

**SOUTH CAROLINA EDUCATION LOTTERY BOARD OF COMMISSIONERS
MARKETING & RETAILER RELATIONS COMMITTEE**

MEETING MINUTES

April 28, 2021

1:00 p.m.

The Marketing and Retailer Relations Committee of the Board of Commissioners of the South Carolina Education Lottery (SCEL) met on Wednesday, April 28, 2021, at 1:00 p.m., via teleconference conducted from 1333 Main Street, Columbia, South Carolina, Room 428, with the following members, representing a quorum, participating:

Otis Morris, Chair

Sam Litchfield, Board Chair (*ex officio*)

Dr. Edward Keith

Richard Chapman (via video)

Demographic Study Draft - Overview of the Executive Summary

Commissioner Morris called the meeting to order at 1:05 p.m. and recognized Hogan Brown, Executive Director, to begin the discussion on the Demographic Study. He noted that this study is a work in progress and that it is conducted somewhat differently than past studies. He stated that the study may be ready for the May or August meeting. Mr. Brown also noted that the company performing the study, Ipsos, has a deep background in the lottery industry. Next, Mr. Brown recognized Mr. Morash of Ipsos who stated that unlike the prior studies mixed method approach, Ipsos used complete internet-based research. Internet access has grown and population coverage with internet is a lot higher than in previous years. He then proceeded to point out a few highlights of the results: all products are trending up and there is opportunity to focus on infrequent players, especially with draw-based games.

After the presentation, the Chairman thanked Mr. Morash and noted that staff will continue work with Ipsos to fine-tune the report format and a presentation will be made to the Board in May or August.

2. Action Items

a. Cash Pop - Consideration of New Terminal Generated Game

The Chairman recognized Ammie Smith, Director of Product Development, to make the Cash Pop presentation. She stated that Cash Pop, an IGT property, is a new draw-based game scheduled to launch on January 17, 2022 if approved by the Board. She asked Josh Whiteside, Director of Marketing, to explain branding efforts surrounding the game. He played a 15-second video and discussed TV, social and print branding. Ms. Smith then explained the game features, game odds and possible payouts. She noted that Cash Pop is a unique game because players just pick one number to play between 1 and 15 for a chance to match the Cash Pop number drawn to win. The player may select a wager of \$1, \$2, \$5, or \$10 per play. The more Pops played, the better the odds of winning a prize. Depending on the wager, a player can win anywhere from \$5 to \$2,500. In response to a question from Commissioner Litchfield, Ms. Smith noted that GA, NJ, and KY are currently conducting the game with multiple draws a day whereas there will only be two draws per day in South Carolina.

Motion Adopted

After Ms. Smith's presentation, Chairman Morris entertained a motion by Commissioner Keith, seconded by Commissioner Litchfield, to recommend that the Board, in the May meeting, authorize the offering of Cash Pop with a target launch in January, 2022. The motion passed unanimously.

b. Big Spin - Instant Ticket Game Promotion

Chairman Morris recognized Ammie Smith to discuss the Big Spin – Instant Ticket Game Promotion set to launch on October 26, 2021. She stated that the Big Spin is designed to keep players engaged with the SCEL's app in an integrated campaign. If a player reveals a "\$spin" symbol, the player will know that it is a winning ticket, but will not know the winning amount. The player will be directed to the ticket checker function in the Players' Club mobile app to reveal the winning amount. A player will also be able to determine the winning amount on all validation and ticket checking devices in retail outlets. A player who reveals a "BIG SPIN" on the instant ticket will get to spin the big wheel for a chance at a larger prize in SCEL's draw studio. This event will be streamed via Facebook Live. Depending on the value of the ticket purchased (\$1, \$2, \$5, or \$10), a player could win anywhere from \$2,000 to \$1M during the wheel spin. When discussing the odds, Ms. Smith explained that although it is extremely unlikely, if all players won the maximum wheel value, it would result in a transfer decrease of \$4.1M.

Motion Adopted

After Ms. Smith's presentation, Chairman Morris entertained a motion by Commissioner Keith, seconded by Commissioner Litchfield, to authorize staff to proceed with the Big Spin Instant Game and Promotion and to include this Promotion in the Board's advertising review in the August meeting. The motion passed unanimously.

c. New Jackpot Awareness Concepts – Powerball and Mega Millions

The Chairman recognized Josh Whiteside to make a presentation on the New Jackpot awareness concepts. He began by discussing the responsible play animation used in the message that depicted the pinball machine. He showed a reel of David Johnson's animated shots from Able VFX, Inc. to give insight on how such animation is made because the jackpot awareness ads will be animated. Next, Mr. Whiteside showed storyboards for the Powerball and Mega Millions jackpot campaign ads that will run when the jackpots hit a certain value. The story boards depict a 30 second spot featuring a chicken egg, basketball, wrecking ball, and bowling ball.

d. Reports:

i. Players' Club Mobile App Update

The Chairman recognized Ammie Smith and Sam Bond, Marketing Manager, to review the features on the new app that offer players significant enhancements and functionality upgrades. Ms. Smith thanked staff for their efforts over the last six months. Mr. Bond explained that the app is crafted for players who are registered for Players' Club. A player can now use the built-in ticket checker, check more game info than before, as well as odds information and prizes remaining. The app is available in the Google Play Store or the Apple Store.

ii. Tiny Stories 2 Rollout Update

Mr. Whiteside shared proposed campaign for Tiny Stories Season 2 (Dad hair) and (Me Shack) set to launch next week.

e. Other Business

The Chairman recognized Mr. Brown to discuss scheduling the next meeting date. He suggested a tentative date of August 4th at 1:00 p.m. if a meeting is necessary. All members agreed. Mr. Brown said he would follow up with a confirmation email and should the meeting not be needed, the members will be informed at least two weeks prior to August 4th.

There being no further business, the meeting adjourned at 1:55 p.m.

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

5/19/2021
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), and sent emails pursuant to requests made by individuals, media outlets and other organizations. These notifications included the time, date, place, and agenda of the meeting.