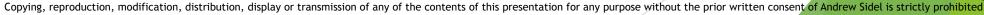
The Colorado Lottery

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 - 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.







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



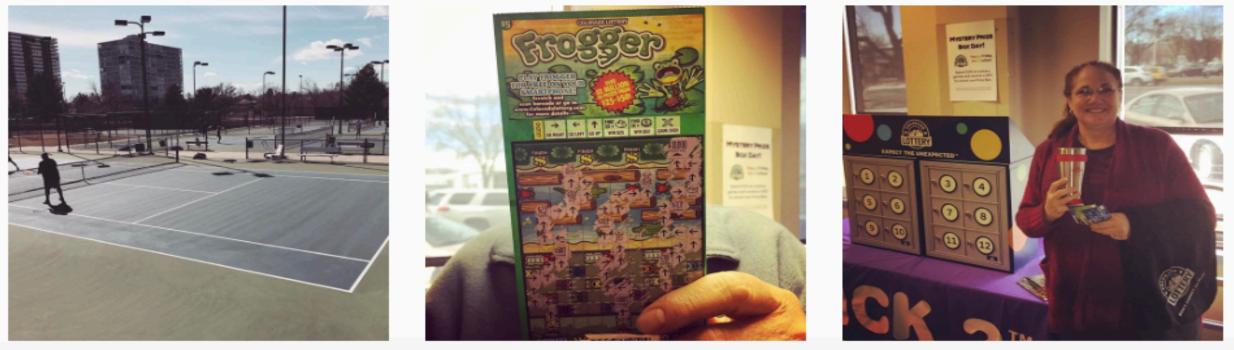
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771 posts 2,012 followers

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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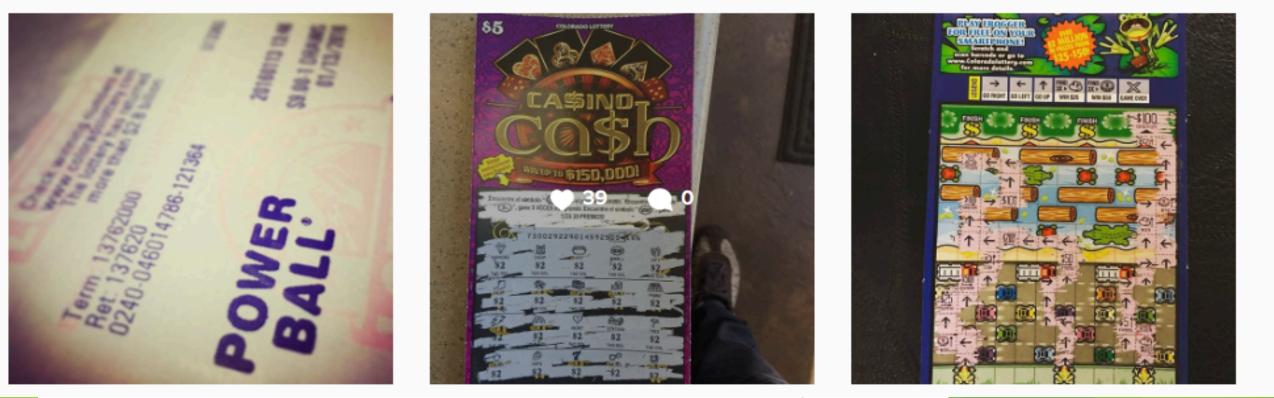
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#coloradolottery

402 posts

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LOTTERY.

PUBLIC RELATIONS



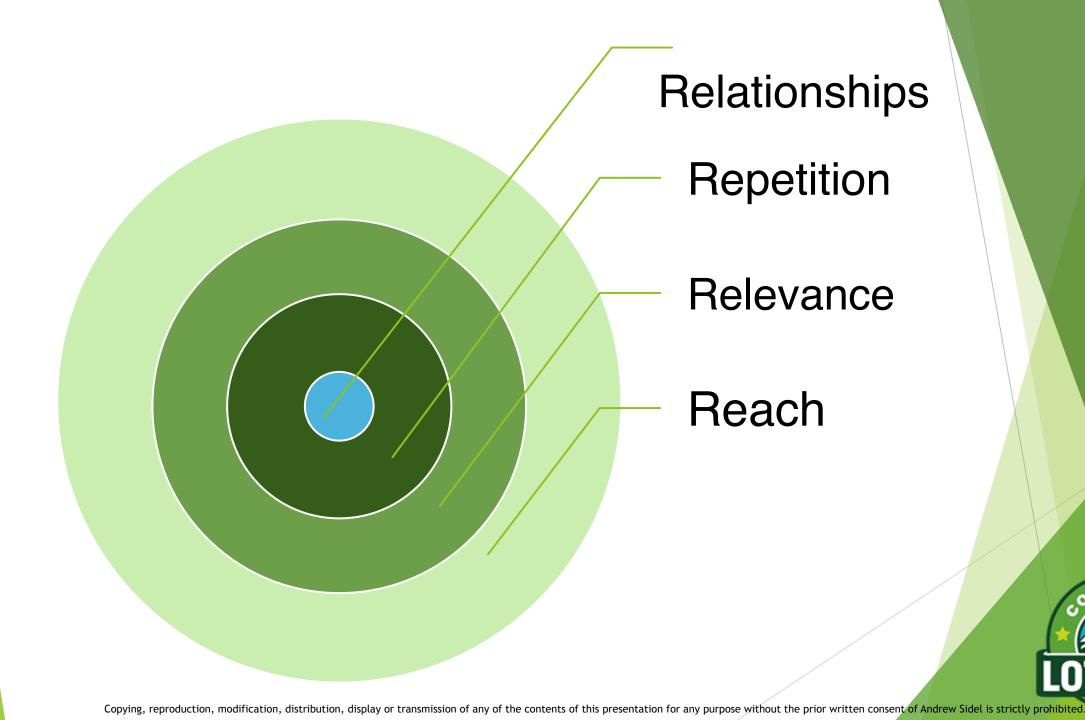


HERSHEY COMPANY



CAMPAIGN STRENGTHS





OR