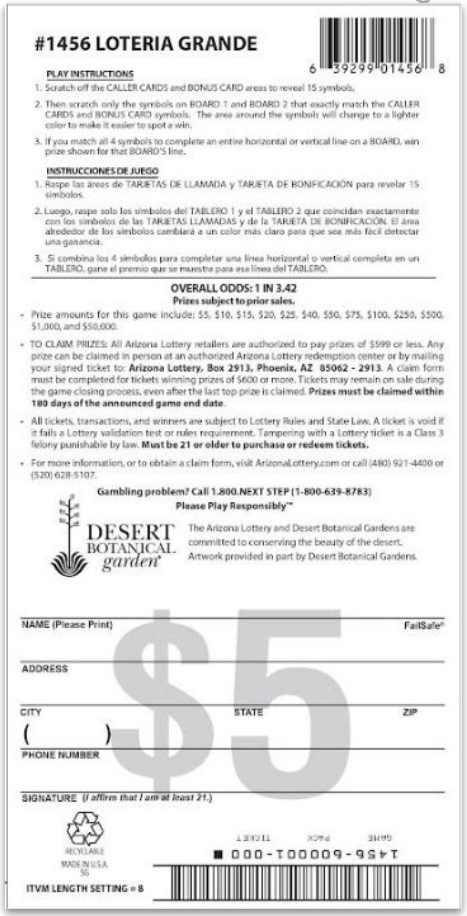
GIVES BACK

Desert Botanical Garden Lotería Ticket

Strategy:

- Highlight community impact to create authentic media moments.
- Tied our game launch to our Gives Back pillar, Environmental Conservation.
- Hosted “Lotería Nights” and “Sonoran Sippin’” events at DBG.
- Earned media coverage spotlighted our sustainability efforts and partnership.




#1456 LOTERIA GRANDE

PLAY INSTRUCTIONS

1. Scratch off the CALLER CARDS and BONUS CARD areas to reveal 15 symbols.
2. Then scratch only the symbols on BOARD 1 and BOARD 2 that exactly match the CALLER CARDS and BONUS CARD symbols. The area around the symbols will change to a lighter color to make it easier to spot a win.
3. If you match all 4 symbols to complete an entire horizontal or vertical line on a BOARD, win prize shown for that BOARD'S line.

INSTRUCCIONES DE JUEGO

1. Raspe las áreas de TARJETAS DE LLAMADA y TARJETA DE BONIFICACIÓN para revelar 15 símbolos.
2. Luego, raspe solo los símbolos del TABLERO 1 y el TABLERO 2 que coincidan exactamente con los símbolos de las TARJETAS LLAMADAS y de la TARJETA DE BONIFICACIÓN. El área alrededor de los símbolos cambiará a un color más claro para que sea más fácil detectar una ganancia.
3. Si combina los 4 símbolos para completar una línea horizontal o vertical completa en un TABLERO, gane el premio que se muestra para esa línea del TABLERO.

OVERALL ODDS: 1 IN 3.42

Prizes subject to prior sales.

- Prize amounts for this game include: $5, $10, $15, $20, $25, $40, $50, $75, $100, $250, $500, $1,000, and $50,000.
- TO CLAIM PRIZES: All Arizona Lottery retailers are authorized to pay prizes of $599 or less. Any prize can be claimed in person at an authorized Arizona Lottery redemption center or by mailing your signed ticket to: **Arizona Lottery, Box 2913, Phoenix, AZ 85062 - 2913**. A claim form must be completed for tickets winning prizes of $600 or more. Tickets may remain on sale during the game closing process, even after the last top prize is claimed. **Prizes must be claimed within 180 days of the announced game end date.**
- All tickets, transactions, and winners are subject to Lottery Rules and State Law. A ticket is void if it fails a Lottery validation test or rules requirement. Tampering with a Lottery ticket is a Class 3 felony punishable by law. **Must be 21 or older to purchase or redeem tickets.**
- For more information, or to obtain a claim form, visit ArizonaLottery.com or call (480) 921-4400 or (520) 628-5107.

Gambling problem? Call 1.800.NEXT STEP (1-800-639-8783)

Please Play Responsibly™

DESERT BOTANICAL garden

The Arizona Lottery and Desert Botanical Gardens are committed to conserving the beauty of the desert. Artwork provided in part by Desert Botanical Gardens.

NAME (Please Print) FailSafe®

ADDRESS

CITY STATE ZIP

( ) PHONE NUMBER

SIGNATURE (*I affirm that I am at least 21.*)

$5

RECYCLABLE MADE IN U.S.A.

ITVM LENGTH SETTING = 8

Arizona Adventure

Strategy:

- Tied our game launch to our Gives Back pillar, Environmental Conservation.
- Partnering with the City of Phoenix for park cleanup events provided positive community engagement and content.









Arizona Adventure Campaign Recap

Total Placements: 27

Total Publicity Value: $22,533

Total Audience Reach: 3,011,673




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THINGS TO DO

Arizona Lottery, Arizona Office of Tourism team up to deliver an unexpected adventure for players

CITYSunTimes
Published on Feb 15, 2024

Most Popular Stories

1. Anthem invites community to Memorial Day events to honor fallen heroes
2. Federally funded sidewalk infill project begins this month in Fountain Hills
3. Kiwanis Club of Carefree looking to fund major projects, deadline for application is June 1
4. Sonoran Arts League seeks art supplies for June fundraiser
5. Arizona Pool Fence, Simply Fun Pools share tips for pool safety; giving away pool fence

Latest e-Edition

CITYSunTimes
To view our latest e-Edition click the image on



WINNER AWARENESS

Timely, Campaign-Driven Earned Opportunities

When We Use It:

- While we don't highlight every ticket winner, major campaign moments create the perfect opportunity to tell these stories.

Why It Works:

- Reinforces the campaign message.
- Creates another reason to engage media and audiences—"this is happening now" urgency.

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ARIZONA NEWS

Arizona shopper 'set for life' after winning $5 million jackpot from scratch-off ticket

Dec 18, 2023, 4:57 PM



A shopper at a 7-Eleven in Phoenix bought a scratch-off ticket worth $5 million. (Google Maps Photo)

BY SERENA O'SULLIVAN
KTAR.com

Share

PHOENIX — An Arizona shopper who bought a scratch-off ticket won a $5 million jackpot last week, according to a Monday announcement from the Arizona Lottery.

LESSONS LEARNED & BEST PRACTICES

Lessons Learned & Best Practices

Key Takeaways:

- Earned media gives us more bang for our buck. Paid media guarantees placement—but earned media validates our campaigns.
- In today's landscape, anyone can pay to be seen. But if a campaign earns attention organically, it signals to the public that there's real value, impact, or interest.

Best Practices:

- Give media a heads-up early.
- Build personal relationships.
- Always have a strong hook.
- Keep messaging simple.
- Include a clear call to action.

SO, WHAT'S NEXT?

Willie's Wears Merchandise

















Willie's Wears Merchandise









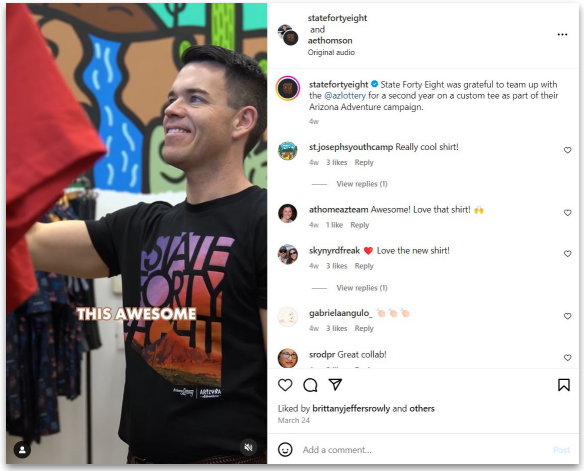




Keeping up the Momentum: State Forty Eight

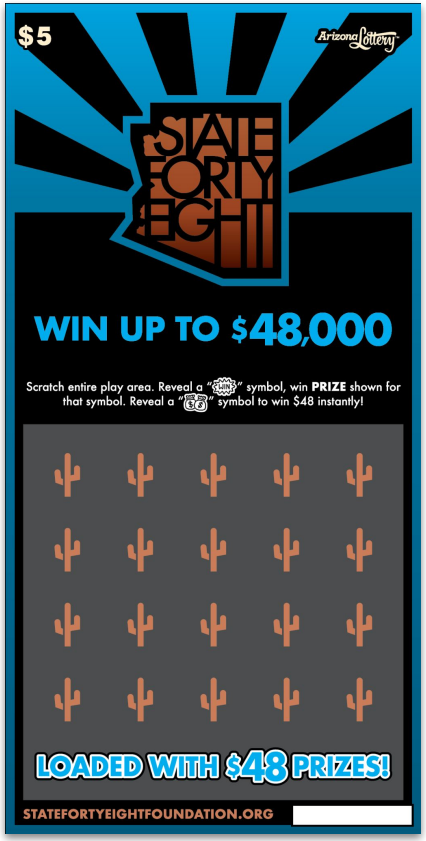






Keeping up the Momentum: State Forty Eight





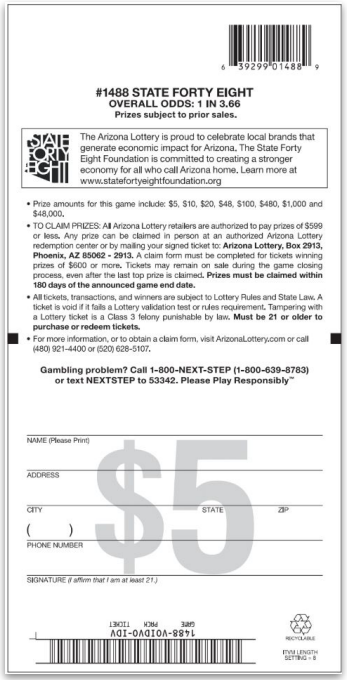


Keeping up the Momentum: State Forty Eight









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