

**SOUTH CAROLINA EDUCATION LOTTERY
BOARD OF COMMISSIONERS
MARKETING & RETAILER RELATIONS COMMITTEE
MEETING MINUTES
August 4, 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, August 4, 2021, at 1:11 p.m., at 1333 Main Street, Columbia, South Carolina, Room 428, with the following members, representing a quorum, participating:

Otis Morris, Chairman
Dr. Edward Keith
Richard Chapman (via video)

Action Items

a. Cash Pop - Consideration of Advertising Concepts

The Chairman called the meeting to order and recognized Ammie Smith, Director of Product Development, and Josh Whiteside, Director of Marketing, to discuss advertising concepts for the upcoming Cash Pop game. Mr. Whiteside explained TV ad concepts depicting a person in the form of neon tubes in various social settings to include a pool party, a hazy bar setting and finally a bonfire on a beach. Each ad includes a buzzing sound in the background and the neon person transitioning back into the neon CASH POP sign in the convenience store window. The voiceover in each ad states: “Introducing CASH POP from the South Carolina Education Lottery. It’s the light of the party.”

Next, Mr. Whiteside explained the proposed radio ad concepts. In the first concept, the sound begins with the ambient buzz noise of the TV ad with a young male voiceover: “You know the one. That person who lights up a room. Who makes everything seem that much better? They can turn a bad day at work into the most amazing night out. They can take a complicated situation and make it seem like the easiest thing in the world. And when they show up – because they always show up – well, you know you’re in for a good time.” The ending voiceover states: “Introducing Cash Pop from the South Carolina Education Lottery. It’s the light of the party.”

In the second concept, the sound effects are: A door swishes open. There are footsteps passing the microphone. Something is plugged in. A buzz is heard. And then there’s a burst of a crowd – Think of a dance floor at midnight on Friday – people laughing, having fun. The voiceover states: “Get ready to turn on the fun with Cash Pop from the South Carolina Education Lottery. Pick one

number from 1 to 15 for a chance to win a cash prize. Yes, it really is that easy. And you can play twice a day. Visit sceducationlottery.com for details. Cash Pop. It's the light of the party." All of the ad concepts are designed to position Cash Pop as a lifestyle brand.

Mr. Whiteside reminded the committee that the ads presented are not the complete campaign. It will include other promotional concepts such as billboards, social media, app downloads, point-of-sale material, and web content. Staff also explained how the Cash Pop game would be presented on the app.

b. Beneficiary Messaging

Mr. Whiteside presented the beneficiary messaging in the "Your Passion is Our Purpose" ad campaign involving three recent graduates and focusing primarily on front line workers during the COVID-19 pandemic. The first graduate is Ms. Kennedy Glasgow who graduated from Francis Marion University over the past year in nursing and immediately went into the surgical intensive care unit at MUSC Florence. Next is Ms. Katie Stall who graduated from Charleston Southern University and started teaching remotely during the pandemic. Finally, Mr. Keenan Summers, who graduated from North Greenville University and entered the National Guard to help administer vaccines during the pandemic.

There being no questions, concerns, or objections regarding the materials presented, the advertising concepts will be included for approval by the Board at its August 18, 2021 meeting.

Reports

Powerball – Monday Draw and Double Play Update

Mrs. Smith updated the committee on Monday Draw and Double Play, starting August 23rd. Sales for the first Powerball Monday Draw and Double Play will begin on August 22nd.

New Jackpot Awareness Ads – Powerball and Mega Millions

Next, Mr. Whiteside updated the committee on the New Jackpot awareness concepts. The storyboards for the campaign were approved previously by the Board. He presented a 30 second spot that is about 90% complete, which will be used to highlight either Powerball or Mega Millions. The ads would start when the jackpot reaches \$300 million in either game.

Twentieth Anniversary Celebration

Next, Mrs. Smith and Mr. Whiteside discussed SCEL's twentieth anniversary planning. While subject to change, the current planning includes, among other things, beneficiary awareness, sport sponsorships, winner awareness for 20 years of winners, and a press tour. In addition, Mrs. Smith stated that the current plan is that every month in 2022, SCEL would bring back popular past instant tickets and/or introduce a new anniversary-specific instant game that would contain the 20th anniversary logo. SCEL will stress player engagement and each month players will be able to participate in monthly cash drawings and/or trip prize drawings through the Players' Club mobile app and on SCEL's website.

Other Business

The Chairman recognized Mr. Brown to discuss reserving a date for the next committee meeting. He suggested a tentative date of November 10, 2021 at 1:00 p.m. All members agreed. Mr. Brown will follow up with a confirmation or cancelation email at least two weeks prior to the date.

There being no further business, the meeting adjourned at 2:10 p.m.

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

_____/8/11/2021
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.