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Using the website to build affinity...

The Nebraska Lottery website, nelottery.com, functions as a multi-purpose marketing and communications tool.

In addition to drawing results, winners' stories and beneficiary information, nelottery.com offers visitors a number of interactive features.

Since 2003, the MVP Club has given registered players exclusive access to special contests, promotions and surveys. The nearly 34,000 MVP Club members are also part of the Nebraska Lottery's larger 232,000-member relationship marketing effort.

A screenshot of the Nebraska Lottery website's MVP Club page. The page features a navigation menu on the left with links like Home, MVP Club, and GOVT updates. The main content area displays several news items: "24 Match 4 in Nebraska Pick 5 Saturday" (September 15, 2007), "Fifty-Nine Nebraska Pick 3 Players Win \$600 Top Prize" (September 12, 2007), "Highlander Hybrid Bonus Raffle - Week 2" (September 11, 2007), "\$10,000 Powerball Prize for Auburn Man" (September 10, 2007), "MVP Club Profile Update Contest" (September 8, 2007), and "\$18,000 Double Wild 8's Prize for Lincoln Woman" (September 5, 2007). On the right side, there are sections for "WEDNESDAY SOLUTIONS" showing lottery results for various games like Pick 3 and Pick 5, and promotional banners for "GO NEBRASKA! PROMOTION" and "LOTS OF VACATION... FOR NCIA LOT OF SCRATCH" with a link to VISITNEBRASKA.ORG.



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MVP Club members, when logged-in, see the MVP Club landing page.

The Fun Zone offers access to various contests and services, as well as unique offerings only available to MVP Club members.

Those items include the Lotto Captain group play program, free games and greeting cards, game demonstrations, email alerts, and ticket checking resources.

The screenshot shows the Nebraska Lottery MVP Club landing page. At the top, there's a navigation bar with the Nebraska Lottery logo and 'mvp club' branding. A welcome message for 'Brian Rocky' is displayed. Below this, there are three main sections: 'FUN ZONE', 'LOTTO CAPTAIN', and 'Contests'. Each section has a brief description and a 'Play' button. The 'FUN ZONE' section includes a search bar and a list of links like 'Home', 'MVP Club', 'MVP Updates', 'Privacy & Security', 'Contact Us', 'News & Media', 'Help', 'About Us', 'Benefits', 'Help', 'Ex Español', and 'App'. The 'LOTTO CAPTAIN' section features a '235' icon and a 'CHECK YOUR NUMBERS' button. The 'Contests' section includes an 'EXPIRATION CALENDAR' and 'PRINTABLE CARDS'. At the bottom, there's a 'Play Free Fun Games' section with various game icons: Nebraska Crossword, Movie Crossword, Dino Drop, Why did the Chicken Cross the Road?, Smiley Champ, Sudoku, Wacky Word Wizard, and Space Out. A footer note says 'Click on the game graphic to play the game.'



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Game Support Contests

The Nebraska Lottery regularly uses its website as a mechanism for players to enter second chance contests.

Between March 1 and June 11, 2007, the OCC Scratch game second chance contest received more than 33,000 on-line entries (10,000 more than the mail-in side of the contest).

During the contest a three-week promotional bike tour of the state gave players the chance to see the bike and have their photo taken. They could then visit nelottery.com to download the photo.

Visitors to the events could register for free tickets. Their names were added to the relationship marketing program; 72% were new to the program, and more than 20% were new players.





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Game Support Contests

The Nebraska Lottery has also used its website to promote E-10 Unleaded with Ethanol, of which Nebraska is a major producer. Rising gasoline prices have made free E-10 prizes offered through web-based and product-related contests and promotions especially popular.



During January of 2006, the MVP Club offered members a chance to win free E-10 Unleaded with Ethanol for up to month or a year, in the form of E-10 Unleaded pre-paid VISA Gift Cards.

Members received one contest entry for each serial number from one non-winning Lucky \$20, Lucky \$50, or Lucky \$500 Scratch ticket submitted through nelottery.com.

A random drawing was held to select two winners from among the 4,139 entries received. The Grand Prize winner received a year's worth of E-10 Unleaded; \$1,380. The Second Prize winner received a month's worth of E-10 Unleaded; \$115.

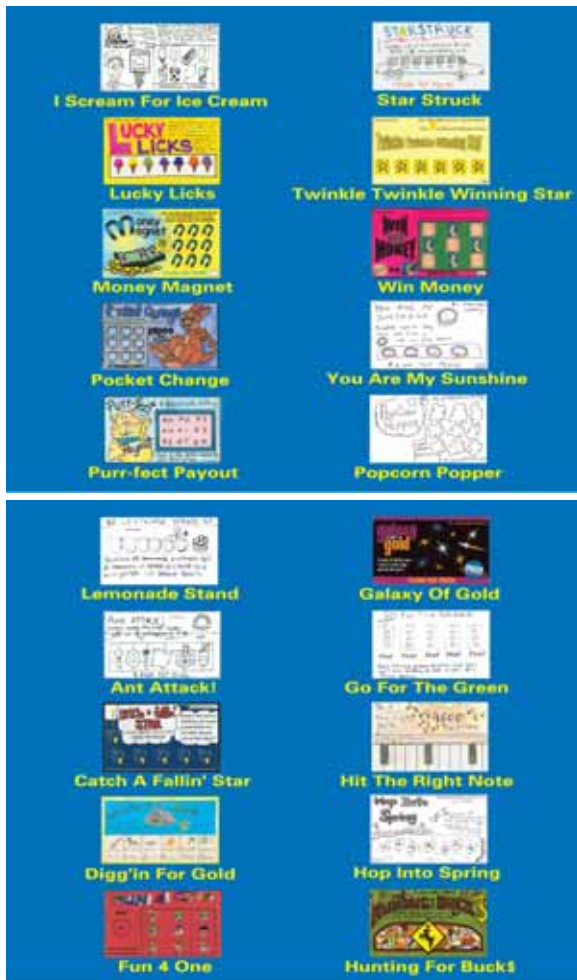




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Web-based Design 'Em Contest



In January of 2005, the latest (fourth) edition of the Design 'Em Contest drew nearly 1,000 MVP Club member votes for six winners from among 20 finalists.

A game-related contest was conducted for one of the winners.

A 15th Anniversary contest is planned for 2008.



Entering the Hunting For Bucks Contest required the submission of the serial number from a non-winning Hunting For Bucks \$1 Scratch ticket between September 1 and September 30.

A total of 5,433 entries received. The top prize (three of them) was a \$400 Cabela's gift card.

Hunting For Bucks was one of six designs selected as winners of the 2005 Design 'Em Contest. Winners were determined by more than 1,000 votes cast through www.nelottery.com.



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College Design 'Em Contest



Intended as an attraction for the Emerging Market, in September of 2005, posters and campus newspaper ads invited college students to submit game designs for the chance to win one of five \$1,000 scholarships. MVP Club members voted the five winners from among ten finalists.

Of the 973 votes cast, 22 percent came from new memberships activated during the contest. Further, 71 percent of those new memberships came from people under the age of 30.



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Emerging Market Survey Contest

In November of 2005, the Pack 'O Scratch contest offered the chance to win a pack of \$1 holiday tickets for completing a brief survey.

Geared to the Emerging Market, the survey asked game and prize preferences, and then moved on to gender, marital status and employment.



Of the 1,585 respondents, 3.9 percent were 25 or younger, and those 30 or younger accounted for 10 percent of the survey.

Within the 30 or younger segment women accounted for 62 percent of respondents (60 percent among those 25 or younger), which parallels the overall survey sample breakdown (955 women out of 1,585 respondents).



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Scratch Game Survey Contests

Various research efforts geared to game development have been conducted through nelottery.com, both by the Nebraska Lottery and on its behalf with Ipsos-Reid and Axiom Research.

March, 2004—Ipsos-Reid conducted the first Nebraska Lottery on-line survey regarding \$2 Scratch games. A total of 1,606 entries were received.

February, 2005—A 20-minute Ipsos survey on \$1 Scratch games netted 1,843 entries.

April, 2005—A total of 912 respondents took an Ipsos survey regarding \$5 Scratch games.



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Lotto Game Survey Contests



In August of 2004, a Lotto game survey was conducted through nelottery.com by Ipsos-Reid.

In all, the contest received 965 entries from those who completed the 25-minute on-line survey that asked participants their impressions of three different possible Lotto games—including odds, prizes and play style. Three \$1,000 prizes were offered.

Survey findings led to the implementation of Nebraska Pick 3 in May of 2005.

In November/December of 2006, a second Lotto game survey was conducted through nelottery.com by Axiom Consumer Research.

A total of 782 MVP Club members completed the 20-minute survey, which included a spending exercise and demonstrations of three different games. Three \$1,000 VISA gift cards were offered as prizes.

Based on survey findings and other relevant research, a decision has been made to proceed with a Calendar Game to be launched in Summer 2008.



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Scratch Game Survey Contests

Data gathered through those research contests has been used to develop new products, including various Scratch games, as well as unique marketing approaches for audiences identified as Emerging Markets.



April, 2006—Axiom Consumer Research conducted a survey for prospective \$2 and \$5 game concepts. A total of 1,373 MVP Club members completed the survey for a chance to win \$3,000.

October, 2006—Axiom Consumer Research conducted a survey for prospective \$1 game concepts. A total of 1,017 MVP Club members completed the survey for a chance to win \$2,500.





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Coupon Survey Contests

Data gathered through web-based research is used to develop new products and promotions.



July-August 2007—Axiom Consumer Research conducted a survey for prospective coupon concepts. More than 1,700 MVP Club members completed the survey, which included more than two dozen coupon concepts.

The goal is to identify offers and product combinations appealing to core players as well as newcomers.

Key finding: The X in Buy X, Get Y is most valued as the item players regularly buy.



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Unscientific Polls

Although unscientific, polls on nelottery.com allow a sampling of current opinion and consumer practices that can be used in various ways. At a minimum, the polls are a point of interest in the website, but their findings can also provide points of information for retailers as well as the Lottery.



July-August 2007 (July 28-August 5) (400 respondents)

If you drink coffee about how often do you visit a coffee shop?

1-3 times a week 35 / 8.75%

3-5 times a week 13 / 3.25%

More than 5 times a week 14 / 3.50%

There are no coffee shops nearby, but I buy coffee by the cup at convenience stores or supermarkets. 30 / 7.50%

I don't buy coffee by the cup at any store, but I drink it at home and/or work.

214 / 53.50%

I only visit coffee shops once in a while. 84 / 23.50%

February 2007 (February 24-28) (277 respondents)

Have you played any of the free games in the MVP Club Fun Zone?

Yes, once. 39 / 14.08%

Yes, regularly. 46 / 16.61%

No. 156 / 56.32%

I have not joined the MVP Club. 36 / 13.00%



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Broadcast Sponsor Partnership

Since 2005, the Big Red Bunch Fan Club has been part of nelottery.com as a cooperative effort between the Nebraska Lottery and the Husker Sports Network, which holds the broadcast rights to University of Nebraska athletics.

The Big Red Bunch has helped to add currency and cross-market relevance to nelottery.com.





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Holiday Greeting Card Contest

Holiday Greeting Card Contest

Enter the name and address of one person (19 or older) to whom you would most like to give a Lottery holiday gift card and \$10 worth of Scratch tickets. If your entry is among those drawn we'll put the tickets in a card addressed to your friend, and send it to you to give to them. You will also receive \$10 in Scratch tickets for yourself.

First Name

Last Name

Address

City

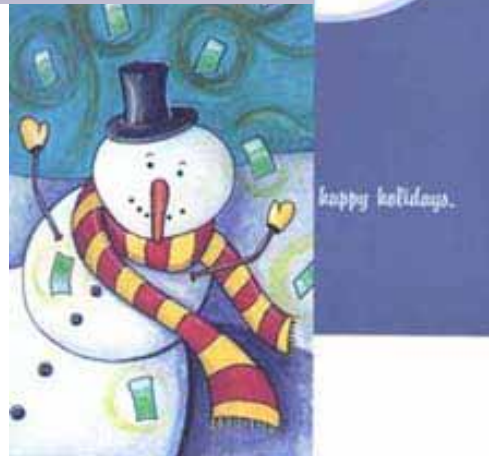
State

Zipcode

SUBMIT

Offered in December of 2004, this no-cost contest drew 402 submissions. Thirty recipients were drawn, and 30 MVP Club members received gifts too.

A similar contest is planned for December of 2007.





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In addition to making nelottery.com an increasingly popular destination for Nebraska Lottery players, these features have allowed for improved service and product offerings.

Traffic grew 7 percent last fiscal year, and games tested on the site index well above average.

Thank you.