

# NASPL 2007

# *SIMPLY SPECTACULAR!*

**Presenter:**

**Todd Greco**

**Scratch Product Manager**

**Colorado Lottery**



# Not So Spectacular

- Sales Trends
  - ❖ Flat FY05 Scratch Sales for Qtr 3 & 4
    - ❖ Possibly fall just short of sales projections
- Recommendations
  - ❖ Launch a Mega Game Concept
    - ❖ How to make it work for a smaller jurisdiction
- Implications
  - ❖ Overall Game Schedule
    - ❖ How will this concept affect other games in the market

# Spectacular Solution!



## \$35 Million Cash Spectacular

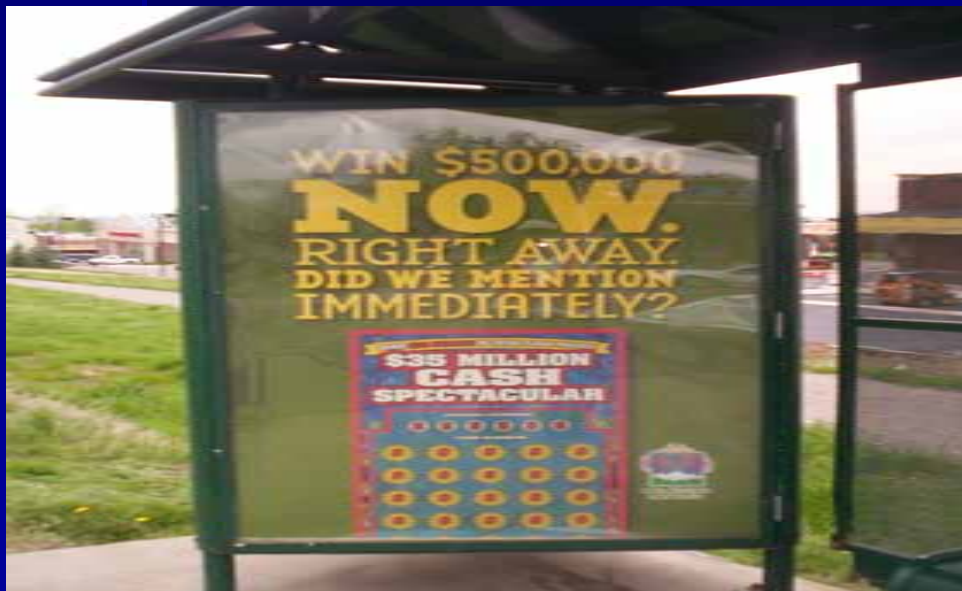
- \$10 Price Point
- 5 Million Tickets
- 8 Instant \$500,000 Top Prizes
- 75% Prize Payout
- \$50,000,000 in Potential Sales

# Spectacular Support!

## Integrated Marketing Campaign

- Traditional Campaign
  - Television/Radio Advertising
  - Retailer POS
  - Outdoor
  - Web Site
- Non-traditional Campaign
  - Promotions with Proceeds Partners
  - Banner Program
  - News Letters
  - Proceeds/Game POS
  - News Releases/Media Coverage

# Traditional Support



# Non-Traditional Support

DO SOMETHING SPECTACULAR THIS WEEKEND. **HECK, DO TWO THINGS.**

**335 MILLION CASH SPECTACULAR**

WHEN YOU PLAY 133 MILLION CASH SPECTACULAR YOU KEEP OUR PARKS GREAT AND WILDLIFE FREE.



**COLORADO STATE PARKS NEWS RELEASE**

CONTACT: Margaret Taylor, 303.455.0186  
 St. Vrain State Park, 2022 Highway 119, Longmont, CO 80501  
 This news release is also available at [www.parks.state.co.us](http://www.parks.state.co.us)

For immediate release May 8, 2006

**“Grand Re-Opening” Open House at St. Vrain State Park**

LONGMONT, Colo.—St. Vrain State Park will host a “Grand Re-Opening” on May 13 from 10 a.m. to 12 p.m. to showcase the new facilities in the park. Park staff will be on hand to answer questions about the new park areas and developments planned for the park and visitors may tour the new electric shower house, dump station and fishing access. **Over 1 million dollars is invested in the St. Vrain State Park over the last three years with funds given Colorado through Colorado Lottery proceeds.** Future improvements to include additional campsites, picnic areas and fishing ponds.

“This park has been a work in progress for the last four years. We are excited about the new facilities and amenities that our park has to offer visitors,” said P. Fitch.

2006 Hike for Youth Presented by **FERRANTI FOUNDATION**

**MEDIA SPONSOR**  
 Rocky Mountain News  
 Hearst to Home

**SUPPORTED BY**

Weaver Family Foundation  
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**335 MILLION CASH SPECTACULAR**

WHEN YOU PLAY 133 MILLION CASH SPECTACULAR YOU KEEP OUR PARKS GREAT AND WILDLIFE FREE.



**A SPECTACULAR WEEKEND IS IN YOUR FORECAST.**

**NATIONAL TRAILS DAY**  
 Friday, May 12, 2006, 9:00 a.m. - 4:00 p.m.  
 It's yours to enjoy! Get out and go to nature.

Shop the classifieds online at [www.dailycamera.com](http://www.dailycamera.com)

**PLAY ONLINE TO PLAY OUTDOORS.**

Play 133 Million Cash Spectacular from the Colorado Lottery. Then take your own winning tickets to national lottery events to share the cash. Spectacular Treasure Hunt. You'll have a chance to win weekly prizes at a Colorado State Parks event. Find out a great prize of an annual prize or even eight of any Colorado State Parks ticket.

The Treasure Hunt runs from May 8 to June 12, 2006. See [www.coloradolottery.com](http://www.coloradolottery.com) for details.

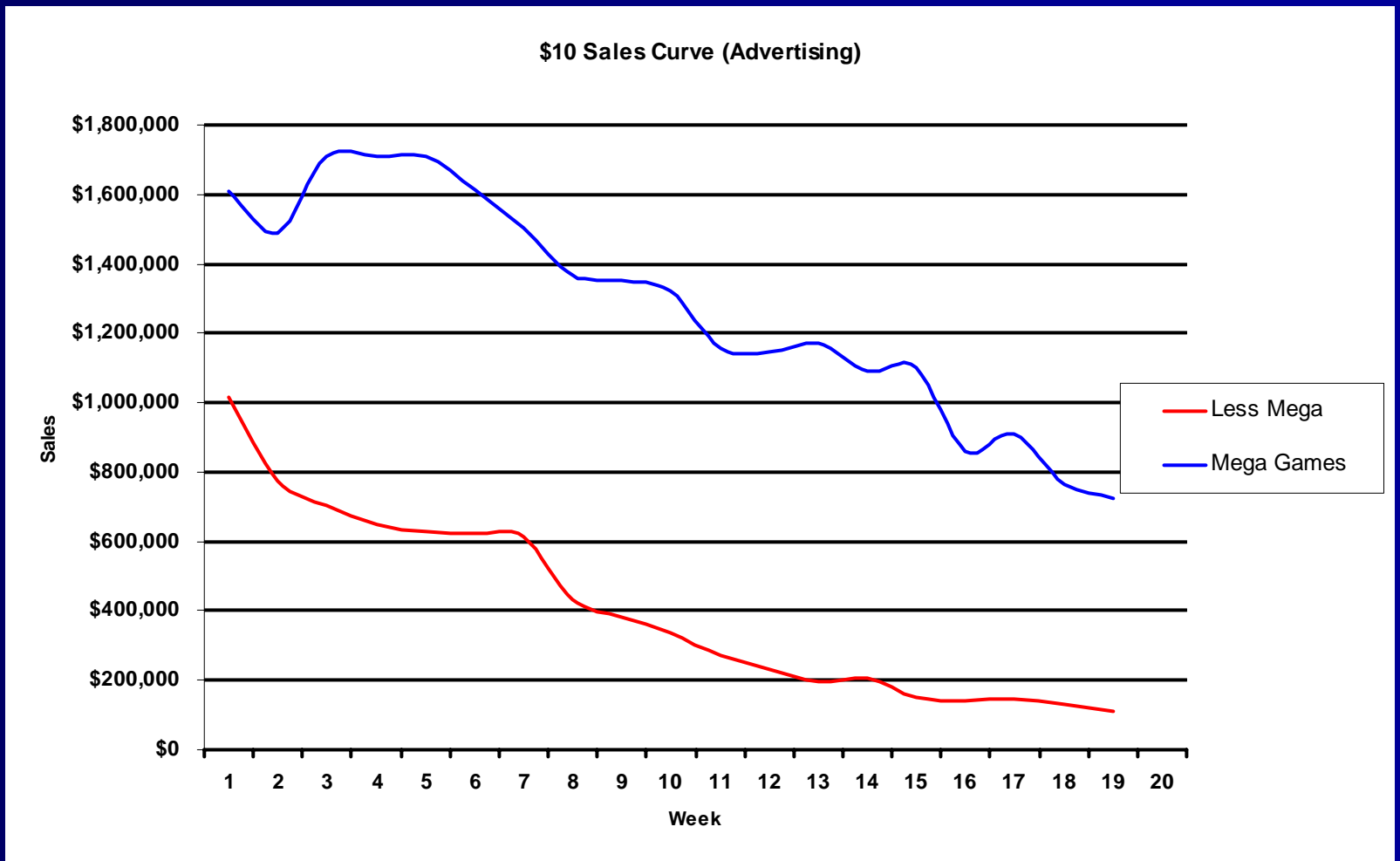
**335 MILLION CASH SPECTACULAR**



# Spectacular Results !

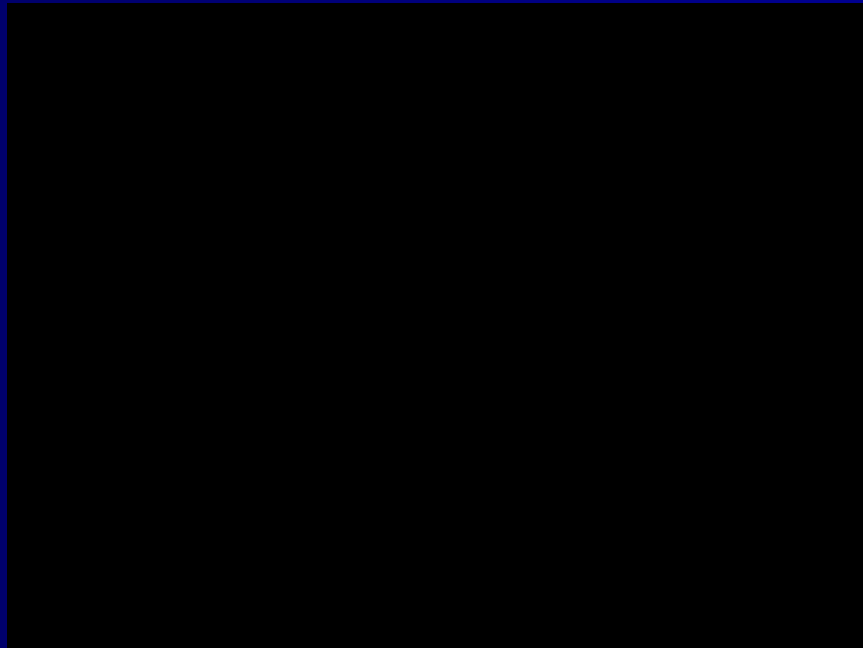
- **Game Index of 227**
  - Highest in Colorado Lottery History
- **Record Sales**
  - \$15.5 Million First 10 Weeks
  - Average \$10 Game -- \$7.2 Million
- **Proceeds Promotions**
  - 20,000 Entries Into State Parks Treasure Hunt Promotion
  - Statewide Promotional Support

# Spectacular Results !



# More Spectacular !

- Sales Level Off -- \$650,000 Per Week
- Re-Launch the Game
- Top-Prize Remaining Advertising



# More Spectacular Results !

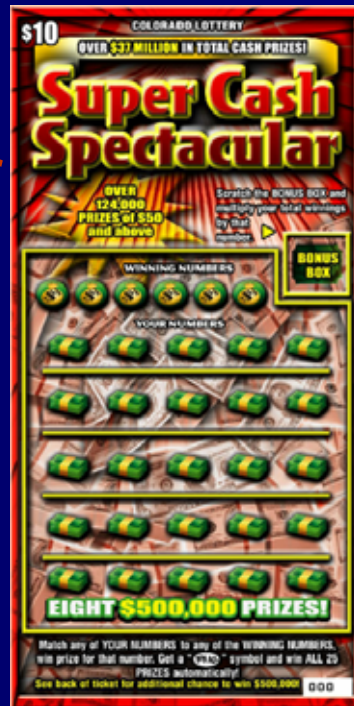


- 10 Week Sales Average of \$900,000
- Additional Ad Costs -- \$500,000
- 3<sup>rd</sup> Week All Sales Incremental
- Helped Achieve Best Overall Scratch Sales Week Ever of \$7.2 Million
- 13 Weeks of Sales Above \$6 Million

# Spectacular Future!

## \$37 Million Super Cash Spectacular

- Launched – Jan 07
- Game Index – 222
- Re-Launch Campaign



## Taxes Paid Cash Spectacular

- Launches – Jan 08
- All Prizes Paid in Full

***SIMPLY SPECTACULAR!***

***THANK YOU!***

**From the  
Colorado Lottery**

