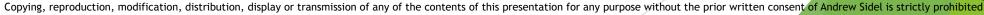
# The Colorado Lottery

Andrew Sidel



## 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 - 4<sup>th</sup> 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.







## A STATE OF WINNING.

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





#### www.coloradolottery.com





# TELEVISION



# SOCIAL MEDIA



Instagram

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Q Search



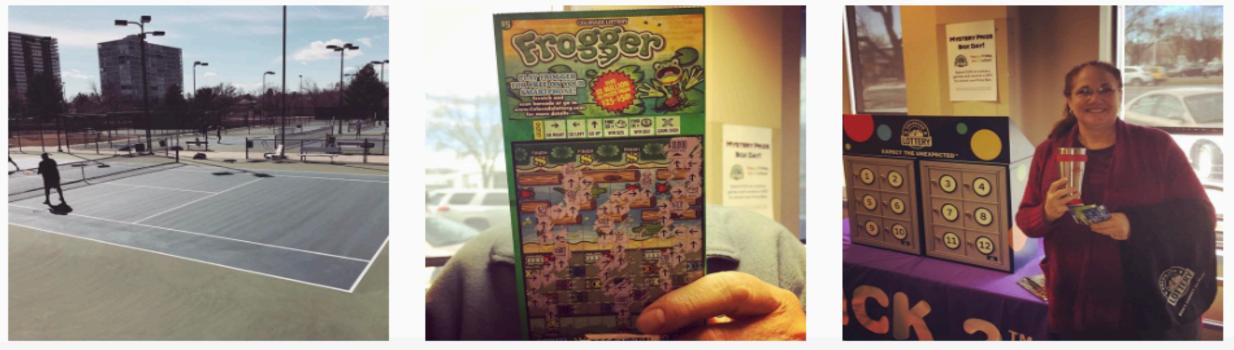
#### coloradolottery Follow

771 posts 2,012 followers

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

132 following

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Q Search

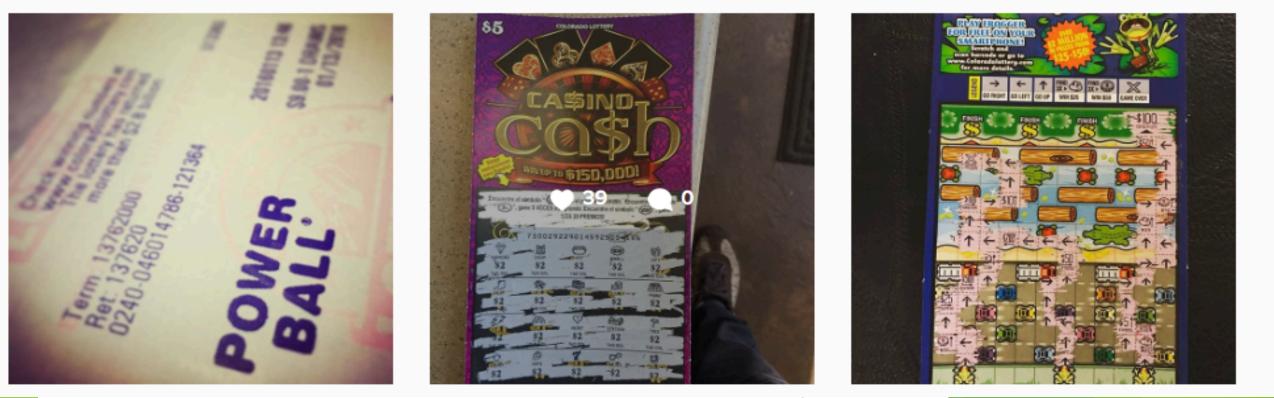
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#### #coloradolottery

402 posts

#### TOP POSTS





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LOTTERY.

# PUBLIC RELATIONS



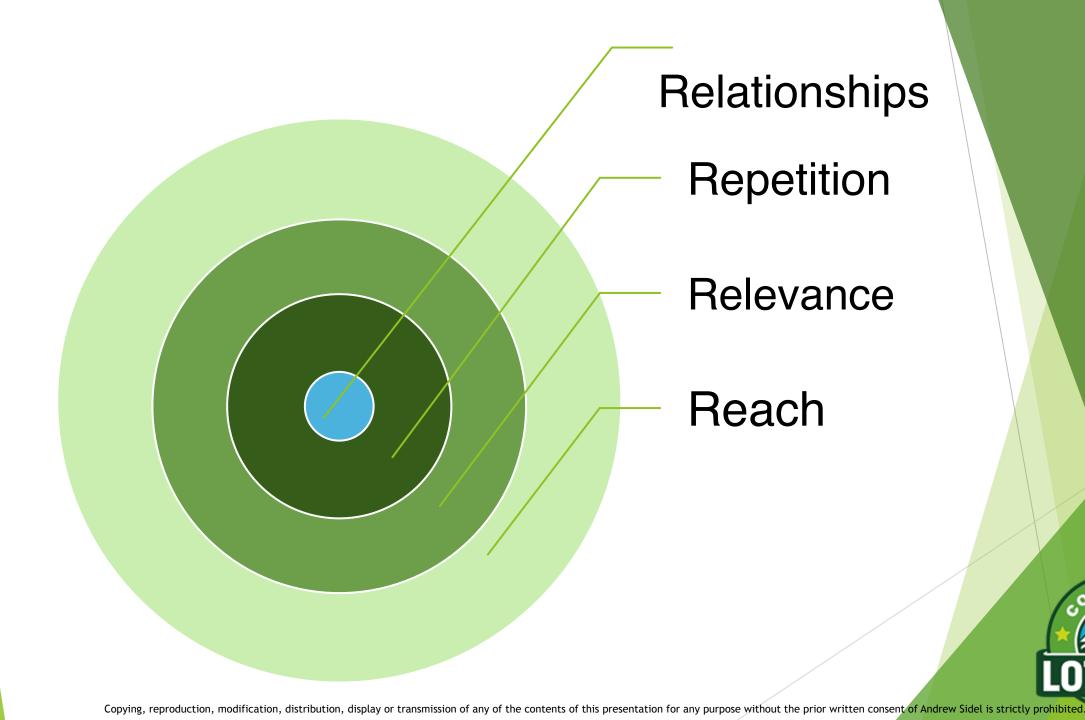


# HERSHEY COMPANY



# CAMPAIGN STRENGTHS





OR