

# Web-based Marketing

World Meet 2007  
Louisville, Ky.

Breanne Gibson, Web Coordinator  
Missouri Lottery

# Molottery.com Web Team

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- Web coordinator
- Multimedia designer
- Programmer

# Molottery.com Web Committee

- Lottery-wide representatives
- Monthly meetings



# Molottery.com Homepage

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- Dynamic news
- Banner ads
- Three-click rule

# Dynamic News

- Updated daily
- Always something new at the top of the page
- Timely information



# Old Molottery.com

An average of 921 players win every day playing Pick 3.

## Missouri Lottery

More than **\$3 BILLION** to Missouri;  
more than **\$6 BILLION** to players.

Good morning, Breanne!  
(Not Breanne Gibson? [Click here.](#))

Enter For A Chance To Play The Real Game In Hollywood!  
DEAL: NO DEAL  
Click Here To Enter

Details | Rules | Submit Entry

TOP STORY  
**Missouri Lotto Ticket Worth \$2.6 Million Remains Unclaimed**  
A Missouri Lotto ticket worth \$2.6 million, which was purchased at QuikTrip, 13100 Holmes in Kansas City, for the Sept. 1 drawing remains unclaimed. The winning ticket matched all six numbers drawn - 5, 23, 27, 34, 41 and 43 - to win the jackpot.  
[More...](#)

What Would Make You Happy This Summer?  
Rules | Details | Winners

MISSOURI LOTTERY NEWS  
**Troy Man Uncovers Top Scratchers Prize**  
Aug. 30 just became a Troy man's lucky day after he won \$77,500 playing Missouri Lottery Scratchers tickets. On Aug. 30, Stephan King, 19, won \$500 on one Scratchers ticket. Later that same day, he stopped at Shell, 9708 Natural Bridge in Berkeley, and bought four "Lucky 7's" Scratchers tickets. One of those tickets was worth \$77,000.  
[More...](#)

Enter One Of These Promotions For Your Chance For Some Out-Of-The-Park Prizes!  
Click Here For Details

WINNING NUMBERS

Check My TICKETS!

Watch the Drawings HERE!

Wed. Sep. 12  
**POWERBALL**  
5-24-26-33-47 PB:1  
Power Play: 4  
Next Jackpot \$29 million  
Cash Value: \$13.4 million

Wed. Sep. 12  
**LOTTO**  
1-7-12-23-28-41  
Next Jackpot \$1.3 million

Thu. Sep. 13  
**PICK 3**  
Eve: 0-1-0  
Mid: 8-4-2

Thu. Sep. 13  
**PICK 4**  
Eve: 2-0-7-6  
Mid: 3-2-2-0

MyLottery  
Join Now!  
My Preferences

How to Win  
Winning Numbers  
Numbers Games  
Scratchers & Pull-Tabs  
Promotions  
Winners  
When You Win  
Retailer Search

Learn About Us  
Where the Money Goes  
General Info  
Fun Facts  
Retailers  
Media Center  
Contact Us  
Lottery Store

SEARCH

Watch the drawings on these official Lottery stations:

|    |      |             |
|----|------|-------------|
| 2  | KTVI | St. Louis   |
| 4  | WDAF | Kansas City |
| 38 | KOFX | Columbia    |
| 18 | CGEM | Hannibal    |

# New Molottery.com

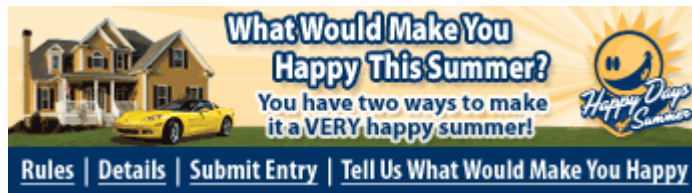
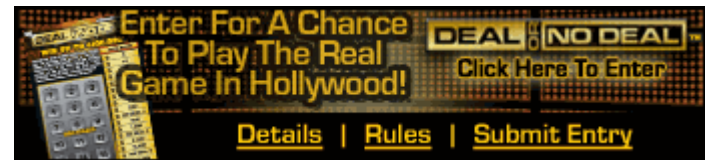
The screenshot shows the Missouri Lottery website homepage. At the top, there's a navigation bar with links for 'Games', 'Promotions', 'Where the \$ Goes', 'Retailer Resources', and 'Media Center'. Below this is a search bar with the Google logo. The main content area is divided into several sections:

- Numbers Games:** A sidebar on the left lists various games with their draw dates and times. For example, Powerball is on Saturday, August 10, with a next jackpot of \$295 million. Lotto is on Saturday, August 10, with a next jackpot of \$2 million. Pick 3 is on Monday, August 20, with evening and midday draws. Pick 4 is on Monday, August 20, with evening and midday draws. SHOW ME 5 Paydown is on Monday, August 20, with evening and midday draws. Club Keno is also listed.
- Where Will Your Deal Take You?:** A featured article titled 'Lake Ozark Woman Uncovers \$20,000 Lottery Prize' by Cindy Thomas. The article mentions that she won \$20,000 playing the Missouri Lottery Scratchers game, '1100 Million Cash Spectacular'.
- Other News:** Two smaller news items: 'Cousins Share \$8,000 Club Keno Prize' and 'Sweet Springs Woman Uncovers \$25,003 Lottery Prize'.
- FOX Lottery Stations:** A list of FOX stations in Missouri, including St. Louis, Springfield, Kansas City, Columbia, and Hannibal.
- Helpful Links:** 'Gambling Problem? Get Help! Call 1-888-BETSOFF' and 'Be Alert! Don't Be A Victim OF A Scam'.

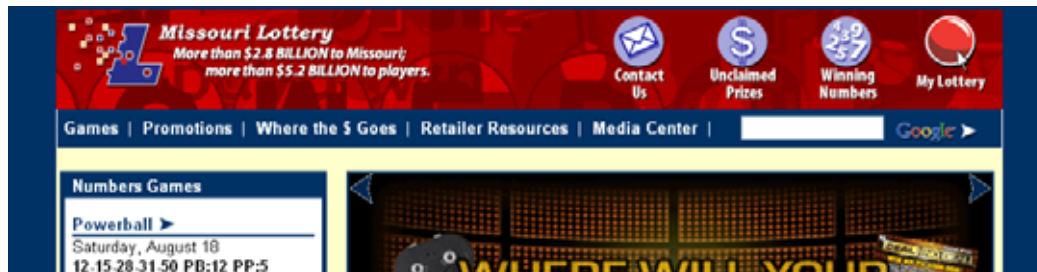
At the bottom of the page, there's a footer with links for 'Learn About Us', 'Calendar', 'Store', 'Play Responsibly', 'Retailer Search', 'Scratchers', 'Pull Tabs', and 'Molotteryblog.com'. Copyright information for 2007 Missouri Lottery is also present.

# Banner Ads

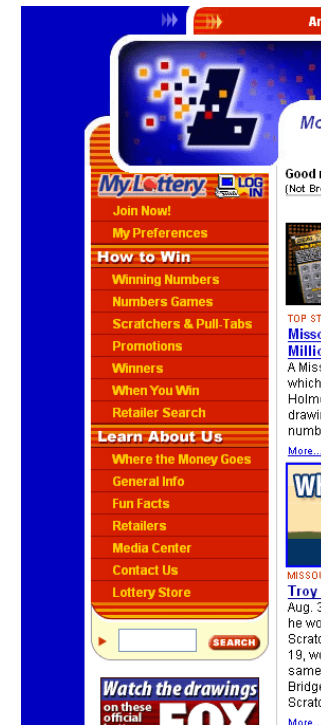
- Attention grabbing
- Call to action
- Multiple links



# Three-Click Rule



- Don't make visitors click more than three times
- The fewer clicks, the better



# Visitor Participation

- “Check My Tickets” feature
- “Watch the Drawings” link
- Story submission



# Visitor Participation

### Check My Tickets

**POWERBALL**

So you'd like to check a Powerball ticket. Let's get started.

Enter your numbers in the boxes below and click "Check My Numbers." We'll search the past 100 days to see if these numbers have been drawn as part of a winning combination. You may check up to five plays at a time. Individual plays are listed in order of A., B., C., etc., on your ticket.

To use the autotab feature when entering your numbers, you need to prefix single-digit numbers with a zero. Example: enter 01 for the number 1.

|    |  |  |  |  |  |     |  |
|----|--|--|--|--|--|-----|--|
| A. |  |  |  |  |  | PB: |  |
| B. |  |  |  |  |  | PB: |  |
| C. |  |  |  |  |  | PB: |  |
| D. |  |  |  |  |  | PB: |  |
| E. |  |  |  |  |  | PB: |  |

I want to check these numbers dating back to Jan. 1, 1999.  
(Choosing this option will increase your wait.)



**Game**

**Plays**

**Draw Date**

NOTE: To ensure the accuracy of the results posted for each ticket, please make sure that the information you entered above is exactly how it appears on your ticket(s). Results may not include the current day's drawing(s).

Win. You need a 200 number to enter and the latest version of Mozilla Firefox supported to use this version. Download [Mozilla Firefox](#) here!



**Missouri Lottery**

**Draw Evening Drawing**  
September 13, 2007

**Draw Midday Drawing**  
September 13, 2007

**POWERBALL**  
2007-09-13-000000

**ARCHIVED DRAWINGS**  
Search archived drawings for LOTO,  
SHOW ME 6-Playdown, Pick 4 and Pick 3

September 2007

**NETS** Winning odds brought to you by...  
1 Lottery & 8 Education Endorsements/endorsement Numbers (1:177)  
1 Lottery & 8 Education Endorsements/endorsement Numbers (1:177)  
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**Winning Numbers Hot Lines**  
Call the number nearest you to hear a recorded message of the current winning numbers.

- Jefferson City - (573) 753-1111
- Kansas City - (816) 795-0200
- Springfield - (417) 808-4271
- St. Louis - (314) 340-0800

# “Happy Days of Summer” Stories

## Eddie, Wentzville

"My happiness would be the trip of a lifetime to Hawaii. I've never been (out of the continental United States). I could never afford such a luxury of life, but with my fingers crossed and my rabbit foot close, who knows. What would make me happy this summer - A TRIP TO HAWAII!"

## Edna's Princess

## Edna, Farmington

"Winning a trip to Walt Disney World would make this grandma extremely happy. To see the look on my princess' face would be priceless!"



## Gail, St. Louis

"A new home would truly make me happy. I have small children and live on a busy street, so my children are unable to play outside in front of my home. A new home in a very nice neighborhood with a big backyard would truly allow my children to play until their hearts' content and not worry about getting hit by passing cars."

## CK, Holts Summit

"I would use (the electronics prize) to purchase a new computer and printer so I can return to college. Now, that would make more than a great summer."

## Jamesetta, Kansas City

"The happiest time of my life would be to have new furniture for my home. I could have the most fantastic summer by inviting my friends and family over for a big party to celebrate. I am in the process of having my house painted, and it would be great to have new furniture to match. I could also celebrate my daughter's graduation in style!"

[Back to top](#)

## Jodi, St. Louis

"I would be happy with a new house to call my own. I would love to move to the country and enjoy nature. Watching the bunnies and squirrels, or even the birds, makes me happy. I love to feed them every day. I love spending time out in the backyard enjoying the sun. Home is where the family starts and finishes their day. There is nothing in this world that could make me happier than a new home for my family. They mean the world to me, and I would do anything for them, as any mother would do. Yes, I think a new home would make me very happy this summer. Thank you for asking me."

## Jane, Dexter

"I would love a new home, so I could make it big enough for all of my grandchildren to have their own room. I have four grandchildren."

- 986 stories submitted
- 273 stories posted

# “Happy Days of Summer” Stories

## What Would Make You Happy This Summer?

Tell us what would make you happy this summer. Choose one of the summer promotion prizes from the list below. Then, tell us why that prize would help you have a happy summer. Check back to [see if your story is selected](#) to be posted on Molottery.com.

Name:

City:

E-mail:

Choose a Prize

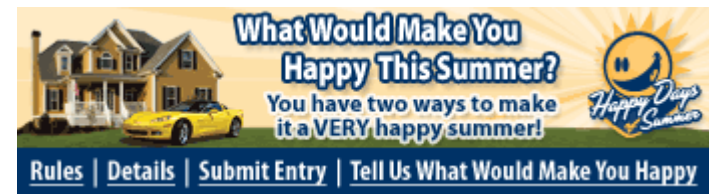
### Send a Photo

If you have a photo that tells your story, e-mail it to us at [promotions@molottery.com](mailto:promotions@molottery.com).

### Even More Summer Fun

For even more fun stories and exciting news about the “Happy Days of Summer” promotion, visit the Lottery’s new [blog](#). You can watch video from Lottery events around the state and read posts from the Summer Ambassadors.

See the [“Happy Days of Summer” Promotion Rules](#).



**Virginia, Independence**  
“They would make me happy? Being present with someone and having to worry about mortgage payments, family responsibilities, and managing the real estate, entrepreneurship and family life of my teenage son?”  
**Debra, St. Patrick**  
“To be able to get married to my best friend and have a beautiful wedding and to have my family and friends around me. To be able to have a beautiful wedding and to have my family and friends around me. To be able to have a beautiful wedding and to have my family and friends around me.”  
**Barbara, Worcester City**  
“To see my family and friends and to have a beautiful wedding and to have my family and friends around me. To be able to have a beautiful wedding and to have my family and friends around me.”  
**Christina, Worcester City**  
“To be able to have a beautiful wedding and to have my family and friends around me. To be able to have a beautiful wedding and to have my family and friends around me.”  
**Terrence, St. Louis**  
“To be able to have a beautiful wedding and to have my family and friends around me. To be able to have a beautiful wedding and to have my family and friends around me.”  
**Christina, Worcester City**  
“To be able to have a beautiful wedding and to have my family and friends around me. To be able to have a beautiful wedding and to have my family and friends around me.”  
**John, St. Louis**  
“To be able to have a beautiful wedding and to have my family and friends around me. To be able to have a beautiful wedding and to have my family and friends around me.”



# Molotteryblog.com

- Concept
- Content
- Interaction


## Mo Lottery Blog Behind the Ball

**Welcome!**

Welcome to the Missouri Lottery Blog! This is your portal to Luckytown and everything Lottery related. Have a question about a game? [Ask Captain Lotto](#) for more information. Looking for in-depth stories of interest to Lottery players? You'll find it here, including our video series, *Reel Lottery*. Feel free to make comments (click on the comments link below any post), but there are some [ground rules](#). So come on in and look around, and if you don't see what you want, don't be afraid to ask!

April 25, 2007 in [Weblog](#) | [Fermatish](#) | [Comments \(0\)](#) | [TrackBack \(0\)](#)

### Treasure hunt




Remember the first Mega Scratch-off "500 Million Cash Spectacular"? Word on the street is the game is almost sold out. Three top prizes of \$1 million still remain, so it might be a good time to buy a little "older" ticket, if you can find them.

Happy hunting and good luck!

September 03, 2007 in [Games](#) | [Fermatish](#) | [Comments \(0\)](#) | [TrackBack \(0\)](#)

### Team of the Month



Congratulations to "Zolderbek LLC" of St. Louis! These three friends individually buy Powerball tickets with the intent of splitting all prizes three ways.

"We have given our word to each other that it's 'one win, all win' and we will equally divide the winnings into thirds," says Team Captain Bret De Rousse.

Now you might be thinking that millions of dollars can be hard on friendships, but comments from these three comrades show why they were selected as the September 2007 Lottery [Team of the Month](#).

"We still believe a handshake is a law abiding agreement, and a man is only as good as his word."

"We don't need mega millions to live a great life."

Integrity. That's what makes Bret, Robert and Vincent winners, and the Lottery Team of the Month.

September 04, 2007 in [Promotions](#) | [Fermatish](#) | [Comments \(0\)](#) | [TrackBack \(0\)](#)

**ABOUT**

Meet Me

**RECENT POSTS**

- Treasure hunt
- Team of the Month
- Thanks for the memories!
- Deal or No Deal!
- Lightning does strike twice
- Don't hold'em if you've got them!
- Oh, Powerball
- 4 helping hand
- Oh, Powerball
- Jackpot alert!

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- MO Farmer's Markets
- Mental Health
- Conversation

**ARCHIVES**

- September 2007
- August 2007

# Molotteryblog.com

## Mo Lottery Blog

Behind the Ball

2:28 PM, 10/01/2007 12:00 PM

### Annuity or Lump-sum?

\*\*\*\*\* The immediate jackpot was set for last weekend, which means the top 20 jackpot will be worth an estimated \$20 million. The last big Powerball winner in Missouri was the Wilson family, who won \$29 million on Jan. 24, 2007. Their winning number was the fourth combination of a 20 gold ball, which means you don't have to spend a lot to get really strong Powerball.

The \$20 million jackpot is based on a payout over 25 years, but players can elect to take the advantage to use lump-sum payment. That option automatically reduces the jackpot to about half, so players choosing one payment if they win an immediate can expect approximately \$10 million before taxes. How would you take the winnings, annuity or lump-sum?

Posted by **John Baker** | [Home](#) | [Feedback](#)

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### TrackBack

TrackBack URL for this entry:  
<http://www.molottery.com/trackback/071001010001>

Listed below are links to weblogs that reference [annuity or lump-sum?](#)

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### Comments

I would be excited to see the lottery land in my yard.  
Posted by **John Baker** | [Home](#) | [Feedback](#) | [TrackBack](#) | [Comments](#) | [Print](#)

First I would grab my camera to take lots of pictures, then ask for a ride.  
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I WOULD BE VERY EXCITED FOR SOMETHING LIKE THIS TO HAPPEN FOR MY SELF AND GRANDCHILDREN.  
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Comments are moderated, and will not appear on this weblog until the author has approved them.

If you have a TypeKey or TypePad account, please [login](#).

Name:

Email address:  (Not displayed with comment.)

URL:

Remember personal info?

Comments:

## Mo Lottery Blog

Behind the Ball

2:28 PM, 10/01/2007 12:00 PM

### Ride like the wind

What would you think if you looked outside and saw a hot air balloon landing in your front yard? Neighbors of Barbara and Jim McDonald of California thought they won the Lottery. That's because the Lottery balloon, piloted by Jim Wolters, set down in a field outside their home in mid-July. Not an balloon simply ride the wind and have little control over where they end up. When it comes time to land, they look for an open area and put it down. Their crew tracks the flight path and soon arrives to pick up the balloon and passengers. On that afternoon in July, three different balloons which took off in Elton landed in open areas around the McDonald home, making for an exciting and unusual day. Unfortunately for them, that's not how we arrive to award prizes. In fact, if you win, you'll have to bring your ticket to us to claim your prize. But a balloon ride might be a fun way to spend some of those winnings...

Hot tip to the [California Democrat](#) and the [ABCNews](#), for sending us the picture.

Posted by **John Baker** | [Home](#) | [Feedback](#)

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### TrackBack

TrackBack URL for this entry:  
<http://www.molottery.com/trackback/071001010001>

Listed below are links to weblogs that reference [Ride like the wind?](#)

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### THE ORIGINAL

Mo Lottery  
State of Missouri

### CAPTAIN'S MEMORIAL

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Neil Finn  
Agriculture  
MO Gaming blog  
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Bristol Health  
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### ARCHIVES

September 2007  
August 2007  
July 2007  
June 2007  
May 2007  
April 2007

### CATEGORIES

Events  
Feedback  
Games  
Lottery  
Powerball  
Red Lottery  
Responsible gaming  
Winning  
Winners

# Questions/Comments

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