



GROWING INCREMENTAL REVENUE
WITH FAST PLAY™



MAY 2019

TABLE OF CONTENTS

Executive Summary	4
The Situation	4
The History	5
The Strategy and Implementation	5
The Results	15
About The Arizona Lottery	16
Appendices	17

LIST OF FIGURES

Figure 1. Fast Play Product Launch Milestones	5
Figure 2. Fast Play Focus Group Play Portfolio	7
Figure 3. Fast Play Focus Group Slide	8
Figure 4. Fast Play Retailer Education Promotion Poster	10
Figure 5. Fast Play Retailer Education Promotion Website	11
Figure 6. Fast Play Launch Event, Phoenix	12
Figure 7. Fast Play Facebook Livestream	12
Figure 8. PUSH at Retailer Fast Play Event	12
Figure 9. Fast Play Marketing Mix	13
Figure 10. Fast Play Marketing: Digital	13
Figure 11. Fast Play Marketing: OOH and Print	14
Figure 12. Fast Play Sales During and After Marketing Campaign	15

APPENDICES

Appendix A: Player Demographics	17
Appendix B: Chris Rogers LaFleur's Presentation	19
Appendix C: Brainstorming Summary	19
Appendix D: Launch Creative Strategy Briefs	21
Appendix E: Player Awareness Strategies	23
Appendix F: PUSH Addendum	27
Appendix G: Media Flowchart, FY18 Expenditures	28
Appendix H: Ad Impact Analysis	30
Appendix I: Fast Play Planning	31



EXECUTIVE SUMMARY

In early 2018, the Arizona Lottery reached back to revive the Fast Play game line. This new iteration of Fast Play was a solution developed with the Arizona Lottery's then-newly contracted (2016) vendor, Scientific Games, to replace two under-performing games ("All-or Nothing" and "5 Card Cash") with a game that was already performing well in other states. With a new Marketing and Products team in place and up for the challenge, as well as a new advertising agency of record providing fresh creative, the Arizona Lottery leveraged deep-data and gut instinct to take Fast Play from \$7.5 million in Arizona sales over four years (2007-2010) to more than \$20 million in its first calendar year (2018–2019). Fast Play is projected to hit \$90 million in sales 36 months after launch and is adding a lucrative revenue stream to the Arizona Lottery product mix that is more profitable than much of the Scratchers® line. Fast Play is also having a positive effect on other games while operating within the tight bounds of state statutes and tribal compacts. Success in this specific game is also providing the Arizona Lottery a template to apply to maximize success when bringing new games to market.

THE SITUATION

Opportunities to introduce new games that promise to bend the sales trajectory upward are limited in Arizona, due to restrictions mandated in state statute and tribal gaming compacts. Working within those constraints, the Arizona Lottery re-introduced a game that had seen limited success in market and, with this revamp, held significant potential as a revenue stream: Fast Play.

After reviewing the data from the previous iteration of Fast Play, the Arizona Lottery conducted new focus groups, comprised of people within target demographics most likely to play this line, to determine what they wanted most from Fast Play. With updates to gameplay, the vending machine user interface and game prize structure, as well as a new retailer and player education-focused marketing strategy, the first year of this new iteration of Fast Play was projected to far surpass the total revenue of its predecessor.

THE HISTORY

Fast Play was first introduced to Arizona Lottery players in 2007 and ran until 2010. Gameplay was difficult, with players going through a complicated process of scanning game-specific cards affixed to vending machines in order to select and play the games. This method was confusing and counterintuitive for players and retailers alike, thus making early game adoption habits challenging. Additionally, the player base was not educated regarding the existence and advantages of trying Fast Play, nor were retailers educated about how the game was played. Consequently, retailers did not upsell Fast Play to their shoppers.

THE STRATEGY AND IMPLEMENTATION

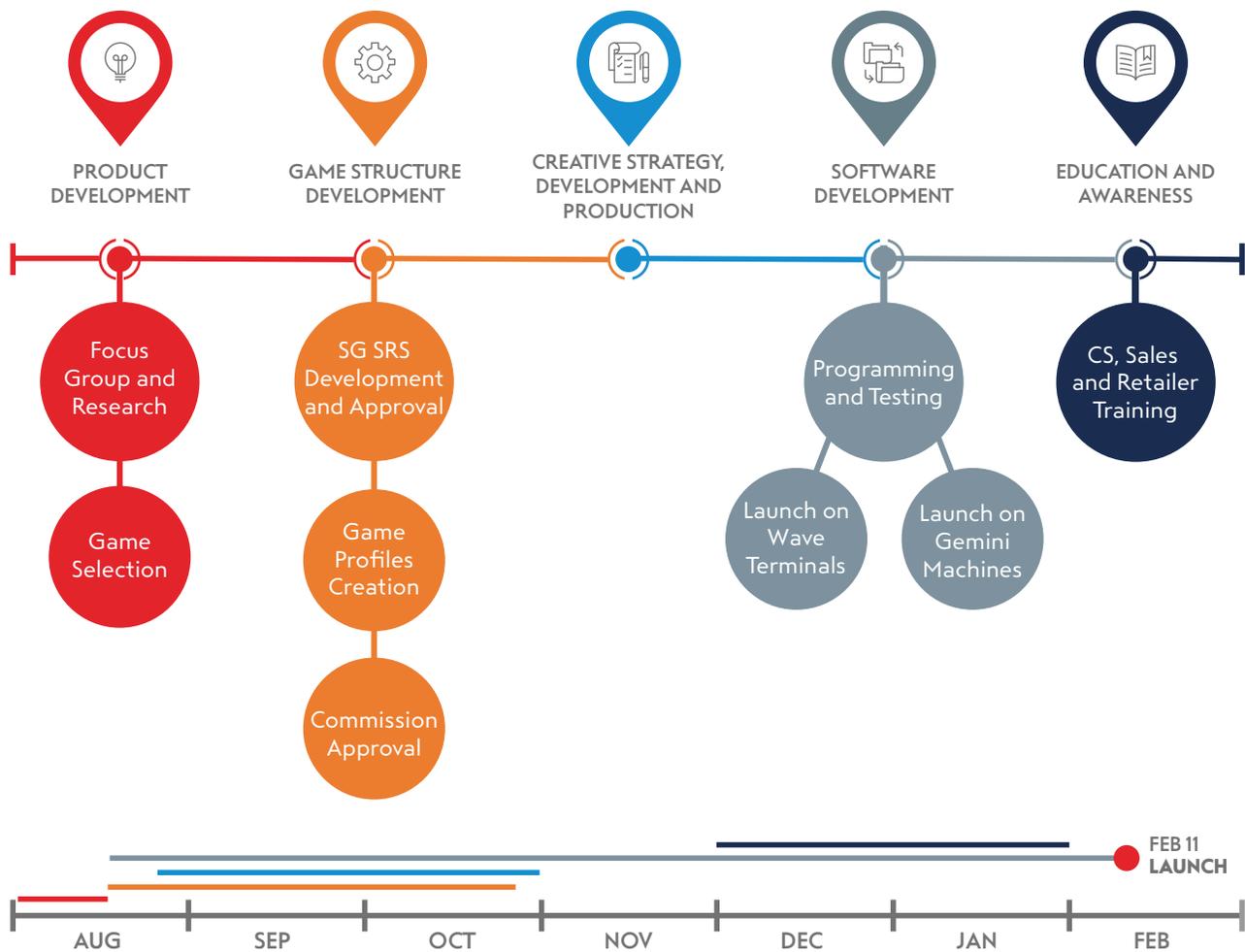


Figure 1. Fast Play product launch milestones

Developing and launching Fast Play was broken down into overlapping phases (Fig. 1) that spanned seven months, from inception to gameplay.

These were:

- Product Development and Game Structure Development
- Creative Strategy, Development and Production
- Software Development
- Education and Awareness

Each phase was narrowly focused on the task at hand and each was data-driven to ensure the highest probability of success at launch.

Product Development and Game Structure Development

In 2017, the Arizona Lottery conducted detailed focus group research to identify what players most wanted out of the relaunch of Fast Play, including:

- What were the most appealing and exciting elements of the game?
- How could the game be updated to retain the positive elements of Fast Play while jettisoning those that retailers and players found to be detrimental to enjoyable gameplay?
- How did the user interface and prize structure need to be changed to appeal to players?
- How could the Arizona Lottery focus its marketing strategy on educating retailers to ensure their buy-in would facilitate gameplay among their customers?

Building on the focus group data, players were then surveyed via a quantitative study to gain additional insights. Respondents indicated that a successful Fast Play game would have to include:

- **Easy-to-Understand Play Styles:** These included casino-themed games that players already understood how to play, like slot machines. To that end, the Arizona Lottery launched several games that vary in price (\$1–\$5) and theme (from whimsical piggy banks to slots) but all play the same way: no scratching and no numbers to pick. The lottery terminal guides the retailer or player through the purchase process from start to finish.
- **Instant Wins = Instant Excitement:** Player data made it clear that Fast Play appeals to a hybrid-customer that likes the prize structure of a draw game while also enjoying the spontaneous play style of a Scratchers ticket.

- **New Games Require a New Way to Play:** Players also indicated that the vending machine user interface had to make games easy to purchase and secure against fraud. To that end, the Arizona Lottery updated existing vending machines with game-specific buttons that print these tickets for purchase at any Lottery retailer. Furthermore, the current terminals are now more secure than those used in the first iteration of Fast Play, with various new security features, including a distinctive tone that sounds when a ticket is issued. Finally, gameplay structures are designed to require at least four seconds for a person to determine whether or not a ticket is a winner, making it difficult for clerks to do so before the player does.
- **Nobody Likes to Play a Losing Game for Long:** Fast Play needed to be a winner's game that featured frequent payoffs and good odds. To that end, Fast Play games offer multiple opportunities to win on each ticket. The progressive jackpots are believable, grow consistently, and are frequently won.

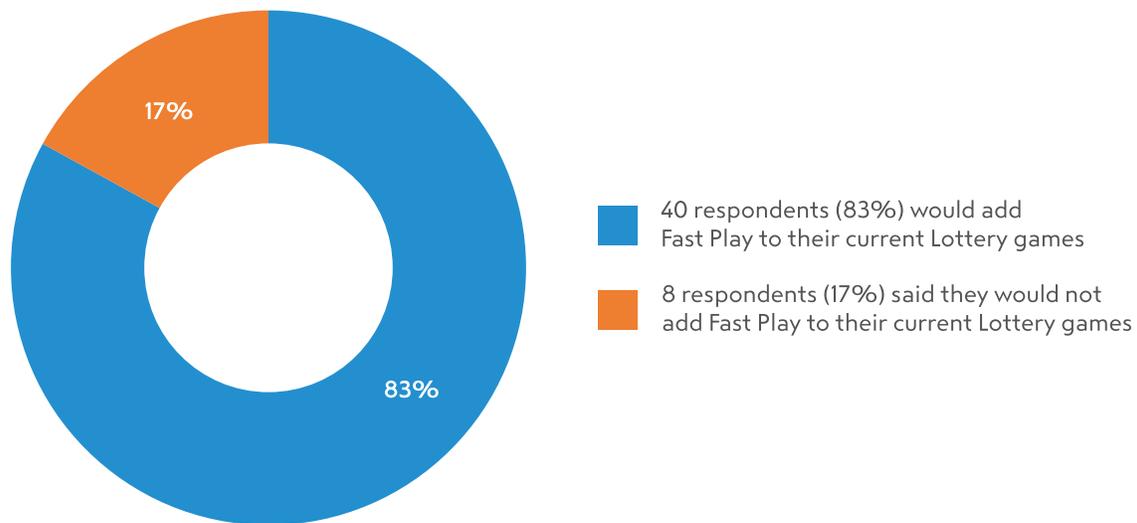


Figure 2. Fast Play focus group play portfolio

The research also showed that bringing Fast Play back would be worth the effort. Players surveyed indicated they would try these new games almost immediately and many would add them to their play portfolio, increasing their average ticket purchase (Fig. 2).

The Arizona Lottery also implemented an entry price -point strategy while reducing Scratchers facings at the \$1 and \$2 levels to accommodate higher value instant games, which resulted in an incremental sales lift.

Creative Strategy Development and Production

Even as the Arizona Lottery drilled down into the data necessary for developing and structuring Fast Play, the creative teams within the Marketing and Products department and at OH Partners (the Lottery's advertising agency of record) worked for months to develop best practices to ensure the success of this reboot, through intensive brainstorming sessions centered on player and retailer awareness and grounded in the focus group and survey data that had been collected to date.

FAST PLAY LIKES / DISLIKES

LIKES

Instant Wins - Participants liked the idea of being able to win instantly. The game was fast and could be played whenever and wherever players wanted to play.

No Mess - For many of the participants, they liked that the games were similar to Scratchers but without the mess. It was a cleaner way to play.

Progressive Jackpots Were Very Appealing - This feature was very attractive to players. It provided a twist to regular Scratch-like tickets. A growing jackpot was exciting and added value to the Fast Play brand.

DISLIKES

Over Too Fast - For some players, the game was over too fast.

Some Players Still Likes to Scratch Tickets - There were still players who liked the physical act of scratching. They enjoyed incorporating their scratching rituals when playing their Scratch games.

Hard to Win - There was a perception that Fast Play games were hard to win. Most did not realize that the odds of winning were similar to Scratch games. A few of the players mentioned that they had tried the games a few times before and because they did not win, they stopped playing. This may have contributed to their perception that Fast Play was hard to win.

Barriers to Play - There were players who did not know very much about Fast Play games. Fast Play was not top of mind and it was hard for players to ask for games when they did not know what games were available. This will be an ongoing challenge for the Lottery to communicate to players the availability of existing and new Fast Play games.

Figure 3. Fast Play focus group slide

Focus group participants (Fig. 3) appreciated Fast Play's \$1 – \$5 price points, with the ability to play quickly whenever and wherever they wanted. They also were attracted to the progressive jackpots, similar to those in draw games, because a growing jackpot added excitement to regular play. Focus group participants also added that player education could make or break the game, notably bringing them up to speed on the odds of winning (similar to Scratchers) and the need to familiarize players with the Fast Play line, as it was difficult for players to ask for games that they did not know were available.

The data did not tell the whole story, though. A creative approach would be key to the success of this reboot. By creatively crafting Fast Play to ensure the broadest appeal to players, and promoting this new game to both retailers and players alike, the marketing would ensure both groups would form a virtuous circle that would feed the game's success long after the commercial campaign ended.

Retail Education and Awareness

It was clear from the outset that successfully launching Fast Play would also require intensive retailer and player education about the games, along with aggressive marketing and in-store promotional campaigns. These campaigns focused on teaching players about what they want most from the game: how to play, the instant wins, the rolling jackpots, etc.

Unlike previous game launches, rolling out Fast Play focused on educating retailers and addressing their service cycle fears while preparing them to sell Fast Play to customers. These campaigns equipped retailers to assist new players, providing them plenty of tools (sell-in sheets, instructional videos and training, etc.) to maximize the ease and motivation of retailers and players to work together in making this new game launch a success. These efforts were aimed at helping retailers learn how best to sell this game and teaching players about how these games are different from Scratchers yet similar in their ease of play.

Data from Nielsen Prime Lingo (Phoenix Designated Market Area) pointed to reaching millennial retail workers as the most effective retailer education strategy. Millennials account for 40% of Arizona service workers, and almost half (45%) of those working in convenience stores and grocery stores have watched video clips on their smartphones in the past 30 days. To that end, the Arizona Lottery designed a promotion that specifically targeted retailers and their millennial employees who voraciously consume online content.

The Arizona Lottery produced four short videos that covered general concepts behind Fast Play: how the game is played, how to sell the game, and how the game was promoted. Retailers could watch one video per week for an entry to win various Fast Play promotional prizes as an incentive to buy in to the game. To create excitement around the campaign, there were multiple limited entry periods, and Arizona Lottery Territory Managers collaborated on prize pools to ensure ample winner coverage across sales territories and to make the prizes (totes, tumblers, piggy banks and beverage cozies) as attractive as possible within the campaign's budget. This incentivized retailer participation, as the more videos they watched, the greater their odds were to win a prize.

ENTER FOR A CHANCE TO WIN A FAST PLAY PRIZE PACK

Watch and win weekly! Starting January 22, visit AZLRetailerPromo.com each week and watch a new Fast Play educational video for your chance to win. After completing each video, you can enter to win a Fast Play prize pack. A new video will be released every week so you can earn up to four entries!

Visit AZLRetailerPromo.com starting January 22 for rules and more details.

Promotion Dates: January 22-February 20

Drawing	Entry Period	Drawing Date	Winners
1	Jan. 22 - Jan. 29, 2018	January 31, 2018	100
2	Jan. 30 - Feb. 5, 2018	February 7, 2018	100
3	Feb. 6 - Feb. 12, 2018	February 14, 2018	100
4	Feb. 13 - Feb. 20, 2018	February 22, 2018	100

PLAYER AWARENESS

Beginning February 11, free Fast Play tickets will randomly be printed when players purchase specific draw game tickets in order to increase game awareness. More info coming soon!

IN-STORE SUPPORT:

- LIM Burst
- In-Counter Strip
- Playcenter Writing Surface
- ESM/LIM MONITOR
- 2-Step Brochure Backer
- Tent Card
- Gemini Clings

FAST PLAY

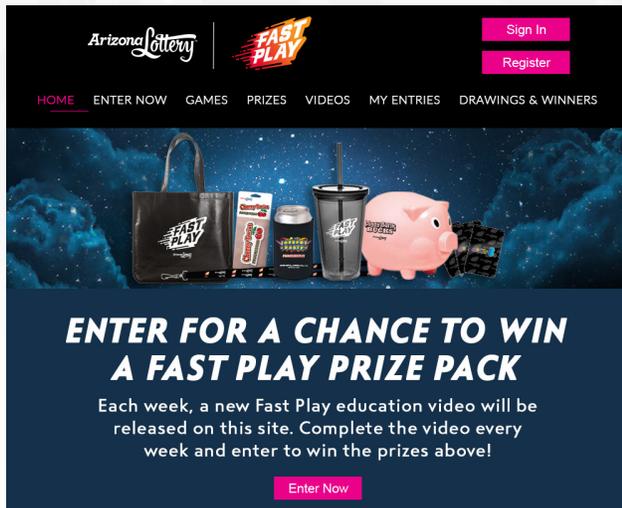
A NEW WAY TO PLAY AND WIN COMING FEBRUARY 11

- Prints like a draw game.
- Plays like a Scratchers™ without the scratching.
- Launching with four new games each with its own play style.
- Starts at just \$1 and sold at the counter and vending machines.

Get ready for lightning fast commissions!

Figure 4. Fast Play retailer education promotion poster

The Arizona Lottery also invested in attractive, detailed, high-quality oversized informative collateral that the Sales Team was provided in advance (Fig. 4). Sales representatives were instructed on their use as educational tools so that they could then effectively communicate the goals of the campaign to the retailers in their territories. Sales team members could then distribute collateral to their retailers to help guide their employees through the promotion. A month prior to launch, these materials were sent to corporate decision makers at chain retailers to ensure that they were knowledgeable about Fast Play and could motivate employees to upsell the game to customers.



Knowing that 90% of our retailer audience would have access to smartphones, a mobile website was developed to facilitate retailers' participation (Fig. 5). This was not unlike a typical player-facing second chance promotion, with each retailer using this website to register to win and then using a unique user name and password for future entries. The site tracked those registered users who completed video views to help bank draw data. The website provided retailers contest rules and FAQs, as well as feedback.

Figure 5. Fast Play retailer education promotion

Each video drove home simple, yet vital, points about the game:

- Fast Play is a new game style coming to stores in a month.
- It's as easy for customers to play Fast Play as it is for retailers to sell it.
- Customers can win instantly with set or progressive jackpot games.
- The games appeal to both scratch and draw players.
- Retailers should ask loyal players for the sale and, with those sales, the potential of their earning incremental commissions.

Despite a few setbacks, the retailer education program was a success, with 1,036 entries from 182 retailers, with each entry representing a short training session for a clerk to more capably and confidently sell Fast Play to qualified customers.

Once the retailer education component was in place, the Arizona Lottery conducted a statewide soft launch, both to educate players and to give retailers an opportunity to put their education into practice with live customers before the crush of the crowd that would come with the subsequent hard launch and its associated advertising campaign. A training script was developed and distributed to facilitate uniform communication about Fast Play from retailers to players, and the Arizona Lottery began offering the game for sale at all retailers. A concurrent consumer awareness promotion awarded Powerball and Mega Millions players free Fast Play tickets to introduce this new suite of games to draw game players and create awareness about the line.



Figure 6. Fast Play launch event, Phoenix

The month following Fast Play's soft launch, the Arizona Lottery implemented a marketing launch (Fig. 6), with public-facing launch events in Phoenix and Tucson. The launch was accompanied by a media blitz, which included a mix of print, radio, television, direct mail and out-of-home (OOH) advertising, including billboards, floor stickers, in-store signage, grocery checkout line dividers and shopping cart signage.

To ensure the success of the hard launch, the media blitz also included less conventional marketing channels, such as aggressive social media marketing with frequent Fast Play winner awareness messaging across Arizona, including live Facebook feeds (Fig. 7). The Arizona Lottery also incorporated several aspects of "Guerilla Marketing" to reach out to retailers and ensure that they would be partners in, and not the subjects of, this marketing strategy:

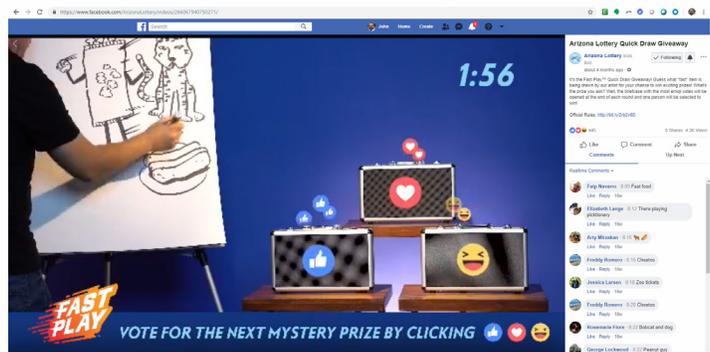


Figure 7. Fast Play Facebook livestream



Figure 8. PUSH retailer Fast Play event

- The Arizona Lottery's promotions agency participated at the Phoenix and Tucson launch events, as well as hired brand ambassadors at 400 select stores. Ambassadors were armed with banners, tables and prize wheels to engage players in promotional trial opportunities (Fig. 8).
- Lottery in Motion (LIM) slides on all LIM-capable assets and in-store Point of Sale (POS) materials were implemented at all retail locations as force multipliers.
- Arizona Lottery sales vehicles were wrapped with Fast Play graphics to build additional out-of-home awareness.

The marketing mix included a television-centered campaign with 32% of the total budget allocated to commercials in all of Arizona's major markets (Phoenix, Tucson, Yuma), both broadcast and OTT (Premion, Hulu), according to their relative reach and media costs (Fig. 9).

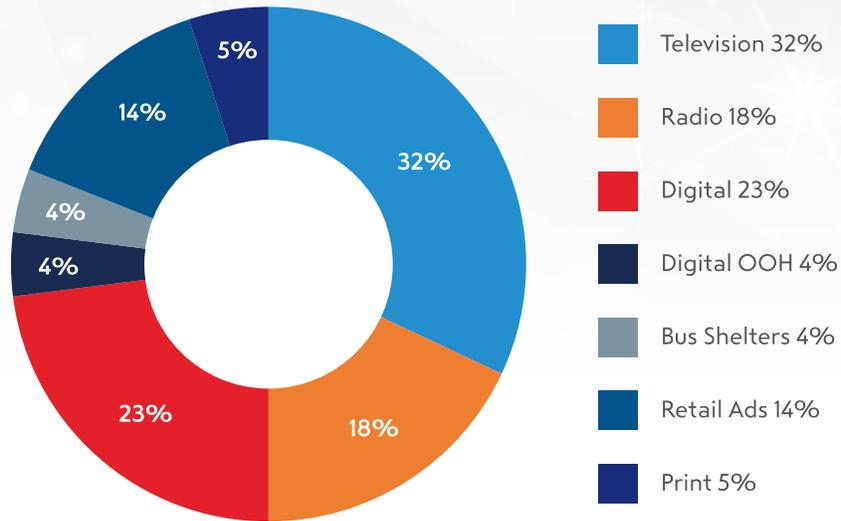


Figure 9. Fast Play marketing mix - total budget = \$2,166,077

Campaign branding centered on the Arizona Lottery's "Windfall Willie" character, an award-winning live-action mascot portrayed as a typical prospector from Arizona's frontier days, with a decades-long history associated with the Lottery.

Digital accounted for 23% of the total Fast Play marketing spend, with more than half (52%) of that going to Rich Media (Gum Gum) and Video (Exponential) (Fig. 10).

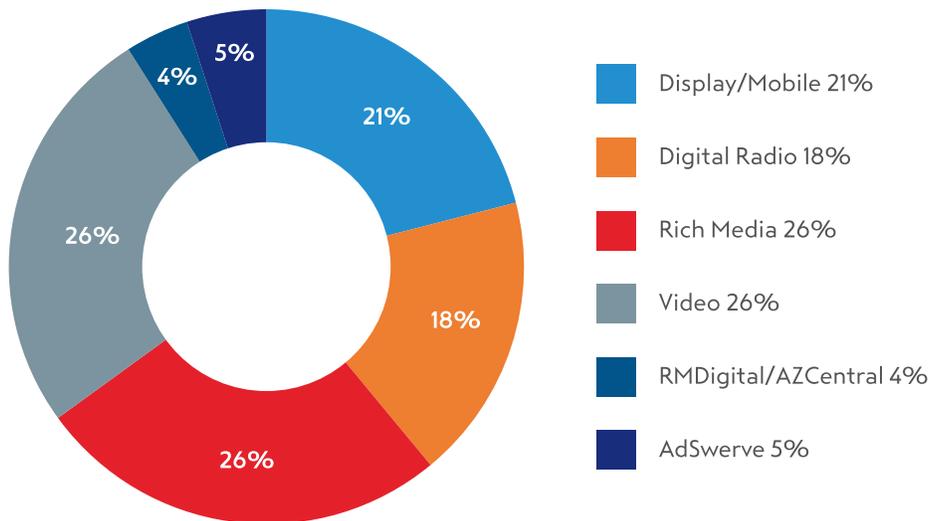


Figure 10. Fast Play marketing: Digital - total budget = \$320,729

Radio accounted for 18% of the total spend allocated to commercials in all of Arizona's major metro areas (Phoenix, Tucson, Yuma) according to their relative reach and media costs. The remainder of the campaign was allocated across out-of-home and print advertising. Interestingly, the single largest non-television advertising channel of the entire campaign was retail advertising, with both Gas Station Television (GSTV) and Circle K's in-store promotion, 33 Degrees, accounting for \$205,000 (14%) of the entire Fast Play campaign spend (Fig. 11).

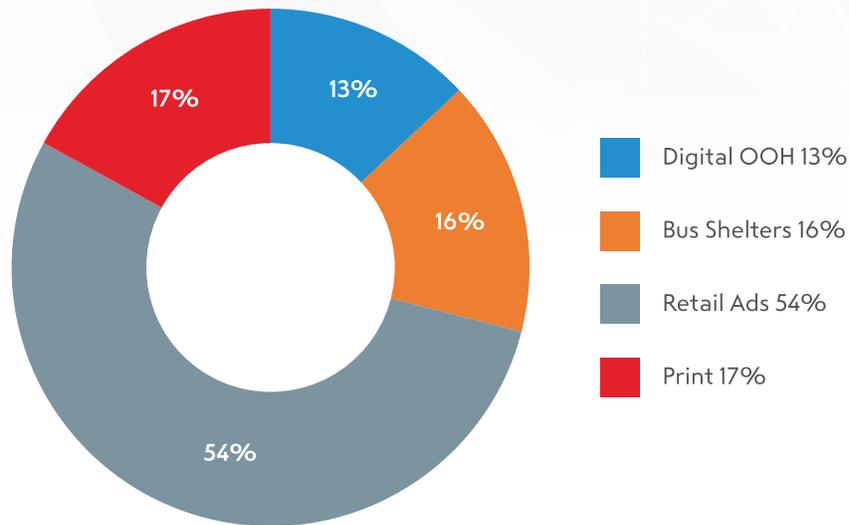


Figure 11. Fast Play marketing: OOH and Print - total budget = \$382,343

Add in the \$358,977.59 that the Arizona Lottery spent on Fast Play production costs and this two-pronged (retailer and player) marketing strategy represented a significant financial investment: \$2.166 million. This amounted to almost 14% of the total marketing budget (\$15.5 million) in FY18, and it worked.

THE RESULTS

Fast Play soft launched on February 11, 2018, and sales soared once the hard launch and media blitz commenced a month later (Fig. 12, blue line). Though not as robust, Fast Play Sales continued to outpace the first iteration of the game in the eight weeks after the eight-week ad campaign concluded (Fig. 12, orange line).

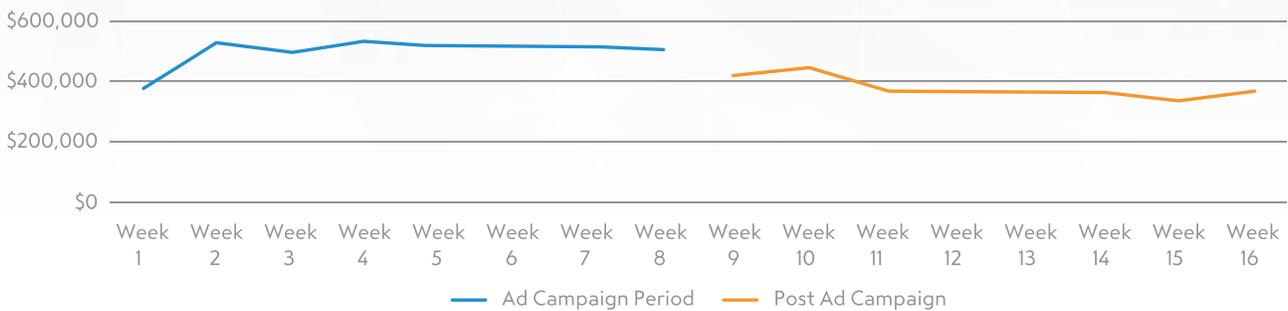


Figure 12. Fast Play sales during and after marketing campaign

Supported by these aggressive marketing and in-store promotional campaigns, Fast Play sales surpassed \$8 million by the end of fiscal year 2018, more in its first two quarters (Q3 and Q4, FY2018) than in the entire four years of Fast Play’s first iteration. The retailer and player education efforts helped both groups get ahead of Fast Play’s learning curve, making each more confident in the game, which helped to further spur sales. This innovative and comprehensive marketing campaign was recognized by advertising industry professionals, with a Gold ADDY Award for Best Integrated Campaign in the Phoenix metro area in March 2019.

Moving forward, the data from Scientific Games is offering guidance in the continued success of the Fast Play line. Looking at sales figures in Arizona, through March 11, 2019, it’s clear that this game’s best-performing price points are \$5 and \$10, with a good mix of progressive jackpot games and fixed top prize games to balance the portfolio. Furthermore, players will increase spending when new games are introduced.

This outcome would have differed dramatically without a substantial investment in these comprehensive marketing campaigns that educated both players and retailers. When launching a game like Fast Play, retailer buy-in is critical to foster knowledgeable gameplay and induce player trial, demonstrating the demand and profitability of this line for retailers and further incentivizing their efforts to sell the game.



You can't win if you don't play.

ABOUT THE ARIZONA LOTTERY

Since 1981, the Arizona Lottery and its retail partners have generated more than \$4.1 billion in net funding that supports programs helping to improve the quality of life for the people of Arizona. Proceeds from Lottery ticket sales—\$4 million per week—fund programs in education, economic development, environmental conservation and health and human services. The mission is to support Arizona programs for the public benefit by maximizing net revenue in a responsible manner. Learn more at ArizonaLottery.com.



Scratchers™ is a registered service mark of the California Lottery

PLAYER DEMOGRAPHICS

PLAYER DEMOGRAPHICS		
	Segment Representation	
Total Sample	100%	
Male	41%	
Female	59%	59% of the 46% who rated it 6-7 are female
39 and Under	28%	Females 30 & under, hispanic w/ HS edu or less & HH \$60-100K
40 to 59	54%	Females, 40-59, caucasian w/ college grad+ HHI \$60-100K
60 and Older	18%	of all respondents, only 7% rated it 6-7
		B: Interest in the game skews female, higher among middle aged...; hispanic skews higher
Caucasian	75%	C: All respondents who rated 6-7, 75% are caucasian
Hispanic	14%	
Other	11%	of all males, 30% rated FP6-7
		of all respondents who completed the survey, only 18% were male
High School or Less	9%	
Some College	41%	
College Grad+	50%	
Under \$40K HHI	22%	
\$40K to \$60K	23%	
\$60K to \$100K	32%	
Over \$100K	23%	

Segment Representation = Percent of all 'high interest' respondents who fall into that category (n=196)

PLAYER PROFILE 1 (Played game in previous month)

	30-DAY PLAYER			Index
	Total Sample*	Played Any Game*	Fast Play	
	(n=5,894)	(n=1,768)		
GENDER				
Male	49%	52%	41%	79
Female	51%	48%	59%	123
ETHNICITY				
Caucasian	68%	66%	75%	114
Hispanic	18%	22%	14%	64
Other	14%	12%	11%	92
AGE				
39 and under	21%	19%	28%	147
40 to 59	43%	47%	54%	115
60 and older	35%	33%	18%	55
EDUCATION				
High School or less	23%	25%	9%	36
Some college or training	34%	37%	41%	111
College grad+	39%	35%	50%	143
Refused, NA	4%	3%		

* Source: WestGroup Research AZL Tracking Research, FY2015

Appendix A: Player Demographics

FAST PLAY AND ARIZONA LOTTERY: A BRIEF HISTORY

- The original Fast Play game was launched in 2007.
- The games generated only \$7,566,000 in sales in four years.
- Reasons for line failure:
 - Low consumer awareness
 - Operational challenges
 - Lack of retailer education



Appendix B: Chris Rogers LaFleur's Presentation, "Educating Retailers with Mobile Promotions"

BRAINSTORMING SUMMARY

SELLING POINTS

- Knowing you won instantly
- Multiple opportunities to win
- No need to scratch (no mess!)
- Easy to buy; easy to play
- Offer lots of cash prizes

OPPORTUNITY

- Pull in new play and new sales by attracting both current scratch game and draw game players
- Key is to deploy these games through vending
 - Opens door to bars and a new set of players

CHALLENGES

- Low payouts = lower performance rate
- Games are "out of sight"
- Tear pad marketing on Gemini machines
 - Difficult to keep up with production
 - Mistaken for coupons

SUCCESS

- Ticket placement in self-service machines has been an important element to D.C. sales and growth
- Seasonal games
 - Builds player anticipation

LEARNINGS AND BEST PRACTICES

LEARNINGS

- Train and spot check retailers
- Pool size is important in sustaining game excitement
- Educational efforts (retailers / players) are key in gaining initial interest and momentum
- Be attentive to ticket design from a security standpoint
- Focus on ticket time stamp across advertising to address clerk palming
- Consistent game designs to address the 4-5 second read of tickets
- Refresh portfolio on a regularly planned schedule
- Vending machines are key
 - Players automatically learn how the progressive jackpots operate
- Promote highest-selling Fast Play game on Gemini

BEST PRACTICES

- Promote games with electronic assets
- Promote games through VIP club
- Use mass media, TV, outdoor, in-store monitors, social media to support games
- Cross-promote to allow players to try the game
- Push promos/messaging through Gemini backboard
 - Drive players to website and mobile app to play
- Integrate mobile app so players can scan code to get ticket
- Provide mobile app updates
- Run sampling with players
 - Issue free FP ticket with every +/- 5 Powerball or Mega Millions ticket issued
- Launch "How to Play" videos on website
- Advertise progressive jackpots on LIMs

AUDIENCE

FAST PLAY PLAYERS

- Loyal player base
 - Progressive games are generally favored
- Regular terminal-based game players
 - Given new choice of instant-based terminal game
- Jackpot chasers (for progressive Fast Play games)
- Scratch game players

FOCUS GROUP PARTICIPANTS

- Interest grew after playing the game and getting more info on the concept
- 40 of 48 participants indicated they would purchase Fast Play in addition to their current lottery games

CAMPAIGN STRATEGY OVERVIEW

CLIENT: Arizona Lottery
CAMPAIGN: Fast Play – July Games

DATE: 5/3/18
RUN DATES: July 9 – July 29, 2018
PREPARED BY: Shelby Alessi

Brand Need:

- Keep Fast Play category awareness high among players
- Increase Fast Play sales
- Enhance the Fast Play portfolio by offering a variety of Fast Play price points and play styles

Advertising Objective:

- Generate awareness that two new Fast Play games, Comic Cash and Treasure Chase, are available at the counter of Arizona Lottery retailers.
- Keep the Fast Play category top-of-mind among players.
- Create excitement to play the new games.

Target Audience:

Theme-Motivated Core

Scratchers = 21% of spenders account for 41% of spending

Draw = 21% of spenders account for 40% of spending

- 39% Female, 61% Male
- Age 25-54
- Hispanic 37%

View spending money on gambling as entertainment

Daydream about winning and what they would do with the money

Play games when they are feeling lucky

Audience Insights:

Players should understand Fast Play is an evolving product category that offers new fun games that are fast and easy to play. With the launch of \$1 Comic Cash and \$2 Treasure Chase, players will experience fun and unique play styles and more variety in prizing at those price points.

Players will have a diverse selection of games at the counter with the introduction of the two newest Fast Play games in July, expanding the category from 4 to 6 games.

Key Consumer Benefit (the ONE thing):

The launch of Comic Cash and Treasure Chase gives players fun, new Fast Play games at the counter and provides unique prizing at the different price points.

Reasons to Believe:

Comic Cash has a fun graphic theme and offers a progressive jackpot at the \$1 price point.

Treasure Chase has a unique play style and offers a standard top prize game at the \$2 price point.

Consumer Net Take Away:

"Fast Play offers me new games with fun themes, interesting play styles and exciting prizes."

Main Messages:

Primary: "Introducing two new Fast Play games, \$1 Comic Cash with a starting jackpot of \$1,000 that keeps growing and \$2 Treasure Chase with \$10,000 top prize."

Secondary: "Available at the counter."

Tone/Brand Personality:

- Fun
- Exciting
- Lively
- Informational

Mandatories:

- Primary and Secondary consumer benefit messaging
- ArizonaLottery.com
- Arizona Lottery Logo
- Full AZL disclaimer

Media Opportunities:

- TV/OTT (:30 English and Spanish)
- Radio (:30 English and Spanish)
- Digital (Display Desktop and Mobile)
- Digital OOH

Assets:

- How to Play Video
- E-blast w/Coupon
- LIM/ESMM
- ArizonaLottery.com (Hero Image, Website Images, Pop-Up Image)
- Social
- PR

Deliverables and Timing:

- Concepting: May 14 – May 18
- AZL to review concepts: May 21 – May 23
- AZL to provide feedback: May 23
- OH to revise concepts or begin building out assets: May 24

Metrics:

- Fast Play Sales
- Market share of Comic Cash and Treasure Chase among other Fast Play Games (at 8 weeks post-launch).

Appendix D: Launch Creative Strategy Briefs

FAST PLAY – PLAYER AWARENESS

HIGH IMPACT	
EASY EXECUTION	MEDIUM EXECUTION
<ul style="list-style-type: none"> • FSIs and ad placements with promotional offer • :15 second TV campaign • Things that speed up the process (e.g., quick hits microwave) – TV Spots • LIMS/ESMMs to drive players to mobile app and website • Digital billboards (hit high-trafficked areas) 	<ul style="list-style-type: none"> • “Your speed” sign (OOH) sponsored by Fast Play • Casino-like advertising in C-store environment • 2-minute casino break ad theme

MEDIUM IMPACT

EASY EXECUTION

- “Win it in a minute” theme
- Digital OOH, digital ads, social media, radio
- Draw ticket message
- Sponsor faster runner, talker, etc. in Arizona
- All things fast (e.g., pitchers, racing, road runners)
- Promotional signs at events
- “Ask me about Fast Play” event staff; t-shirts; buttons

MEDIUM EXECUTION

- Hybrid game, hybrid cars, Fast Play / fast lane
- Present as hybrid game – reference OOH, funny traffic
- Instant products in stores – wobblers: “so you like things fast?”
- D-Backs fast pitch promo
- Pop-up on Website first month released
- Cactus league tie-in
- TV – Willie and Derek play games really fast
- Fast Play launch event

DIFFICULT EXECUTION

- Ticket van radio remote (“5 locations in 5 weeks”)
- Ticket van at race car or motocross events
- PIR tie-in Fast Play Spring 2018
- Electronic signs for retailers (and gadgets)

LOW IMPACT

EASY EXECUTION

- “Ask me about Fast Play” buttons for retail clerks
- Cross-promotion at concerts, restaurants, local events
- Sign twirlers at high-trafficked areas

DIFFICULT EXECUTION

- Drive-thru (reference roving, McD’s and Cinna Toast)
- Ticket van – ice cream truck
- Pop-up store

FAST PLAY – PLAYER INSTRUCTIONS

HIGH IMPACT	
EASY EXECUTION	MEDIUM EXECUTION
<ul style="list-style-type: none"> • LIM/ESMM step-by-step • Buckslip at retailers • Tear pad on play centers/LIM/counters • Docents at retail locations 	<ul style="list-style-type: none"> • Website pop-up "Click here to see how to play" • Flyers/buckslips at events • Monitors with touch screen "how-to" at customer service desk
DIFFICULT EXECUTION	
<ul style="list-style-type: none"> • Fast Play instructional commercial at movie theaters • More direct commercial • Simulated how-to on mobile app ads (between app games) • Infomercial-style social media to show off instant win 	

MEDIUM IMPACT	
EASY EXECUTION	MEDIUM EXECUTION
<ul style="list-style-type: none"> • Free play • E-blast with HTP step-by-step • Coupons • "3-step buck slip" with offer at bottom 	<ul style="list-style-type: none"> • "How to play" videos on website • More direct commercials • "How to play" videos on social media • In-person event promoted via social media where players learn and play for prizes

HIGH IMPACT

DIFFICULT EXECUTION

- Retail info kiosks
- Fast Play town hall – concentrated players
- Mobile app – quick “how-to” pop up

LOW IMPACT

MEDIUM EXECUTION

- Native Advertising slots
- Simple steps infographic
- Social FB Live – people trying for the first time; AZL teaching
- Player/Bloggers
- Player testimonials

Appendix E: Player Awareness Strategies

PUSH ADDENDUM

Campaign Name: Arizona Lottery In-Store Campaigns Fiscal Years 2019

The following addendum shall be included and considered part of the Arizona Lottery In-Store Campaigns Talent Fiscal Year 2019 Blanket Contract for the following sub-campaign: October/November Fast Play Campaign

1. Dates/Duration: October, 2018 - November, 2018

2. Locations: Phoenix Metropolitan Area and Tucson, AZ. A full list of approved retail locations provided by the Arizona Lottery.

3. Total Number of Events: 100

4. Description of Events:

a. Total Number of Promo Models/Staff: Two (2) Brand Ambassadors per Event x 4 hours/BA x \$280/flat/per activation (\$280 flat rate = Courtesy Discounted for up to 4 hours per activation/location)

b. Duration of Events:

- i. 3:00pm - 3:30pm Travel Time
- ii. 3:30pm - 4:00pm Set-up
- iii. 4:00pm - 6:00pm Activation
- iv. 6:00pm - 6:30pm Tear-down
- v. 6:30pm - 7:00pm Travel Time

5. Payment Terms:

a. Total Talent Cost: \$28,000

- i. Arizona Lottery will make an initial deposit of 50% of the total talent cost of the campaign prior to the start of the campaign.
- ii. Arizona Lottery will pay for the remaining talent cost within 30 days of the conclusion of the campaign.

b. Promotional Ticket Cost: \$7,500

- i. PUSH Agency will be paid for all promotional tickets prior to the start of the campaign. Promotional ticket cost for this campaign is based on the following calculation: 100 Events X \$75 per Event

MEDIA FLOWCHART, FY18 EXPENDITURES

YEAR	February												March				April					NET	Share of Investment										
	29				5				12				19				26		5		12			19		26		2	9	16		23	
	Week													26	2	9	16	23															
Allocated Budgets (Net)																																	
TV																											32%						
Phoenix TV (General Market) KASW, KAZT, KNXV, KPHO, KPNX, KSAZ, KTVK, Cox Interconnect, Cable One(IMP) (Spots)																	\$ 146,815.44								\$ 130,043.16		\$ 276,858.60		20%				
													4,122,600								3,671,300												
													278				279				276				274		222		218		219		
Phoenix TV (Spanish TV) KFPH, KTAZ, KTVW (IMP) (Spots)																	\$ 10,084.36								\$ 23,818.66		\$ 33,903.02		2.4%				
													200,400								553,900												
													24								17				18		18						
Tucson TV (General Market) KGUN, KMSB, KOLD, KVQA, KWBA, Cox Interconnect (IMP) (Spots)																	\$ 30,385.46								\$ 25,284.95		\$ 55,670.41		3.9%				
													900,700								698,000												
													181				180				178				177		146		146		144		
Tucson TV (Spanish TV) KHRR (Spots)																	\$ 1,772.25								\$ 5,112.75		\$ 6,885.00		0.5%				
													30,600								80,900												
													25								24				24		24						
Yuma TV (General Market) KECY, KSWT, KYMA, NECY, Spectrum Cable (IMP) (Spots)																	\$ 9,500.45								\$ 9,333.85		\$ 18,834.30		1.3%				
													169,700								153,400												
													108				109				106				106		112		111		109		
Yuma TV (Spanish TV) KYVE (IMP) (Spots)																	\$ 1,870.00								\$ 3,672.00		\$ 5,542.00		0.4%				
													27,500								83,900												
													17								12				12		12						
Phoenix OTT Premion / Hulu OTT (IMP)																	\$ 26,190.71								\$ 19,846.58		\$ 46,037.29		3.3%				
													588,598								497,512												
Tucson OTT Premion / Hulu OTT (IMP)																	\$ 5,293.93								\$ 3,952.23		\$ 9,246.16		0.7%				
													122,753								98,882												
Yuma OTT Premion / Hulu OTT (IMP)																	\$ 3,700.00								\$ 2,800.00		\$ 6,500.00		0.5%				
													92,965								70,964												
Radio																											18%						
Phoenix Radio KAJM, KALV, KDKB, KESZ, KHOT, KLNZ, KMLE, KMVA, KMXP, KNIX, KOMR, KOOL, QOMR, KSLX, KTAR, KUPD, KYOT(IMP) (Spots)																	\$ 98,044.48								\$ 72,121.28		\$ 170,165.76		12.0%				
													6,980,300								5,283,500												
													372				372				371				370		365		365		365		
Tucson Radio KCMT, KFMA, KHYT, KIIM, KLPX, KMIY, KMXX, KOHY, KRQQ, KTVG, KYWD, KTKT(IMP) (Spots)																	\$ 19,788.00								\$ 15,212.45		\$ 35,000.45		2.5%				
													1,422,200								1,129,700												
													228				228				227				227		233		232		228		
Yuma Radio KBLU, KCYK, KLJZ, KTTI, KQSR, KCEC(Spots)																	\$ 17,671.13								\$ 13,247.66		\$ 30,918.79		2.2%				
													290				290				290				290		290		290				
Northern Arizona KAFF, KDDL, KFSZ, KMGH, KPPV, KQNA, KQST, KSED, KTHQ, KTMG, KWMX (Spots)																	\$ 10,183.82								\$ 6,389.63		\$ 16,573.45		1.2%				
													250				250				250				250		250		250				
Digital																											23%						
Display/Mobile Quantcast & Thinknear (IMPs)																	\$ 52,283.57								\$ 17,358.48		\$ 69,642.05		4.9%				
													12,854,387								4,238,721												
Digital Radio Pandora (IMPs)																	\$ 45,330.92								\$ 14,396.87		\$ 59,727.79		4.2%				
													3,375,776								1,507,483												
Rich Media GumGum (IMPs)																	\$ 54,345.86								\$ 30,934.29		\$ 85,280.15		6.0%				
													5,042,148								2,869,046												
Video Exponential (IMPs)																	\$ 58,690.11								\$ 26,809.89		\$ 85,500.00		6.0%				
													4,179,982								1,909,434												
RM Digital - azcentral.com Paramount Ad																	\$ 3,309.86								\$ 3,309.86		\$ 3,309.86		0.2%				
													690																				
RM Digital - azcentral.com Mobile/Desktop Display																	\$ 3,576.13								\$ 3,576.13		\$ 3,576.13		0.3%				
													6,704																				
RM Digital - azcentral.com Pre-Roll Video																	\$ 5,314.86								\$ 5,314.86		\$ 5,314.86		0.4%				
													176,235																				
RM Digital - azcentral.com Scroller ad																	\$ 3,500.00								\$ 3,500.00		\$ 3,500.00		0.2%				
													1,000																				
AdSwerve DoubleClick Serving Fees																	\$ 2,885.69								\$ 1,343.41		\$ 4,229.10		0.3%				
Digital OOH																											4%						
Phoenix Outfront, Clear Channel (IMPs)																	\$ 26,000.00								\$ 25,000.00		\$ 51,000.00		3.6%				
													24,550,441								31,097,226												
Bus Shelters																											4%						
Phoenix (includes \$5,940 prod for 45 panels) IMPs																	\$ 23,760.00								\$ 17,820.00		\$ 41,580.00		2.9%				
													20,786,164								18,896,512												
Tucson (includes \$1,620 prod for 27 panels) IMPs																	\$ 9,325.00								\$ 9,631.25		\$ 18,956.25		1.3%				
													9,642,659								9,959,341												

Retail Advertising						14%		
GSTV		\$	57,500.00	\$	57,500.00	\$ 115,000.00	8.1%	
IMPs			1,946,114		1,698,899			
33 Degrees		\$	45,000.00	\$	45,000.00	\$ 90,000.00	6.4%	
IMPs			43,633,389		46,409,414			
Print							5%	
Adscape		\$	9,000.00			\$ 9,000.00	0.6%	
Republic Media	3/26/18							
IMPs			360,000					
Strip ads		\$	12,500.00	\$	12,500.00	\$ 25,000.00	1.8%	
Republic Media	3/2/18	3/8/18	3/13, 3/16	3/20/18	3/30/18	4/3, 4/6	4/12, 4/13	
IMPs			1,839,470			1,776,319		
TV y Mas		\$	1,300.00		\$	1,300.00	\$ 2,600.00	0.2%
Republic Media	3/2/18			3/16/18	3/30/18	4/13/18		
IMPs			374,502			376,730		
Buyer's Edge					\$	21,600.00	\$ 21,600.00	1.5%
Republic Media				3/28/18				
IMPs					190,000			
AFMA		\$	1,250.00	\$	1,256.25	\$ 2,506.25	0.2%	
English (IMPs)			3,000		3,000			
Arizona Gaming Guide		\$	1,400.00	\$	1,400.00	\$ 2,800.00	0.2%	
English (IMPs)			50,000		50,000			
Arizona Gaming Guide		\$	1,150.00	\$	1,150.00	\$ 2,300.00	0.2%	
Spanish (IMPs)			50,000		50,000			
Total Allocated Spend Net		\$	3,800.00	\$	798,728.28	\$	612,029.39	\$1,414,557.67
TOTAL IMPRESSIONS PER MONTH			103,000		143,530,977		133,251,083	276,885,060

Fast Play TV and Radio Production	\$349,712.59
Fast Play Retail Promo Video Production	\$9,265.00

ARIZONA LOTTERY FY2018	
TYPE	AMOUNT
Digital Total	\$320,729.11
OOH Total	\$114,896.25
POS Total	\$27,387.89
Print Total	\$29,212.50
Print/Digital Total	\$36,600.00
Production Total	\$420,772.09
Promotion Total	\$167,096.49
Radio Total	\$252,658.45
Retailer Advertising Total	\$311,632.00
Sales Total	\$25,615.00
TV Total	\$459,476.78
Grand Total	\$2,166,076.56

Appendix G: Media Flowchart, FY18 Expenditures

AD IMPACT

Initial Fast Play Launch Activities and Findings

The Fast Play game category was launched into the Arizona market on February 11, 2018. This suite of games included a \$1 and \$5 top prize game and a \$2 and \$5 progressive game. The hard launch campaign ran February 26 through April 15.

- We noticed a significant increase following our initial launch campaign one week after Fast Play was introduced into the market.
- We started with a softer flight 2/18-23, then increased to a heavier campaign run beginning 2/26.
- Sales increased by nearly 50% after the first week of advertising.
- Another contributing factor to this increase may have been the launch of these games on Gemini vending on March 3.
- Overall, within its first three weeks in market, Fast Play sales increased by 96%.
- Sales began to level off once the product settled in beginning week 4, averaging \$508,000 a week.
- In the two months that follow the end of our ad campaign, we continued to showcase Fast Play using standard advertising vehicles such as LIM and ESMM monitors.
- On an average, sales decreased 2% over the course of these eight weeks, generating a \$327,000 average in weekly sales.

July Games Launch Activities and Findings

We introduced two more games to the Fast Play product portfolio on July 8, 2018 – a \$1 progressive and a \$2 top prize game. The supporting ad campaign ran three weeks (7/9 – 29).

To measure ad impact against the initial launch of Fast Play in February 2018, we pulled sales data eight weeks leading up to and following the launch of these two added games.

- You'll notice a sales spike (31%) three weeks prior to this launch (Week 6); a result of a high progressive jackpot for one of our core Fast Play games.
- Within the two months that followed this launch (7/8 – 9/1), Fast Play sales leveled out at an average of \$284,000 per week.
- Our ad campaign around the introduction of these two games was significantly insignificant compared to our initial launch, and total Fast Play sales saw a slight lift of about 3%.

October Games Launch Activities and Findings

We introduced another pair of games to the Fast Play product portfolio on October 7, 2018 – a \$1 and \$5 top prize game. The supporting ad campaign ran four weeks (10/8 – 11/4).

To measure ad impact against the initial launch of Fast Play, and to that of our July games launch, we pulled sales data eight weeks leading up to and following the launch of these two additional games.

- Within the two months that followed this launch (10/7 – 12/1), Fast Play sales leveled out at an average of \$320,000 per week.
- We saw a 6% increase between the week before the 10/8 launch and 12/1.
- Our ad campaign around this launch was relatively insignificant compared to our initial launch, and just as we had found in July, total Fast Play sales lifted slightly at 3%.

Appendix H: Ad Impact Analysis

FAST PLAY PLANNING

- \$5 is King or Queen
- Progressives are attractive to players but need to manage number of games at each price point
- Aligning launches and game closings together helps manage portfolio
- Good mix of progressive jackpot games and fixed top prize games to balance portfolio
- Players increase spend when new games come to market

Appendix I: Fast Play Planning