

**SOUTH CAROLINA EDUCATION LOTTERY
MARKETING & RETAILER RELATIONS
COMMITTEE MEETING MINUTES**

January 14, 2021

11:00 a.m.

The Marketing and Retailer Relations Committee of the Board of Commissioners of the South Carolina Education Lottery (SCEL) met on Thursday, January 14, 2021, at 11:00 a.m., via teleconference conducted from 1333 Main Street, Columbia, South Carolina, Room 428, with the following members, representing a quorum, participating:

Otis Morris (Chairman, in person)

Richard Chapman (via video conference)

Dr. Edward Keith (via video conference)

Commissioner Morris called the meeting to order at 11:09 a.m. and recognized Ms. Ammie Smith, Director of Product Development, and Mr. Josh Whiteside, Director of Marketing to begin their presentations.

Beneficiary Messaging – TV Spots

Mr. Whiteside began by presenting 3 beneficiary commercials in 30 and 60 second spots. The first is “James” who grew up in Rock Hill and graduated from Denmark Technical College with help from the Lottery Tuition Assistance Program. He returned home to pursue his dream of opening his own barber shop with family members working at his side. Next is “Erin” who grew up in Bennettsville and graduated from the University of South Carolina with a Life Scholarship with a degree in Hotel, Restaurant, and Tourism Management and now owns her own bakery. Finally, “Kristen” is a photographer, who attended the University of South Carolina with a Life Scholarship and now resides in Charleston. The voiceover directly ties the scholarship and students like her who are preparing for their dream job. A theme of these beneficiary messages is entrepreneurship. These spots are expected to begin on February 7th, during the Super Bowl.

After the presentations, Chairman Morris entertained a motion by Commissioner Chapman, seconded by Commissioner Keith, to present these commercials at the next Advertising Review scheduled for the February Board Meeting. The committee approved the motion unanimously.

7.11.21[®] Live – New Instant Game Extended Play Promotion

Chairman Morris recognized Ms. Ammie Smith who presented a new promotional concept centered on a \$2 instant game entitled “7-11-21[®] Live!” The concept is a promotional event that capitalizes on the once-in-a-lifetime date of 7-11-21[®]. Scientific Games will set up a Facebook Live contest on July 11, 2021 with a prizes of \$77, \$777, or \$7,777. She explained how players could win and while no purchase is necessary to participate in the contest, a purchase is most likely because the ticket has a callout to tune into the contest. The concept is designed to position SCEL for future growth in on-line/social media contests thereby keeping SCEL relevant in the current marketplace. The ticket is also designed to enhance the game play experience by including HD printing under the latex.

The Committee is being asked to review this promotion because it is a departure from the traditional second-chance promotion and because the working papers need to be finalized before the February Board meeting. This game is scheduled to launch on May, 4 2021, to allow a sufficient time for sales before the Facebook Live event in July.

After questions and discussion, Chairman Morris entertained a motion by Commissioner Keith, seconded by Commissioner Chapman to present 7-11-21 Live® at either the February or May Board Meeting depending on when the promotional materials are ready. The committee approved the motion unanimously.

Mr. Hogan Brown provided a brief update on Double Play, International Powerball sales and the Powerball Monday draw.

Other Business

There being no further business, the meeting adjourned at 11:46 a.m.

_____/s/_____
Otis Morris, Chairman
Marketing & Retailer Relations Committee

February 5, 2021
Date

As required by *S.C. Code Ann. § 30-4-80*, SCEL posted notification for this meeting at its administrative offices, 1333 Main Street in Columbia. As provided in the Board Bylaws, SCEL also posted the meeting notice and agenda on its website (sceducationlottery.com). These notifications included the time, date, place, and agenda of the meeting.