



**OREGON
LOTTERY®**

***Sales & Marketing Update
May 2016***



What's New

Traditional Product

- Sales Update
- Wheel of Fortune Scratch-it



Video Lottery

- Sales Update
- Video Keno Field Test

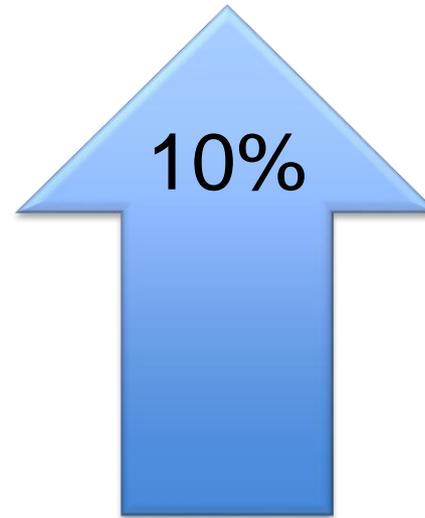




Total Sales

Year to Date

- \$1.085 billion, is 10% above a year ago





Traditional Products

Sales Report

Traditional Product Sales Trend

- YTD Sales: \$316,101,283 +11.9%

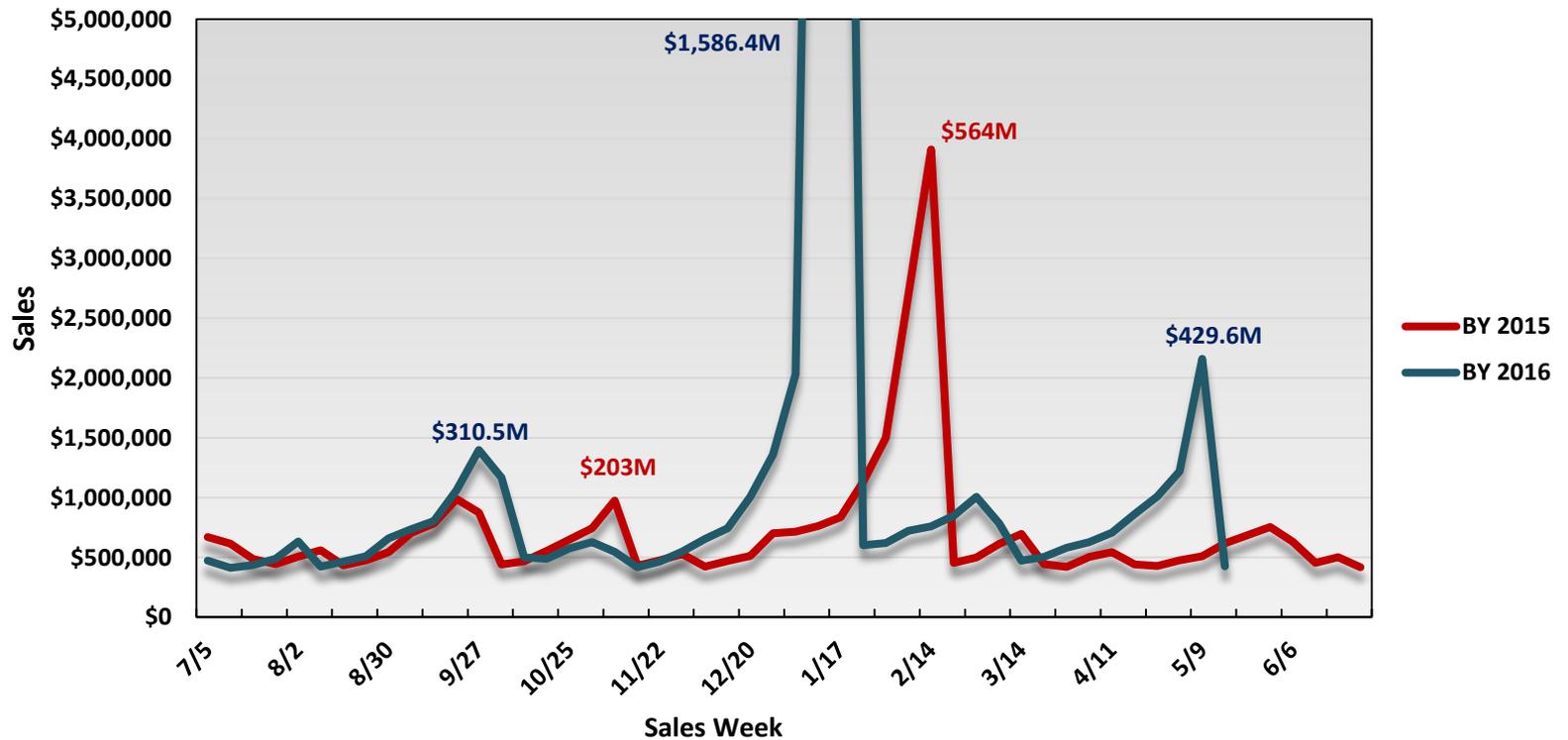




Traditional Products



- YTD Sales: \$59,920,706 +78.1%

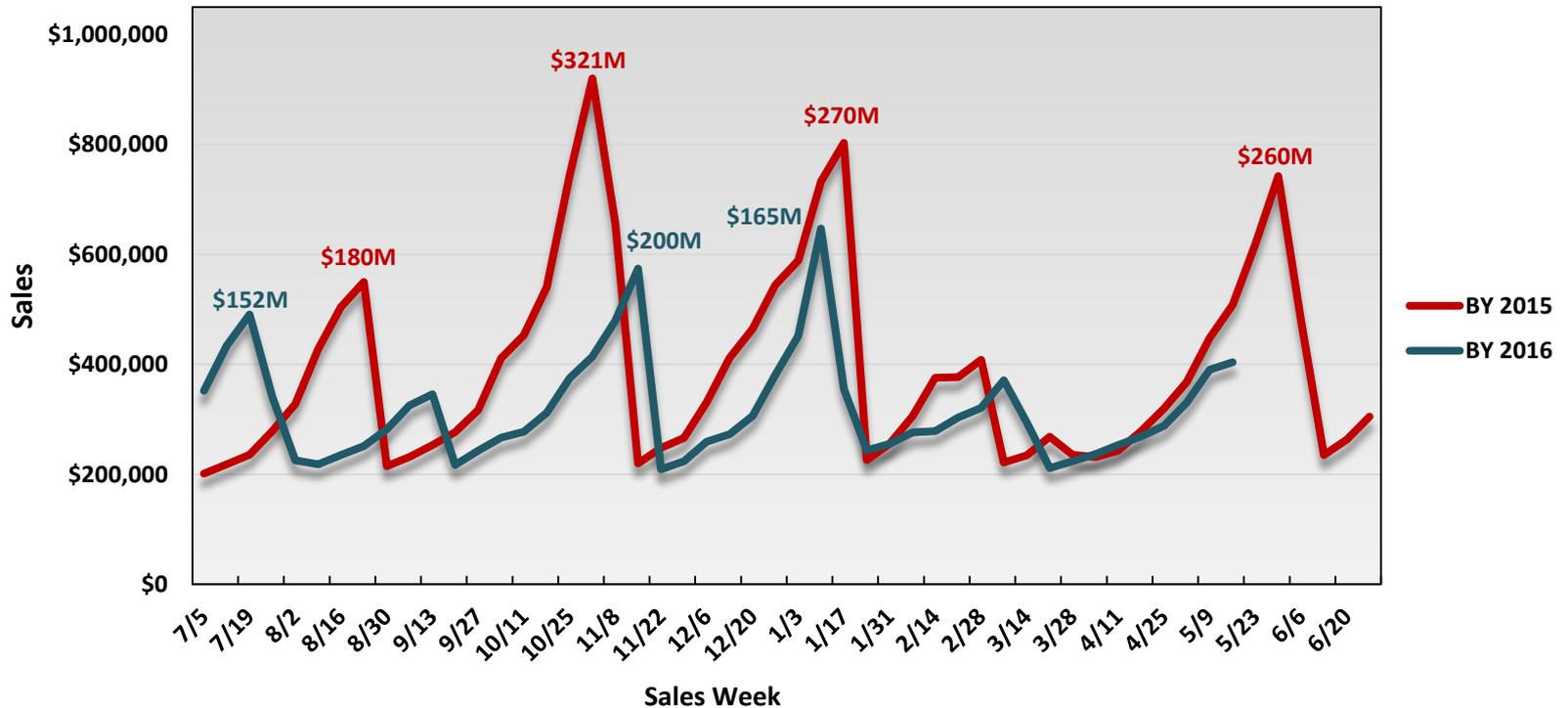




Traditional Products



- YTD Sales: \$14,717,794 -16.8%

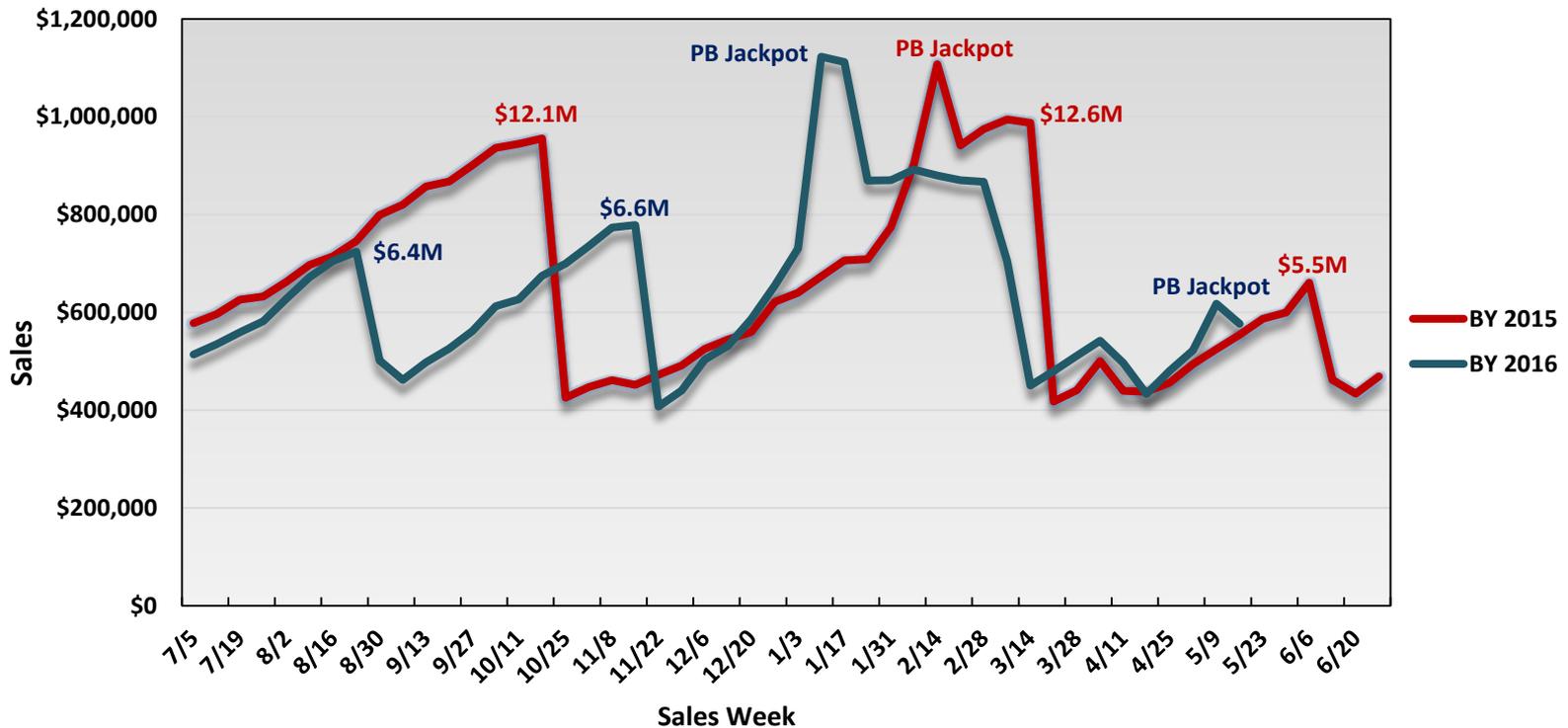




Traditional Products

OREGON'S
GAME ***megabucks***SM

- YTD Sales: \$29,508,559 -4.8%

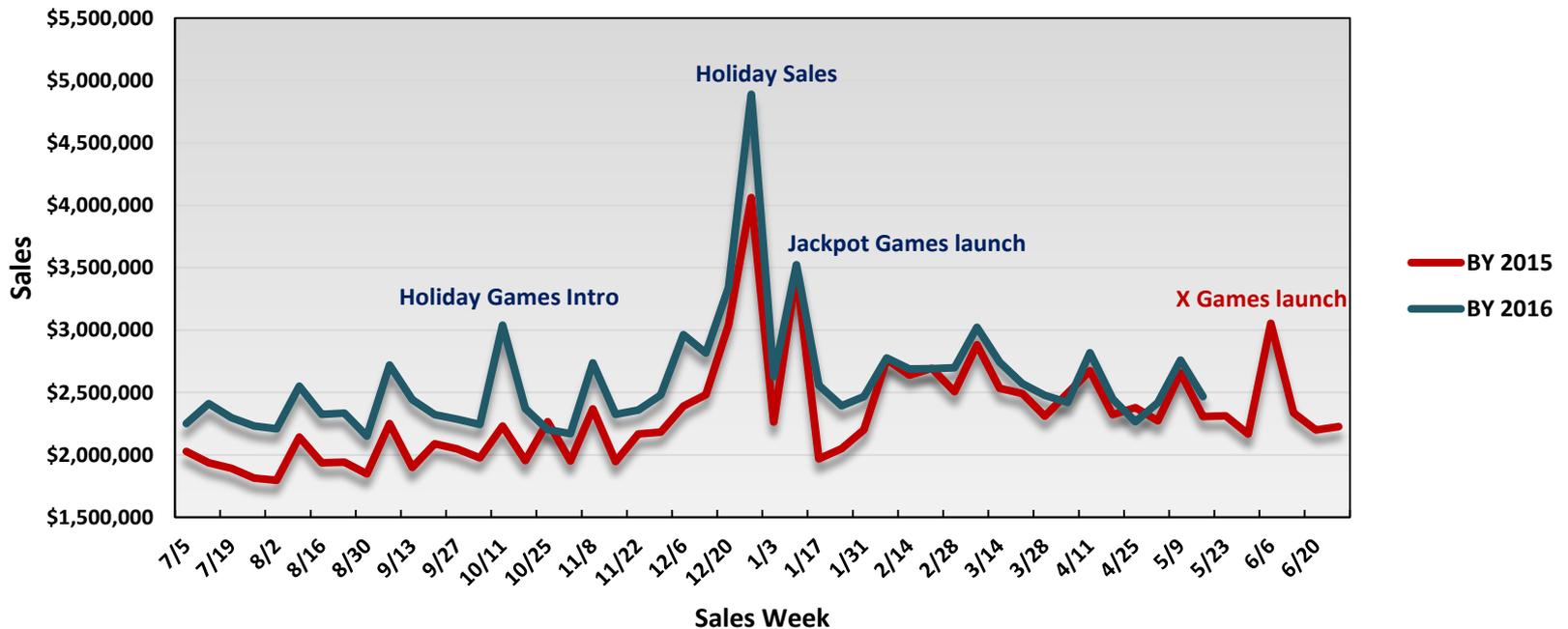




Traditional Products

Scratch-itsSM

- YTD Sales: \$119,308,425 +12.0%





Traditional Products

June Scratch-it

- Wheel of Fortune Family of Games go on sale June 7
- Non-winning tickets can be entered in a 2nd Chance drawing
- 3 winners drawn receive:
 - Trip to Los Angeles to appear on a non-televised taping of Wheel of Fortune
 - Winners will win a cash prize (\$300 - \$2,500) spinning the wheel
 - Winners may have the opportunity to win up to \$1 Million

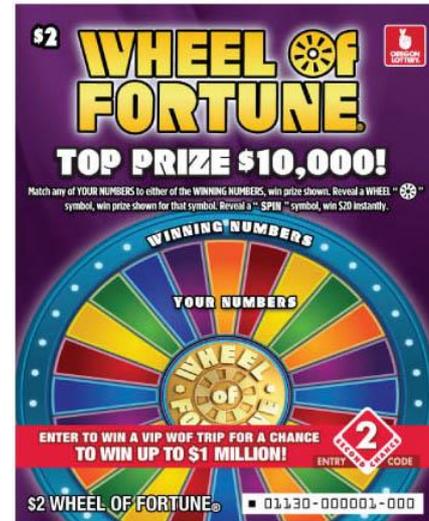




Traditional Products

June Scratch-it

- Tickets with 2nd Chance drawings will have a call out on the ticket front
- 2nd Chance entry method updated to:
 - Alphanumeric entry code
 - Ticket information



Entry Code

Ticket Info



Wheel of Fortune Marketing Support



Strategy →

Wheel of Fortune is not only a household name and cultural icon, but is the most successful syndicated program in the history of television! The show is an Emmy award winning show hosted by beloved TV personalities, Pat Sajak & Vanna White. The syndicated show has been on air since 1983.

Target Audience →

TV & Radio: Adults 25-54
Digital: Adults 25+

Campaign Window →

June – September 2016



Wheel of Fortune Marketing Support

Media Plan Calendar

	June				July					August				September				A25-54 TRPs	A18+ Imps
	30	6	13	20	27	4	11	18	25	1	8	15	22	29	5	12	19		
TV*			125	125	100		75		75	75								575	18,228,995
Radio			50	50	50		50			50								250	6,397,000
Digital			June 13 - Sept 2																3,348,512
<i>*Includes Wheel of Fortune "Puzzle of the Week" Sponsorship that includes digital</i>																		Total	27,974,507

Puzzle of the Week Sponsorship

- OSL exclusive 5-week promotion during Wheel of Fortune programming
- Coverage across Portland, Eugene, Bend, Medford
- Promotional spot produced by Wheel of Fortune including the talent of Pat Sajak & Vanna White
- Promotional elements during Wheel of Fortune
- Additional promotional elements including other on-air features & digital
- Contest hosted & managed by each station



OSL Wheel of Fortune branding here



Wheel of Fortune Marketing Support

Unique POP Support



Standee



T-shirt
Lanyard & Mini-
pen



Playstation



Wheel of Fortune Marketing Support

POP Support

- Large Poster
- Easel Poster
- LTG Topper
- In-Counter Banner
- L-shaped Checkwriter
- CAT Topper
- FOG Topper
- Sales Piece
- Outdoor Bulletins
- Wallscape
- ESMM Show Slide
- How-to-Play



Albertson's Silent Salesman



LTG Button Wrap



Playstation Topper



Square Poster



Hanging Banner



Video Lottery Products

Sales Report

- YTD Sales: \$769,195,369 +9.3%





Video Lottery Products

Video Keno Field Trial

- Began in late February
- 45 test retailers with matching control group
- **5 Success Criteria**
 - Retailer Sales
 - Terminal Sales
 - Game Sales
 - Average Bet
 - Traditional Keno





Video Lottery Products

Video Keno Field Trial

Results:

- Retailer Sales - +
- Terminal Sales - +
- Game Sales - +
- Average Bet - +
- Traditional Keno - +

