

The Colorado Lottery

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Agenda

- ▶ Background
- ▶ Statistics
- ▶ Audience
- ▶ Slogan
- ▶ Creative
 - ▶ Print
 - ▶ Television
 - ▶ Social Media
 - ▶ Public Relations
- ▶ Campaign Strengths



Background

- ▶ Since 1983, Colorado Lottery has invested \$2.9+ billion to Colorado's wilderness, creating trails, parks, pools, and recreation areas.
- ▶ 1994 - Coloradans voted to distribute profits accordingly:
 - ▶ 50% to the Great Outdoors Colorado Trust Fund
 - ▶ 40% to the Conservation Trust Fund
 - ▶ 10% to Colorado Parks and Wildlife



Statistics - Game Breakdowns

► FY 2015

- Pick 3 - \$9 million
- Cash 5 - \$19 million
- Lotto - \$30 million
- Mega Millions - \$31 million
- Power Ball - \$72 million
- Scratch - \$377 million



Statistics - Colorado's Vehicles

- ▶ Jeeps - 4th most popular car
 - ▶ Grand Cherokee
 - ▶ Wrangler
 - ▶ 115+ trails
 - ▶ Focus on activity, not lifestyle
- ▶ Subaru is not an "off-roading" vehicle



Audience

- ▶ Primary Target

- ▶ Coloradans

- ▶ Denver metro: 18-34 year-olds, minorities, and those who have never played the lottery

- ▶ Secondary Target

- ▶ Middle-income households/individuals

- ▶ Unable to correctly identify how Lottery proceeds are used.



Slogan

A STATE OF WINNING.



PRINT



A STATE OF WINNING.

*Even if you aren't feeling lucky,
the environment will always be
lucky; because 10% of all
proceeds go toward protecting
Colorado's natural playground.*



www.coloradolottery.com

A STATE  OF WINNING.

WE ALL PLAY DIFFERENT.



BUT IT'S STILL THE SAME GAME.

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TELEVISION



SOCIAL MEDIA





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Colorado Lottery Helping the people of CO get lucky while giving back to parks, trails, conservation, and wildlife areas. Get out & play! coloradolottery.com





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PUBLIC RELATIONS



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THE HERSHEY COMPANY



CAMPAIGN STRENGTHS



