

**SOUTH CAROLINA EDUCATION LOTTERY BOARD OF
COMMISSIONERS
MARKETING & RETAILER RELATIONS COMMITTEE
MEETING MINUTES
June 8, 2022
1:00 p.m.**

The Marketing and Retailer Relations Committee of the Board of Commissioners of the South Carolina Education Lottery (SCEL) was called to order at 1:08 p.m. on Wednesday, June 8, 2022, at 1333 Main Street, Columbia, South Carolina, Room 428, with the following members, representing a quorum, participating:

Otis Morris, Chair
Sam Litchfield (*ex officio*)

Dr. Edward Keith
Patrick Earle (via video)
Andre Bauer (via video)

1. Action Items

a. CASH POP - Consideration of New Advertising Concepts

The Chairman recognized Ammie Smith, Director of Product Development, and Josh Whiteside, Director of Marketing, to discuss advertising concepts for the upcoming CASH POP game. They covered four different scenarios and began with playing the commercials that were part of the launch strategy. New storyboards and concepts were presented that focus on how to play the game and further build upon launch campaign. Staff will further refine these concepts and select two for production.

The Chairman entertained a motion by Commissioner Litchfield, seconded by Commissioner Keith, to recommend approval of the CASH Pop advertising concepts at the August 10, 2022, Board Meeting. The committee unanimously approved the motion.

b. University of South Carolina/Clemson University Scratch-Off Tickets

Mr. Whiteside stated that after years of working with the University of South Carolina and Clemson University, SCEL has reached an agreement with the two schools to launch a University of South Carolina and a Clemson University scratch off ticket. He presented two storyboards: "Breakdown" and "Moving Day".

In "Breakdown", a woman driving with her friends runs out of gas just as she is pulling into the gas station and she enters the gas station. She asks for gas and two University of South Carolina scratch-off tickets. The clerk informs her that he only has Clemson University scratch-off tickets. Just then, the woman looks up and realizes that she is in "Tiger" country. She exits the store, walks back to the car, and tells her friends to get out and push the car to another gas station.

In "Moving Day" a couple is unpacking boxes while moving into their new home when neighbors stop in to greet them. The neighbors offer a garnet and black woven gift basket that contains two University of South Carolina scratch-off tickets. The neighbors also invite them to a cookout for

the University of South Carolina football game. When the neighbors leave, the husband goes back to where movers are taking furniture off a truck and tosses the basket in the trash. He tells the movers to put the furniture back on the truck, walks to the front of the house, and reinstalls the for sale sign.

The “punchline” of the commercials is “yeah, it matters that much”, meant to summarize the deep loyalty fans have to their respective schools. Mr. Whiteside also explained that that the commercials are interchangeable (meaning that a final decision has not been made as to which concept will be used for either school). The concepts will be approved by the universities before production is scheduled.

The Chairman entertained a motion by Commissioner Keith, seconded by Commissioner Litchfield, to recommend approval of the University of South Carolina/Clemson University scratch-off advertising concepts at the August 10, 2022 Board Meeting. The committee unanimously approved the motion.

i. Promotional Concept

Mr. Whiteside next discussed the Palmetto Series (Series), which currently does not have a sponsor. The Series awards points to either University of South Carolina or Clemson University depending on the winner whenever the two schools compete against each other in athletic events. The Series winner is the school that accumulates the most points over the course of the academic year. Staff is currently negotiating with each school to become the new sponsor of the Series because of the exposure it would bring SCEL.

The Chairman entertained a motion by Commissioner Keith, seconded by Commissioner Litchfield, for staff to continue discussions between University of South Carolina and Clemson University regarding the Palmetto Series promotional project and update the Board at the August 10, 2022 meeting. The committee unanimously approved the motion.

2. Other Business

Hogan Brown, Executive Director, mentioned a proposed new MUSL game that is starting to gain traction. In collaboration with the NFL, team logos would be drawn instead of numbers to determine winners. MUSL is evaluating a \$5 price point with a smaller jackpot, more mid-level prizes, and it will likely have a significant second-chance component. He stated that the game would need a very high population base is needed to support the game matrix and to spread the costs among the various states. The proposed game would be a standalone game, not an add-on to Powerball.

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

/s
Otis Morris, Chairman
Marketing & Retailer Relations Committee

08/03/2022
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 for the meeting.