

PLAY FOR EDUCATION

Florida Lottery Interns 2015

EVERY PLAY IS FOR EDUCATION

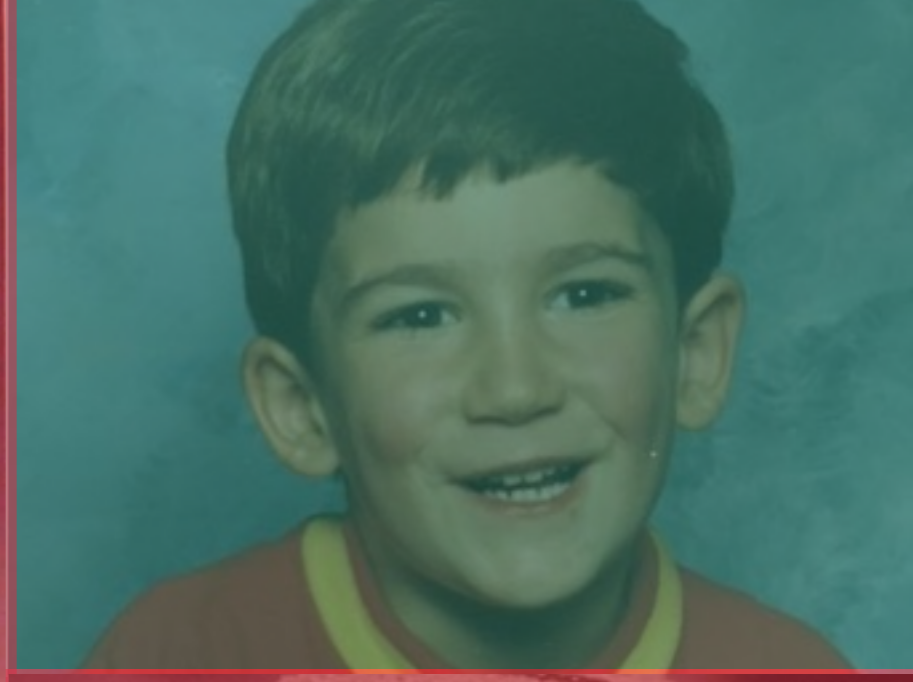
WWW.FLALOTTERY.COM

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WWW.FLALOTTERY.COM



2015 INTERN TEAM

Brooke

Account Manager

Anthony

PR

Kaitlyn

Video Producer

Tanner

Art Director

Ashley

Copywriter

Sara Jane

Social Media

Katie

Art Director

Marliese

Media Planner

David

Account Planner



AGENDA

- Research & Planning
- Recruitment
- Creation & Disbursement
- Future Recommendations

ASSIGNMENT

To increase awareness of the Florida Lottery's cause of supporting education with the residents of Florida by sharing the stories of those impacted by the Lottery's support.

RESPONSIBILITIES

- Uncover current knowledge and current attitudes of Floridians toward the Lottery
- Establish OGSM corresponding to a \$150K budget
- Create a content collection strategy that leverages all brand pillars



THE 2015 ASSIGNMENT

RESEARCH & PLANNING

- Goal 1-Understand the Market Landscape
 - Primary & Secondary Research
 - Identify Brand Problem
- Goal 2-Build onto Existing Education Campaign
 - Strategic Solution

GOAL 1

Assess the current attitudes and awareness Floridians have towards the Florida Lottery. Specifically, concerning its contributions towards education.

RESEARCH & PLANNING

2012 BRAND STUDY

Beliefs

- People play to win money.
 - when the jackpot is high
 - when they're feeling lucky that day
 - when they find spare change

85%

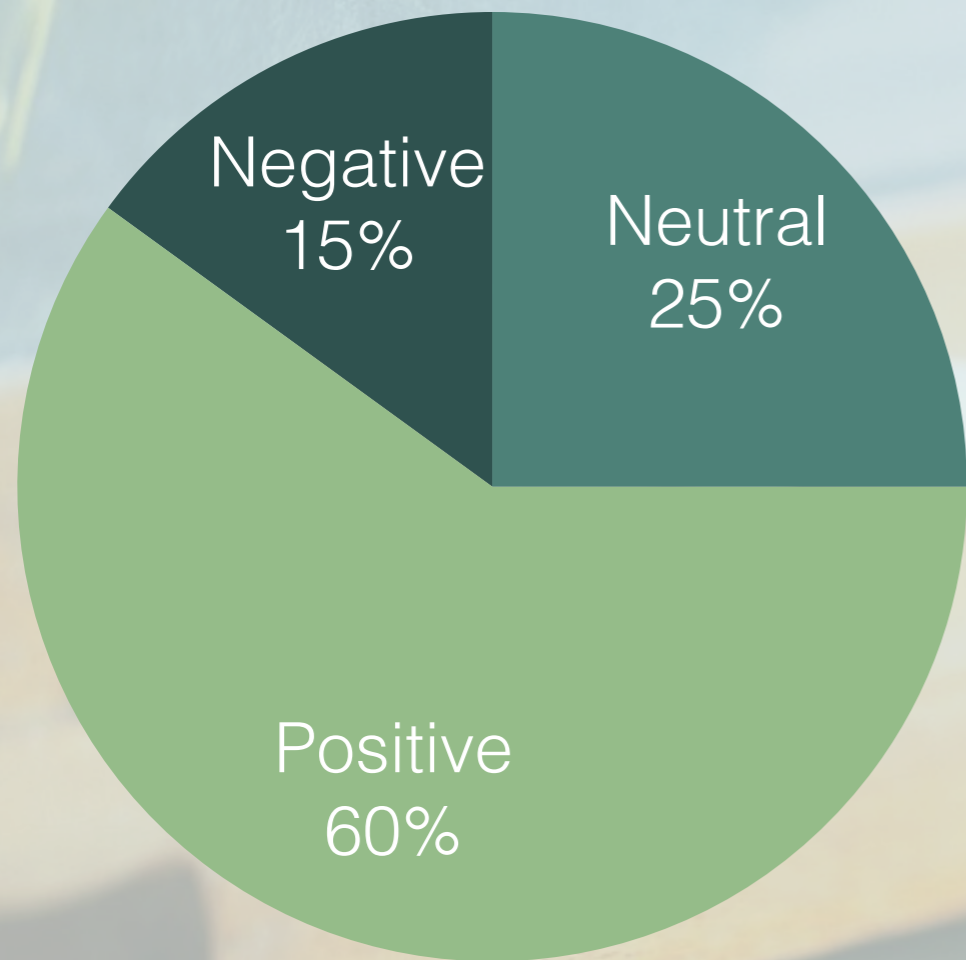
of Floridians believe it is important
the money goes to a good cause

* Source: Florida Lottery-2012 Segmentation

RESEARCH & PLANNING

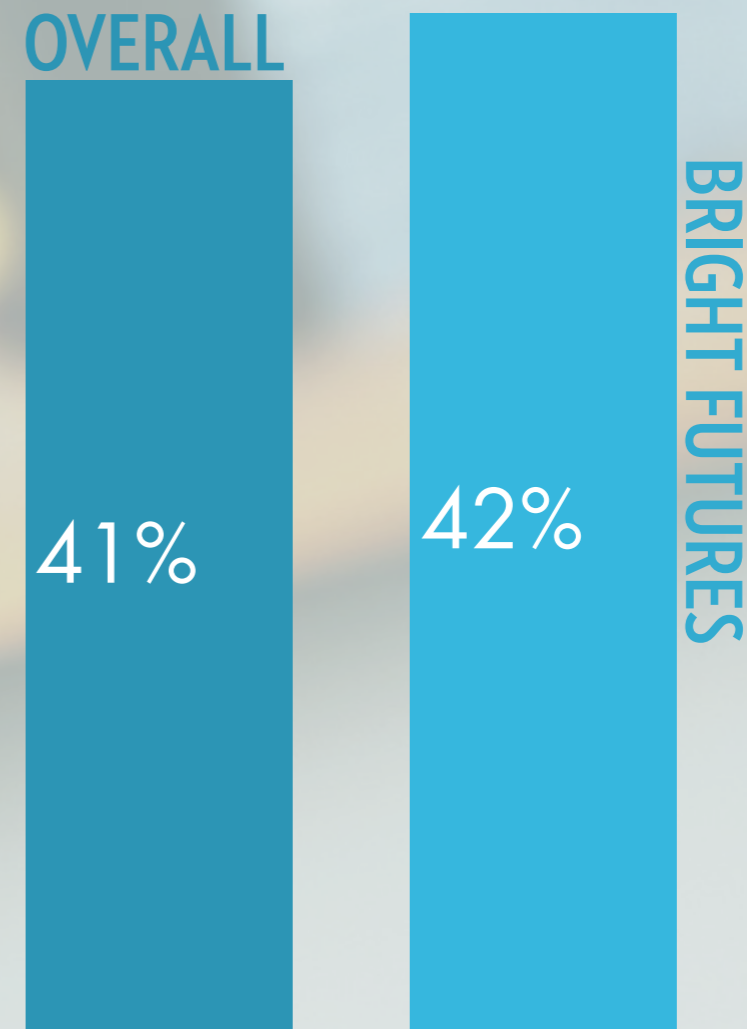
2015 TRACKING REPORT

Attitudes



*Source: Florida April Tracking Batch Report

Awareness



UNF INTERCEPTS

WE INTERVIEWED FIFTY PEOPLE.

RESEARCH & PLANNING

PROBLEM STATEMENT

The majority of Floridians are unaware that the Florida Lottery funds almost 100% of Florida Bright Futures Scholarships, including Bright Futures recipients and their parents.

RESEARCH & PLANNING

REACH STRATEGY

Florida Lottery funds contribute to

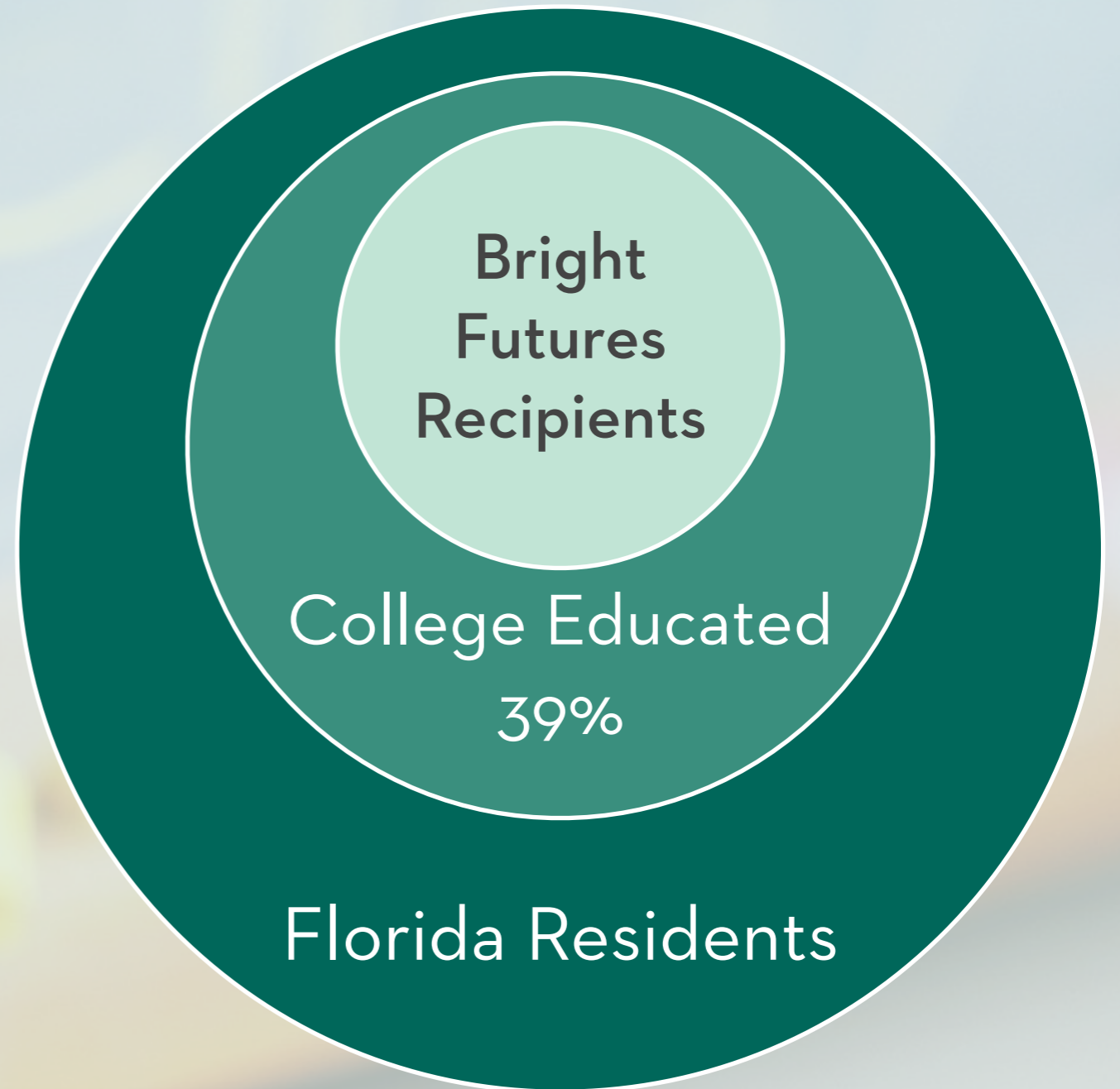
- K-12
- Bright Futures Scholarships

Our players are the most likely to advocate for our brand

K-12 students are not 18 or older, therefore, we can't use them to advocate on our behalf

Bright Future recipients are the starting point for a ripple effect of awareness

What can these people say that will resonate with ALL Floridians, not just those connected to education.



*Source: U.S. Census 2013

RESEARCH & PLANNING

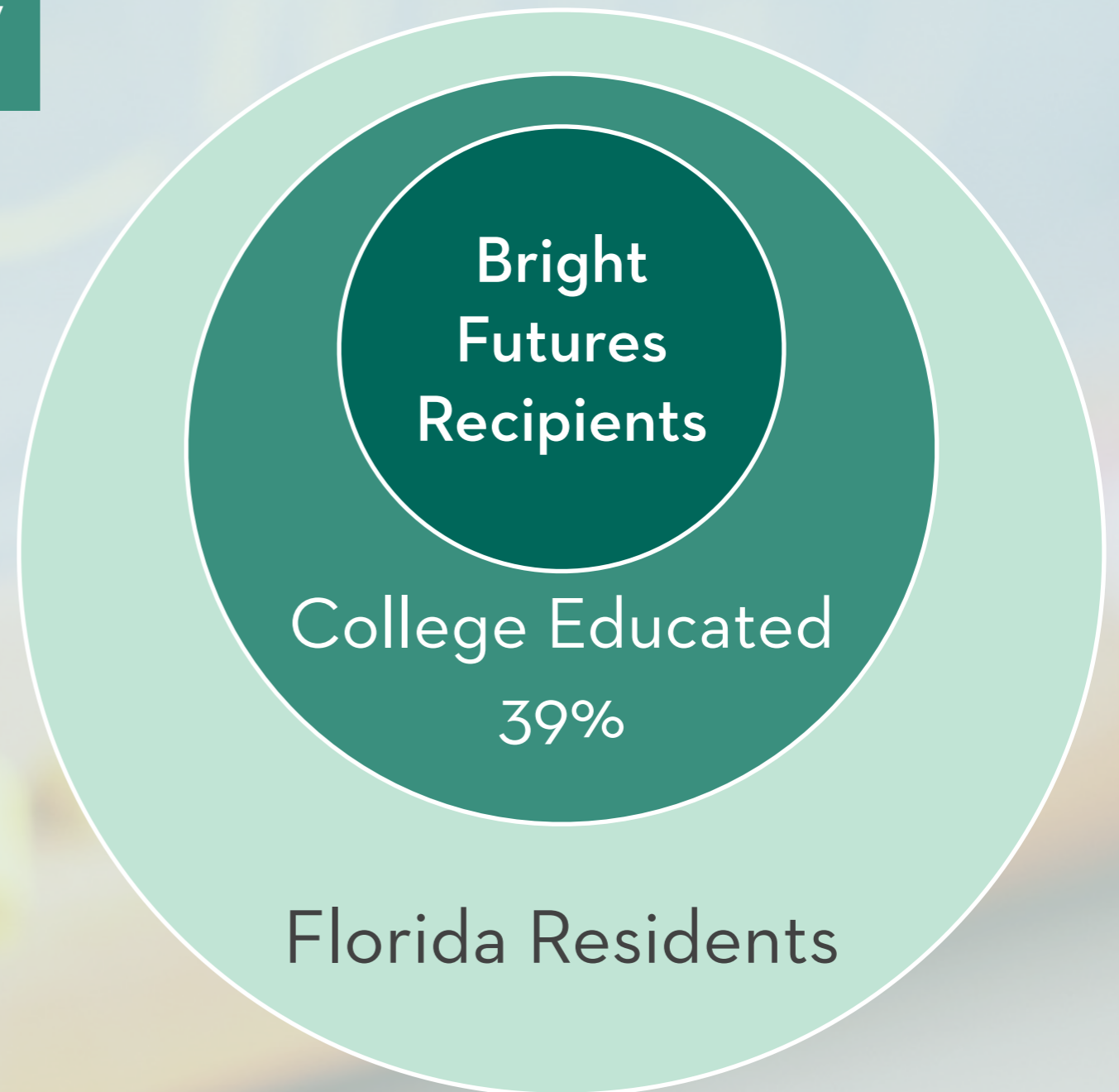
WHAT WILL RESONATE

WHEN I SAY "THE FUTURE OF FLORIDA,"
WHAT COMES TO MIND?

RESEARCH & PLANNING

MESSAGING STRATEGY

- **80%** of Floridians believe a post-secondary education is essential for success.
- A UF study shows Floridians are still more concerned with **economy** and healthcare than obtaining a higher education.



*Source: Florida Lottery-2012 Segmentation

*Source: U.S. Census 2013

*Source: Bernheim, 2013

RESEARCH & PLANNING

Goal 1

Assess the current attitudes and awareness Floridians have towards the Florida Lottery. Specifically, concerning its contributions towards education.

GOAL 2

Build on an pre-approved existing educational campaign.

RESEARCH & PLANNING

PREVIOUSLY APPROVED ADS

Your **Quick Pick** is her **fast track** to culinary school.

EVERY PLAY IS FOR EDUCATION.

When you play your favorite Florida Lottery games, a portion of ticket sales goes to support education in our state. In fact, you've helped us raise over \$28 billion for Florida education - money that helps support K-12 programs and funds Bright Futures scholarships, which have allowed more than 700,000 students to realize their college dreams. So keep playing because Florida students are winning.



Just Imagine® flalottery.com Must be 18 or older to play. Play responsibly. © 2015 Florida Lottery

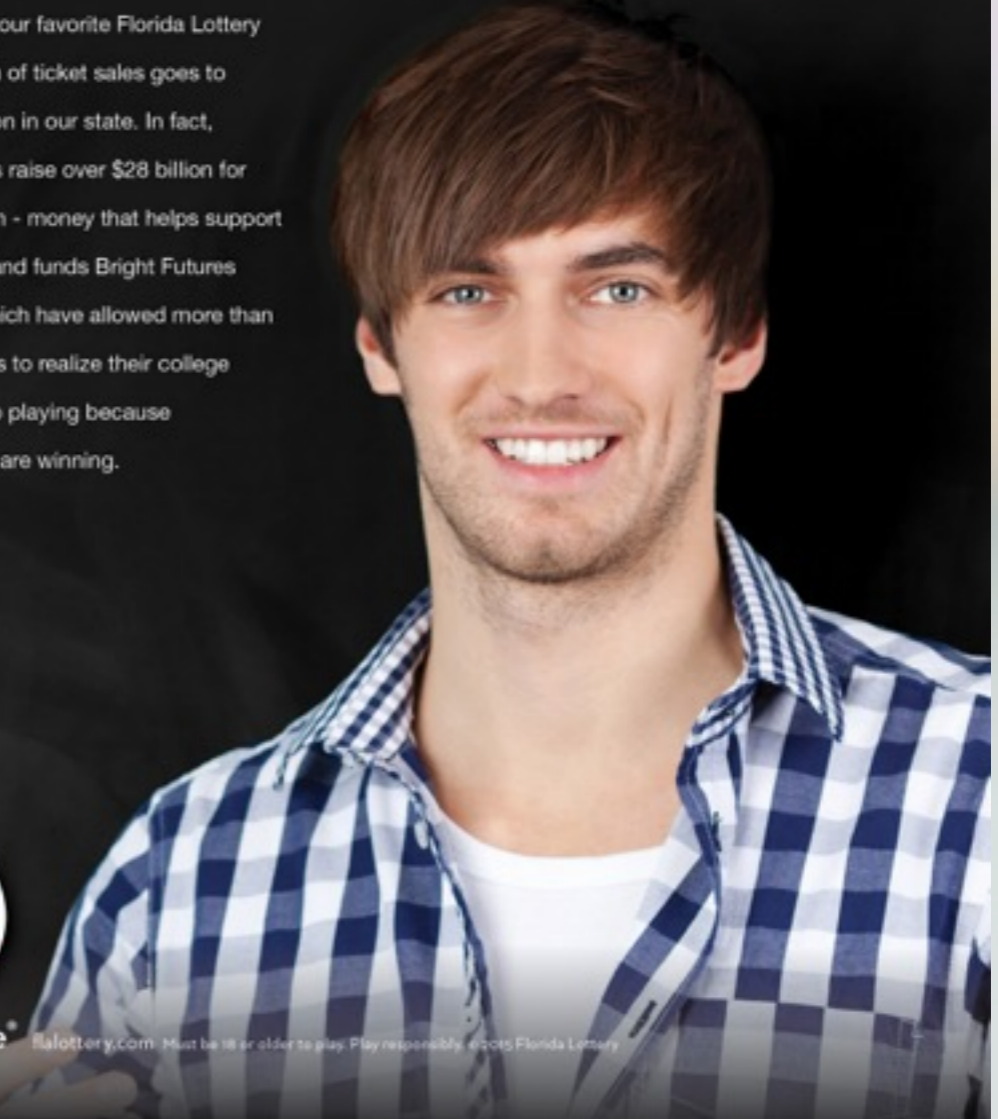
Your **FANTASY 5** makes his **college dream** a reality.

EVERY PLAY IS FOR EDUCATION.

When you play your favorite Florida Lottery games, a portion of ticket sales goes to support education in our state. In fact, you've helped us raise over \$28 billion for Florida education - money that helps support K-12 programs and funds Bright Futures scholarships, which have allowed more than 700,000 students to realize their college dreams. So keep playing because Florida students are winning.



Just Imagine® flalottery.com Must be 18 or older to play. Play responsibly. © 2015 Florida Lottery



RESEARCH & PLANNING

PREVIOUSLY APPROVED ADS



Your Quick Pick is his fast track to college.

EVERY PLAY IS FOR EDUCATION.



Just Imagine[®]

flottery.com Must be 18 or older to play. Play responsibly. © 2015 Florida Lottery

The advertisement features a young man with glasses and a green shirt looking thoughtfully to the side. The background is a chalkboard with the text written on it. The Florida Lottery logo is in the bottom right corner, and the slogan 'Just Imagine' is below it. A small disclaimer is at the bottom left.

RESEARCH & PLANNING

STRATEGIC SOLUTION

Transform the original campaign into a flexible, low cost paid, owned, and earned awareness campaign, with long term reach.

The result will be an innovative, content play campaign.

RESEARCH & PLANNING

THREE-PART-PROCESS

Recruitment

Identify & Collect REAL Stories From Real People

Disbursement

Create & Disburse REAL Stories on Multiple Mediums

Future Recommendations

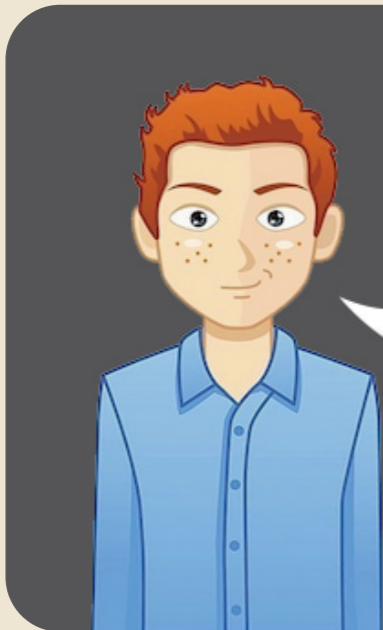
Continue to Collect, Curate & Disburse REAL Stories

RESEARCH & PLANNING

RECRUITMENT

- Identify Ideal Brand Advocates
- Recruitment Tactics
- Recruiting Results
- Social Reach of Talent

PERSONA 1



Hello, my name is...

Adam

- Bright Futures recipient
- 19, sophomore in college
 - full-time student
 - tries to be eco-friendly

What we can say that will resonate with him...

"You are likely to get a higher-paying job and make more money because of your degree."



Daily Activities

- Going to class
- Hanging out with friends
- Studying at Starbucks
- Attending student meetings
- Working out with a friend



Media & Digital Use

- Sports Center
- Social Media
Facebook, Twitter, Instagram, Snapchat
Primary news source, posts seldom
- Spotify
- Smartphone always with him
- Tech-savvy, way of life
- Does not own a Desktop



View on College

"A college education is a requirement for finding a good job in today's workforce. I expect my degree to turn into a job. I am willing to take on debt to finance my education, if necessary."

RECRUITMENT

PERSONA 2



Hello, my name is...

Karen

Mother of Bright Futures recipient

- 45, mother of 2 sons
- works from home
- annual HHI \$80-100k

What we can say that will resonate with her...

"Your child is making a difference in the lives of others and you should celebrate their success."



Daily Activities

- Work/chores
- Relaxing with family
- Shopping/preparing meals
- Tidying the house
- Attending spin class



Media & Digital Use

- Ellen, Today, Food Network
- Social Media
 - Facebook to stay connected
 - still needs help with some things
- Smartphone always with her
- Checks email on the go
- Technology to stay connected
- Desktop for work, tablet for fun



View on College

"More importantly than the education itself, the college experience gives my kids the life skills and independence that will prepare them for the future."

RECRUITMENT

PERSONA 3



Hello, my name is...

Mary

Former Bright Futures recipient

- 28, single/dating
- elementary school teacher
- annual HHI \$40k

What we can say that will resonate with her...

"Your work contributions help secure a strong future for Florida. You are making a difference in the lives of these kids."



Daily Activities

- Keurig coffee before work
- Listens to Pandora in car on the way to work
- Tutor kids after school
- Shops at Trader Joe's



Media & Digital Use

- Netflix, Local News Programs
- Social Media
Facebook, Instagram, Pinterest, BuzzFeed
still needs help with some things
- Smartphone, laptop, Kindle
- Blackboard/school websites
- Technology for productivity



View on College

"It was expensive, but worth it because my degree has allowed me to pursue my professional goals. I want to encourage as many kids as possible to work hard to get into college."

RECRUITMENT

TACTICS

- Intern Team Friends & Family via Social Media
- Paid Social Ads
- Florida Lottery Facebook Posts
- SJ&P Social Channels

RECRUITMENT

PROCESS



Florida Lottery

July 1 at 5:21pm · 🌐

How has your or your child's life been impacted by Bright Futures? Tell us your story! floralotteryteam@sjp.com



St. John & Partners shared Florida Lottery's photo.

July 7 at 12:52pm · Edited · 🌐

Are you a Bright Futures recipient or a parent of a recipient? Would you be interested in participating in a 15-minute video interview?

Send us a direct message! We want to hear your story.

*All participants will be compensated, and will need to be available on July



Florida Lottery

July 2 at 4:39pm · 🌐

Bright Futures recipients, what has it allowed you to do? We may feature your story! floralotteryteam@sjp.com



Unlike · Comment · Share



EVERY PLAY IS FOR EDUCATION.

Florida Lottery

Bright Futures recipients, what has it allowed you to do? We may feature your story! floralotteryteam@sjp.com



EVERY PLAY IS FOR EDUCATION.

RECRUITMENT

THE RESULT

154,904

Reached Through Specifically Tailored Facebook Ads Over 5 Days

65

Stories Captured From Responses To The Ad

16

People Leveraged As Talent Based On The Best Story

RECRUITMENT

TRAVIS



RECRUITMENT

NATALIA



RECRUITMENT

CORY



RECRUITMENT

JORDAN



RECRUITMENT

MARIA



RECRUITMENT

LAUREN



RECRUITMENT

CHAD



RECRUITMENT

SHAWN & HAVILAH



RECRUITMENT

MAYA



RECRUITMENT

GIL



RECRUITMENT

SHAWN



RECRUITMENT

HAVILAH



RECRUITMENT

KENNERLY



RECRUITMENT

JUDY



RECRUITMENT

JENNY



RECRUITMENT



16,083

16 people's REAL stories = 800+ individual pieces of content

RECRUITMENT

CREATION & DISBURSEMENT

- Campaign Objective
 - Owned
 - Paid
 - Earned



CAMPAIGN OBJECTIVE

By sharing positive and inspirational stories of those impacted by the Lottery's educational support we plan to raise awareness 3%, incrementally, with Florida residents (45% overall awareness).

CREATION & DISBURSEMENT

OWNED

Media Approach

Leverage current owned media to disburse Bright Futures state impact stories and drive traffic to the “Support Education” section of the Florida Lottery’s website.

- Industry Video
- Internal Communications
- Lottery Website
- Social

INDUSTRY VIDEO

CREATION & DISBURSEMENT

INDUSTRY VIDEO



CREATION & DISBURSEMENT

INTERNAL COMMUNICATIONS

Hallway Artwork

THANK YOU FLORIDA LOTTERY!

"Because of Bright Futures, I am 100% confident that I am going to be financially stable."



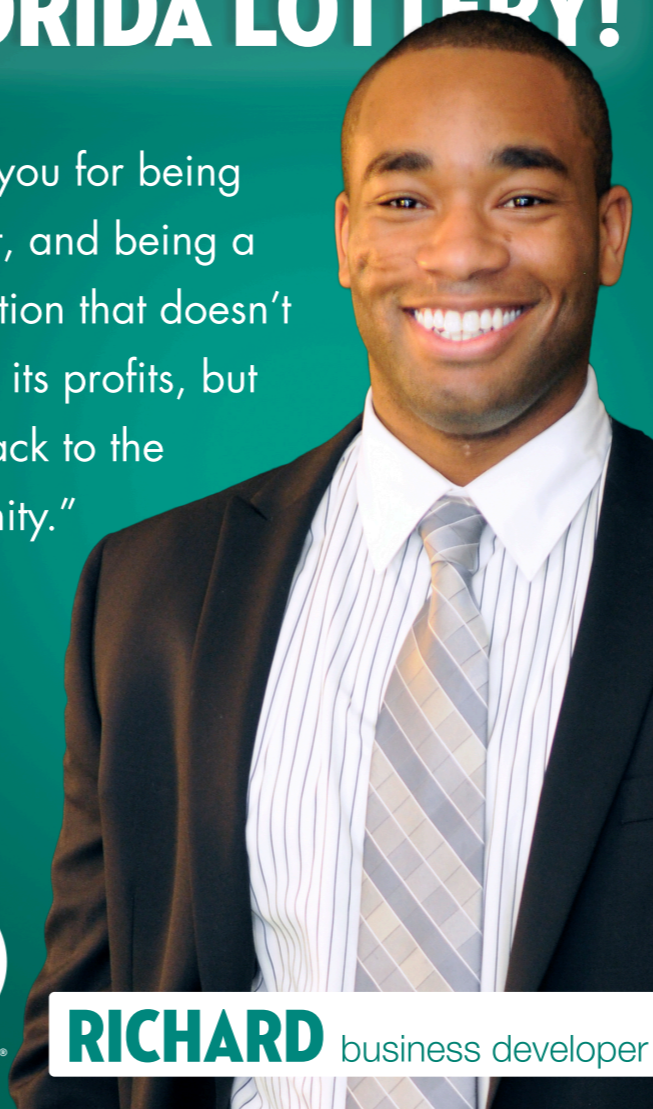
CORY mechanical engineer



Just Imagine®

THANK YOU FLORIDA LOTTERY!

"Thank you for being different, and being a corporation that doesn't keep all its profits, but gives back to the community."



RICHARD business developer



Just Imagine®

THANK YOU FLORIDA LOTTERY!

"I am most thankful for my education. I would not be the person I am today without it."



JENNY teacher



Just Imagine®

CREATION & DISBURSEMENT

INTERNAL COMMUNICATIONS

Desktop Screen-savers



CREATION & DISBURSEMENT

INTERNAL COMMUNICATIONS

CREATION & DISBURSEMENT

Homepage Banner

FLORIDA Lottery

Where to Play | How to Claim | About Us | Events | Media | FAQs | Contact Us | Espanol

PLAY | WIN | SECOND CHANCE | SUPPORT EDUCATION | FOR RETAILERS

700,000 students achieving **Brighter Futures** in Florida!

Cory
Mechanical Engineer

Maya
University of North Florida
Health Studies student

Richard
Graduate student
U.S. Army Reserve

LEARN MORE

WINNING NUMBERS

Connect:

SPOTLIGHT ON
RECORD BREAKING YEAR

OUR WINNERS
Maranyely Cruz
\$2,000,000.00

Tweets [Follow](#)

Florida Lottery @floralottery 27 Jul
#Justimagine having a private concert for you & your friends with your favorite musician! Tell us who you would want to perform #MusicMonday Expand

BT Brevard Times @BrevardTimes 26 Jul

CREATION & DISBURSEMENT

Bright Futures Tab



EXPIRING TICKETS

[Where to Play](#) [How to Claim](#) [About Us](#) [Integrity](#) [Media](#) [FAQs](#) [Contact Us](#) [Español](#)

PLAY

WIN

SECOND CHANCE

SUPPORT EDUCATION

FOR RETAILERS

[Dollars to Education](#)
[Bright Futures](#)
[County Contributions](#)

[Home](#) > [Dollars To Education](#)

Social Hub [f](#) [t](#) [i](#)

EDUCATION

[Dollars To Education](#)
[Bright Futures](#)
[County Contributions](#)

FEATURED STORIES



Maya Lamsal

Hi my name is Maya Lamsal. I attend the University of North Florida and study Community Health. Bright Futures has helped my college experience tremendously. It has allowed me to focus solely on school, and not have to have a...

[Read more](#)



Cory Skinner

My name is Cory Skinner and I graduated from UNF with a degree in mechanical engineering. My parents already had Florida Prepaid that also helped my college expenses. With Florida Prepaid and Bright Futures, I was able to graduate...

[Read more](#)



Richard Pitts

I got my Bachelor's degree from Florida State University in mental health counseling. Because of the Bright Futures Scholarship, I was able to pursue a Master's degree and now work for Baptist Health as a Business Development...

[Read more](#)

[Click here to explore more stories and share your own!](#)





SOCIAL STRATEGY

Bring attention to the positive effect the Florida Lottery has on students and the state of Florida through social recruitment and engaging posts. Bright Futures recipients receive more than just a scholarship to pursue a higher education; they are earning the opportunity to positively impact the future of Florida.


CREATION & DISBURSEMENT

FACEBOOK

Florida Lottery
July 4 at 2:26pm · 🌐

Gil Samson boosts Florida's industrial economy by building homes and offices. As a Bright Futures recipient, he was able to earn a degree in civil engineering from FAU.

Find out more about Gil's Bright Futures story, and share your own at playforeducation.share!



Like Comment Share

104 people like this.

1 share

Write a comment...

Taylor Armstrong Bright futures paid 75% of my t of college in Orlando. Thanks!

Florida Lottery
July 23 at 8:32am · 🌐

"Take these bright minds that are finishing high school and keep them in our state... that's an excellent way to think of Bright Futures; that we're providing a bright future for our state."

Find out more about Judy's Bright Futures story and share your own at playforeducation.share!



"As a Seminole mom to an FSU alumna, I'm grateful to Bright Futures for making university a possibility!"
-Judy Salah

#JustImagine



Like Comment Share

782 people like this. Most Relevant

over
82,000
page likes

CREATION & DISBURSEMENT

TWITTER

#JustImagine will be used in all Bright Futures tweets.

Florida Lottery @floridalottery · Jun 18
#JustImagine the positive impact you could have on your own community. Playforeducation.share

“Thank you for helping me receive an education so I can give an education to students”
- Jenny Jones

#JustImagine

FAVORITES
2

11:58 AM - 18 Jun 2015 · Details

Reply to @floridalottery

@huffmanad Ryan Huffman · Jun 18
@floridalottery Thanks for providing back to our community!

Florida Lottery @floridalottery · Jul 17
FL is one of the fastest growing states in the US. Maya plans to keep us healthy! #JustImagine playforeducation.share

View video

3 5

Tweets with a hashtag receive

2X

more engagement

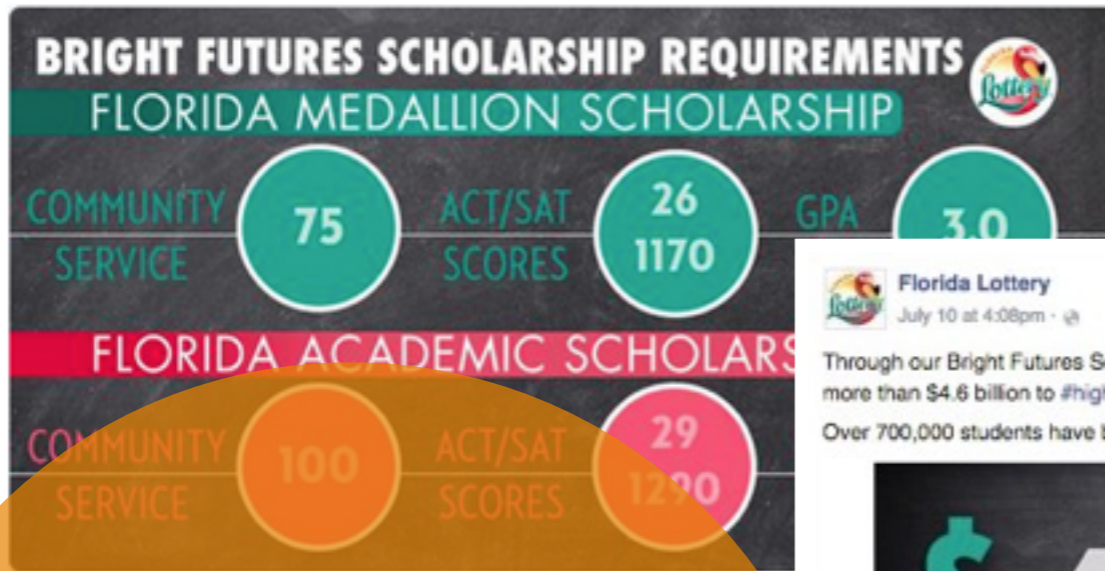
CREATION & DISBURSEMENT

INFOGRAPHICS



Florida Lottery @floralottery · Jul 4

Apply now for a chance to receive up to \$12,000 scholarship with Bright Futures and Florida Lottery! #JustImagine



Florida Lottery July 10 at 4:08pm · @

Through our Bright Futures Scholarship Program, we have contributed more than \$4.6 billion to #highered in Florida. Over 700,000 students have benefitted from Bright Futures. #JustImagine



Like Comment Share

500 people like this.

Most Relevant -

23 shares

Write a comment...



Florida Lottery July 4 at 2:26pm · @

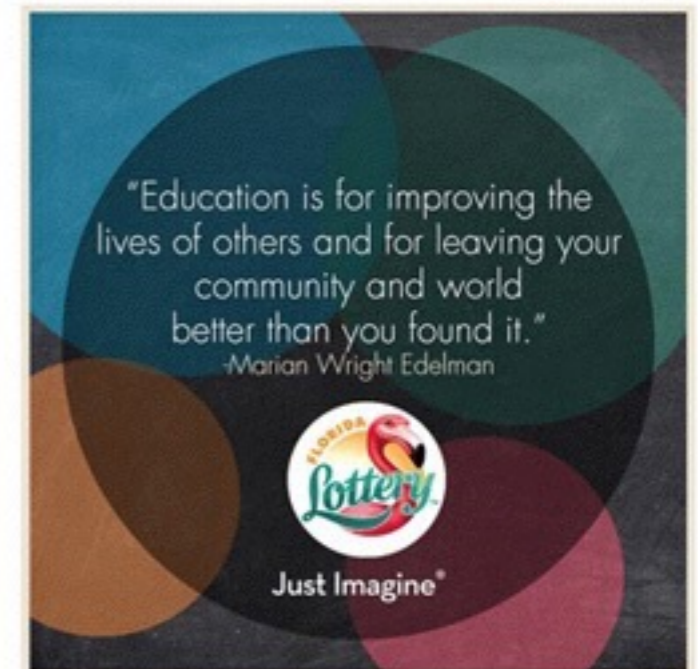
Did you know?

A college education in Florida is more affordable than in 88% of the country. #JustImagine



Florida Lottery @floralottery · Jul 24

Bright Futures wants you to leave your community better than you found it. #JustImagine



RETWEETS 2 FAVORITES 3



Infographics are shared on social media

MORE THAN

than any other type of content

CREATION & DISBURSEMENT

Media Approach

Utilize incremental paid media to launch the “Play For Education” campaign. Also, leverage both annual media and carrier station support to keep the campaign message top of mind and remain present throughout the year.

- Annual Media Support
 - Digital Out of Home, Education Bonus Boards, Minority-Owned (Print, Radio, and Digital), Carrier Station Support, IMG Sponsorship Support
- Paid Digital
- Paid Social

:30 VIDEO

CREATION & DISBURSEMENT

EDUCATION BONUS BOARD

Funding Bright Futures
Scholarships since 1997.

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CREATION & DISBURSEMENT

DIGITAL OUT OF HOME

Improving Florida one
bright future at a time.

EVERY PLAY IS FOR EDUCATION.

FLORIDA Lottery
Just Imagine®

flottery.com Must be 18 or older to play. Play responsibly. © 2015 Florida Lottery

CREATION & DISBURSEMENT

PRINT ADS

Your **Quick Pick** put Travis on the **fast track** to becoming an athletic trainer.

EVERY PLAY IS FOR EDUCATION.

Since 1997, the Florida Lottery has been creating a brighter future for Florida through the Bright Futures Scholarship Program. Through this scholarship, more than 700,000 students have earned the opportunity to attend a Florida college. The education they have received is allowing them to give back to the community and boost Florida's economy, while helping to fund the next generation of Florida's students. So remember, the more you play, the more Florida wins.



Just Imagine® flalottery.com Must be 18 or older to play. Play responsibly. © 2015 Florida Lottery

Your **Double Match** is Natalia's **single opportunity** to attend medical school.

EVERY PLAY IS FOR EDUCATION.

Since 1997, the Florida Lottery has been creating a brighter future for Florida through the Bright Futures Scholarship Program. Through this scholarship, more than 700,000 students have earned the opportunity to attend a Florida college. The education they have received is allowing them to give back to the community and boost Florida's economy, while helping to fund the next generation of Florida's students. So remember, the more you play, the more Florida wins.

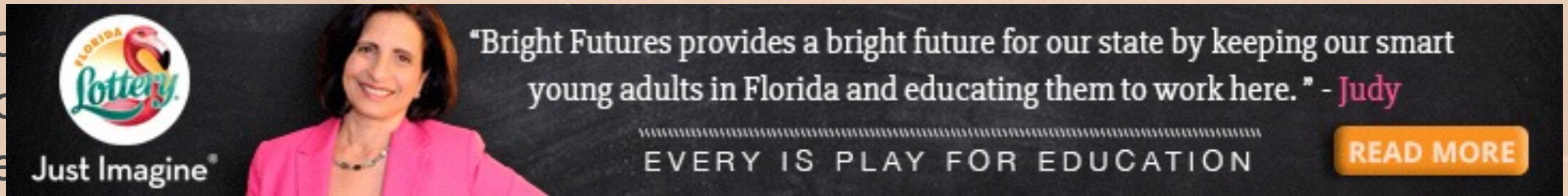


Just Imagine® flalottery.com Must be 18 or older to play. Play responsibly. © 2015 Florida Lottery

CREATION & DISBURSEMENT

DIGITAL BANNERS

Rec
and
effe



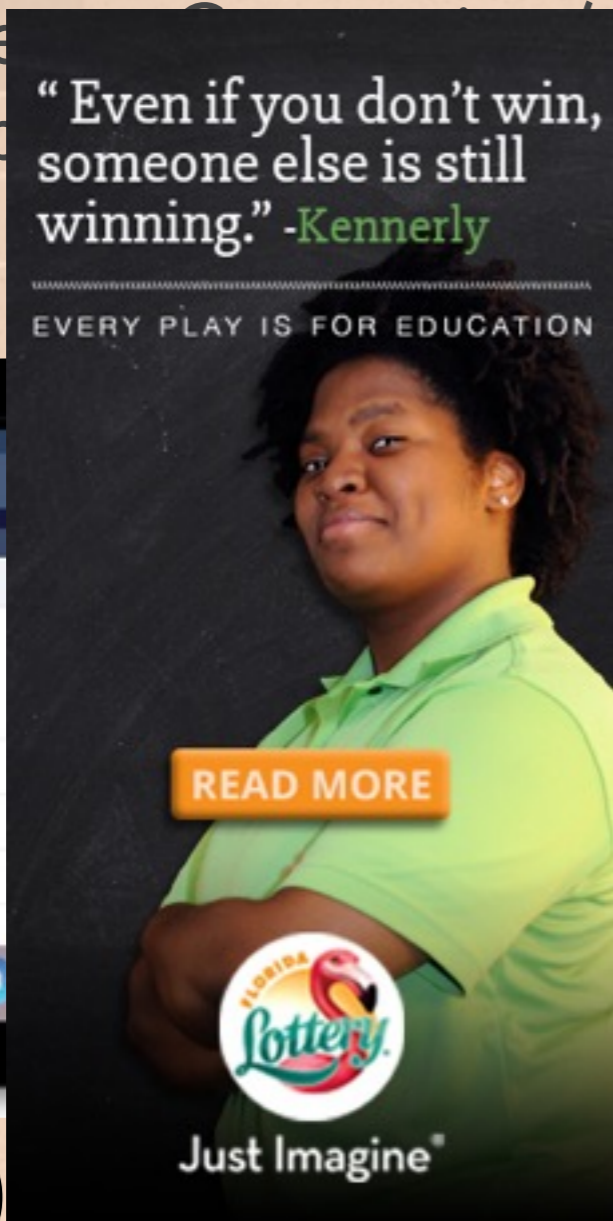
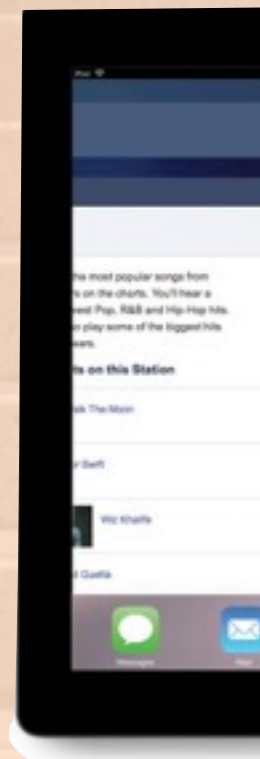
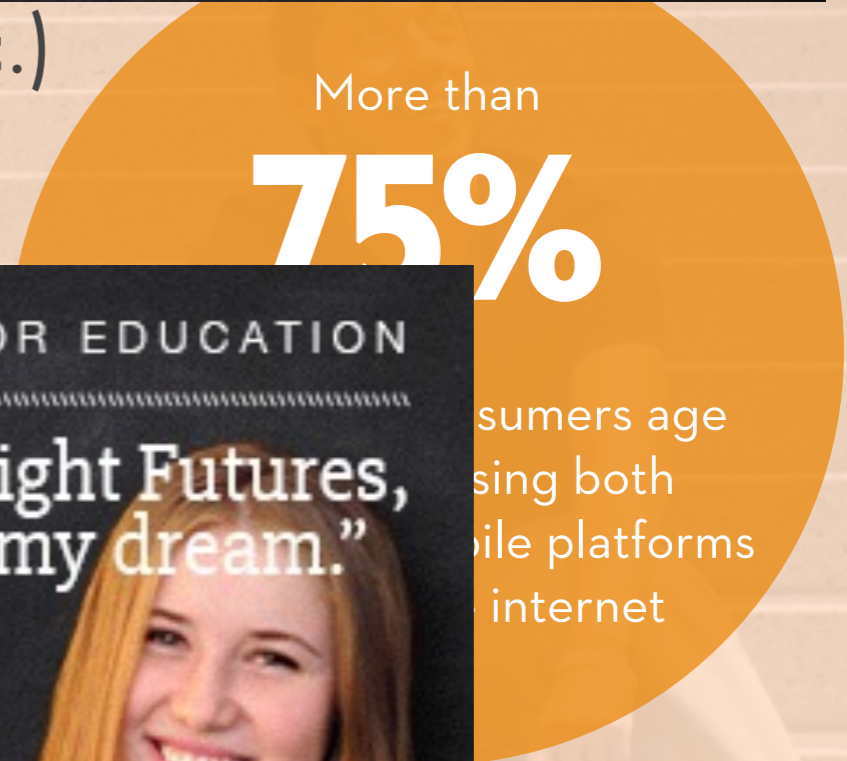
Florida Lottery logo
Just Imagine®

"Bright Futures provides a bright future for our state by keeping our smart young adults in Florida and educating them to work here." - **Judy**

EVERY IS PLAY FOR EDUCATION

[READ MORE](#)

- Inter (economy, education, etc.)
- Top (ed on creative content)
- De (ng

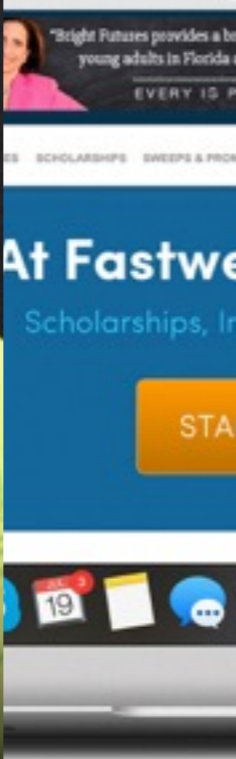


"Even if you don't win, someone else is still winning." - **Kennerly**

EVERY PLAY IS FOR EDUCATION

[READ MORE](#)

Florida Lottery logo
Just Imagine®



EVERY PLAY IS FOR EDUCATION

"Because of Bright Futures, I get to live out my dream." - **Havilah**

Florida Lottery logo
Just Imagine®

[READ MORE](#)

sumers age
sing both
obile platforms
internet

is now outpacing
can optimize
reach our audience
the day (at home
and on-the-go)

(ComScore)

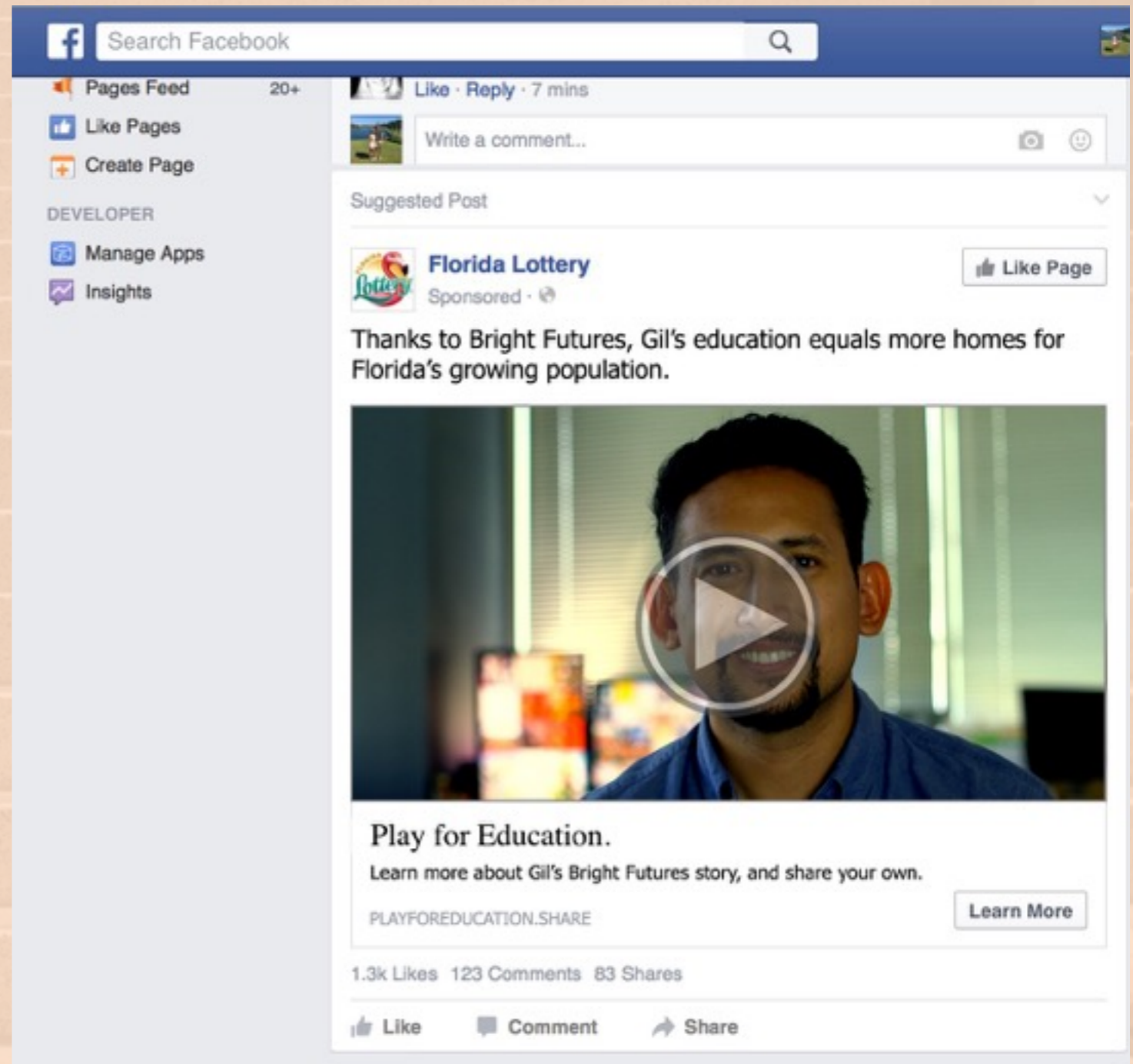
CREATION & DISBURSEMENT

DIGITAL VIDEO

CREATION & DISBURSEMENT

PAID SOCIAL

- Usage of social networking sites is dominated by Facebook, by reaching the largest online community across every demographic.
- Compared to other social media sites, Facebook's platform provides a flexible and sustainable environment for our content.



CREATION & DISBURSEMENT

EARNED

Media Approach

Build upon existing relationships to further spread “Play For Education” campaign messaging.

- Florida Department of Education Website
- Branding on Bright Futures Handouts
- Infographic Fliers for Guidance Counselors
- Winner Announcement Releases with Enhanced Bright Futures Language
- Carrier Station Interviews featuring Bright Futures Testimonials

BEFORE

The 'BEFORE' screenshot shows a website with a blue header and a navigation menu. The main content area is cluttered with various links and text. On the left, there are sections for 'Applicant Quick Links' and 'Administrator Quick Links'. The center features the 'Florida Bright Futures Scholarship Program' logo and a list of links under 'Bright Futures Student Handbook'. At the bottom, there is a 'Contact Us' box with a phone number and email, and a 'Funded By' section with the Florida Lottery logo.

AFTER

The 'AFTER' screenshot shows a more organized website interface. The header is clean, and the navigation menu is clear. The main content area is divided into sections: 'Applicant Quick Links', 'Administrator Quick Links', 'Contact Us', and 'Funded By'. The 'Bright Futures Student Handbook' section is more prominent and includes a list of chapters and their sub-topics. The 'Funded By' section features the Florida Lottery logo and the text 'Just Imagine Since 1997'.

BEFORE

ures

Student Handbook
Chapter 1: Initial Eligibility Requirements

2015-16

AFTER

Bright Futures
Student Handbook
Know Now

Office of Student Financial Assistance
Florida Department of Education
7/6/2015



Funded by
The Florida Lottery
Since 1997

Office of Student Financial Assistance
Florida Department of Education
7/1/2015



Office of Student Financial Assistance
Florida Department of Education
7/6/2015



Funded by
The Florida Lottery
Since 1997

CREATION & DISBURSEMENT

INFORMATION PAMPHLETS

FLORIDA BRIGHT FUTURES
IMPROVING FLORIDIA'S FUTURE

Meet Jenny

Jenny was able to graduate college thanks to her Bright Futures Scholarship.

Jenny is now a middle school English teacher

Jenny received the Bright Futures Scholarship, graduated from a Florida college and is now teaching middle school students here in Florida. With the education she received, she is giving back to the Florida community by preparing the next generation of Florida's leaders. Since 1997, the Florida Lottery has been funding Florida students through the Bright Futures Scholarship and creating a brighter future for Florida's tomorrow.

Florida Lottery

Just Imagine®

To learn more and read stories like Jenny's, visit playforeducation.org

STEPS TO A BRIGHTER FUTURE!

Since 1997, the Florida Lottery and the Bright Futures Scholarship Program have helped send more than 700,000 Florida students to college. Since it is a merit based scholarship, it's available to any student who qualifies. See what steps you can take today to qualify yourself for a brighter future tomorrow by visiting floridastudentfinancialaid.com.

- 1 QUALIFY**
Go to www.FloridaStudentFinancialAid.org/SSFAD/bf to find out how to qualify.
- 2 APPLY**
Go to www.FloridaStudentFinancialAid.org and submit a completed, error-free Initial Student Florida Financial Aid Application (FFAA) during your last year of high school, by graduation.
- 3 MAINTAIN**
Make the grade, earn the score... and graduate!
- 4 GIVE BACK**
Know your responsibilities, meet the requirements before graduation and throughout your college career.

Florida Lottery

CREATION & DISBURSEMENT

WINNER ANNOUNCEMENTS

BEFORE

AFTER



FOR IMMEDIATE RELEASE
WEDNESDAY, JULY 25, 2015

CONTACT: FLORIDA LOTTERY COMMUNICATIONS

(850) 4

TALLAHASSEE
Brenda
Florida
Cheng
Barley

The \$1
prizes
4.97.

Scratch-Off games are an important part of the Lottery's portfolio of games, comprising approximately 67 percent of ticket sales and generating more than \$632 million for the Educational Enhancement Trust Fund (EETF) in fiscal year 2014-15. Through its contributions to the EETF, the Florida Lottery is proud to support the Bright Futures Scholarship Program, which was created in 1997 by the Florida Legislature to assist students in pursuing postsecondary educational and career goals. Since the program's inception, the Florida Lottery has contributed more than \$4.6 billion to send more than 700,000 students to college.

Scratch-Off games are an important part of the Lottery's portfolio of games, comprising approximately 67 percent of ticket sales and generating more than \$632 million for the Educational Enhancement Trust Fund (EETF) in fiscal year 2014-15.

ABOUT THE FLORIDA LOTTERY

The Florida Lottery is responsible for contributing more than \$28 billion to education and sending more than 700,000 students to college through the Bright Futures Scholarship Program. The Florida Lottery reinvests nearly 98 percent of its revenue back into Florida's economy through prize payouts, commissions to more than 13,000 Florida retailers and transfers to education. Since 1988, Florida Lottery games have paid more than \$46 billion in prizes and made more than 1,400 people millionaires. For more information, please visit www.flalottery.com.

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FOR IMMEDIATE RELEASE
WEDNESDAY, JULY 25, 2015

CONTACT: FLORIDA LOTTERY COMMUNICATIONS

SCRATCH-OFF PRIZE

of Tallahassee; and
the \$1 Scratch-Off game at
ump sum payment.
had in Crawfordville.
ns Boulevard.

tickets, including six top
of winning are one-in-

Scratch-Off games are an important part of the Lottery's portfolio of games, comprising approximately 67 percent of ticket sales and generating more than \$632 million for the Educational Enhancement Trust Fund (EETF) in fiscal year 2014-15. Through its contributions to the EETF, the Florida Lottery is proud to support the Bright Futures Scholarship Program, which was created in 1997 by the Florida Legislature to assist students in pursuing postsecondary educational and career goals. Since the program's inception, the Florida Lottery has contributed more than \$4.6 billion to send more than 700,000 students to college.

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CREATION & DISBURSEMENT

CARRIER STATION INTERVIEWS



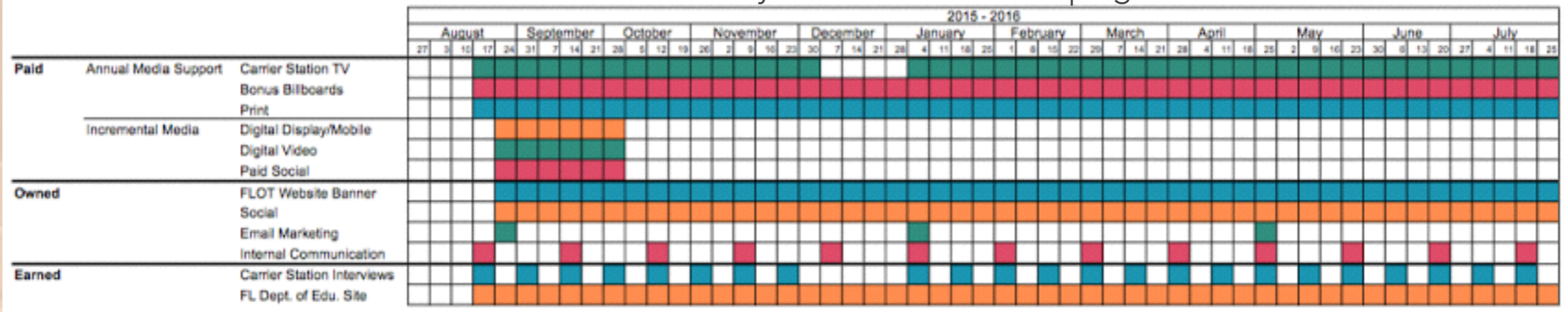
CREATION & DISBURSEMENT

MEDIA BUDGET & ALLOCATION

- Campaign Flowchart
- Budget Breakdown
- Measuring Success

CAMPAIGN FLOWCHART

“Play for Education” Campaign Flowchart

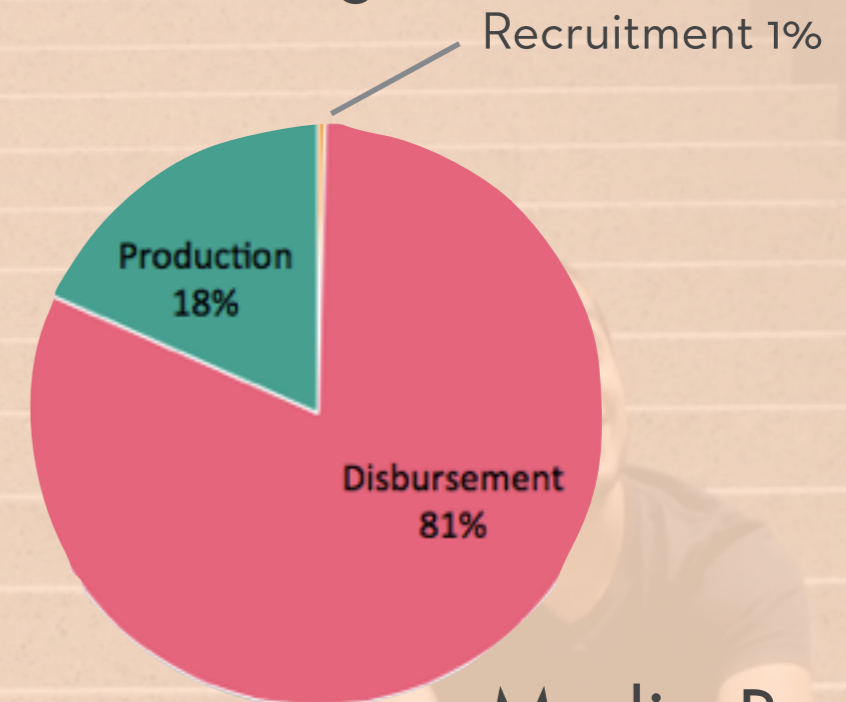


CREATION & DISBURSEMENT

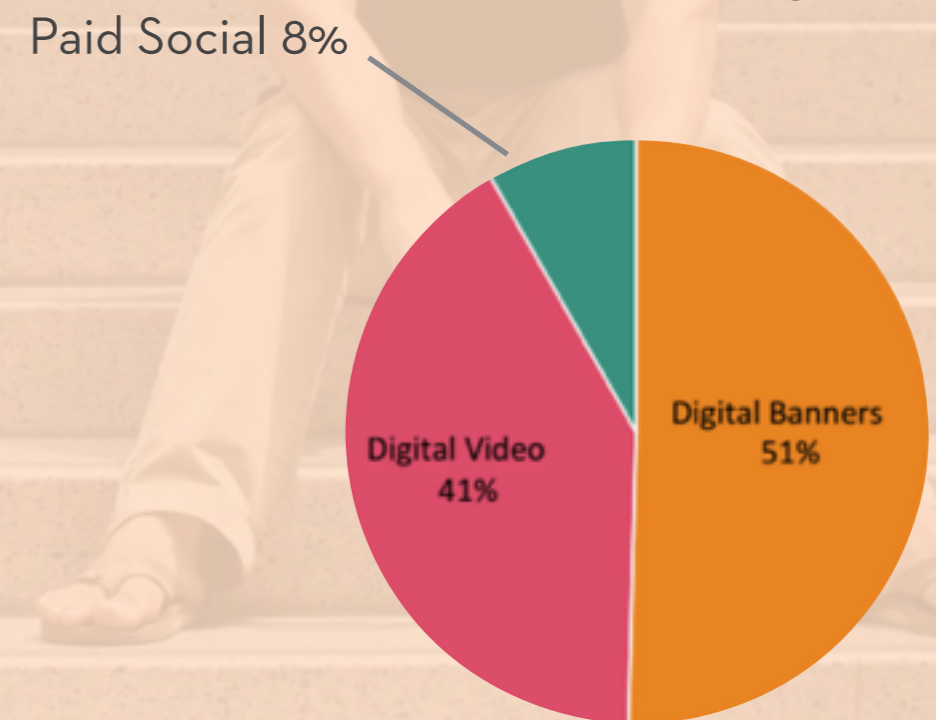
BUDGET BREAKDOWN

Recruitment	Paid Social	\$	624
	SJ&P Social Channels	\$	-
	Friends/Family Social Channels	\$	-
	Recruitment Total	\$	624
Production	Talent (15 x \$500)	\$	7,500
	Photography Shoot (2 day)	\$	5,000
	Retouch	\$	1,000
	Video Shoot (2 day)	\$	9,000
	Video Edit (3 day)	\$	2,880
	Voice over	\$	500
	Equipment Rental	\$	1,000
	Music	\$	500
	Production Total	\$	27,380
	Disbursement	Digital Banners	\$
Digital Video		\$	50,000
Paid Social		\$	10,000
Disbursement Total		\$	121,000
Overall Total		\$	149,004

Overall Budget



Media Budget



CREATION & DISBURSEMENT

MEASURING SUCCESS

Campaign success will be measured on a month-by-month basis by analyzing the results from the following data collections:

- Monthly Tracking Studies
- Reach & Impressions
- Click-Throughs & View-Throughs
- Opens Of Email Blast
- Visits To Bright Futures Page On The Flot Website
- Video Plays And Completion Rate



CREATION & DISBURSEMENT

FUTURE RECOMMENDATIONS

- Lessons Learned
- Goal 3
 - Tumblr page
 - Ice Cream Socials

LESSONS LEARNED

How to Continue Bright Futures Story Collection

- Repeat formal interview process annually
 - More “fill in the _____”
- Establish Customer Relationship Management (CRM)
 - Email Marketing
- Connect with businesses, professional/trade organizations, chambers of commerce

Social

- Diversify Content Of Stories
- Posting Strategy

FUTURE RECOMMENDATIONS

Goal 1

Assess the current attitudes and awareness Floridians have towards the Florida Lottery. Specifically, concerning its contributions towards education.

Goal 2

Build on an pre-approved existing educational campaign.

GOAL 3

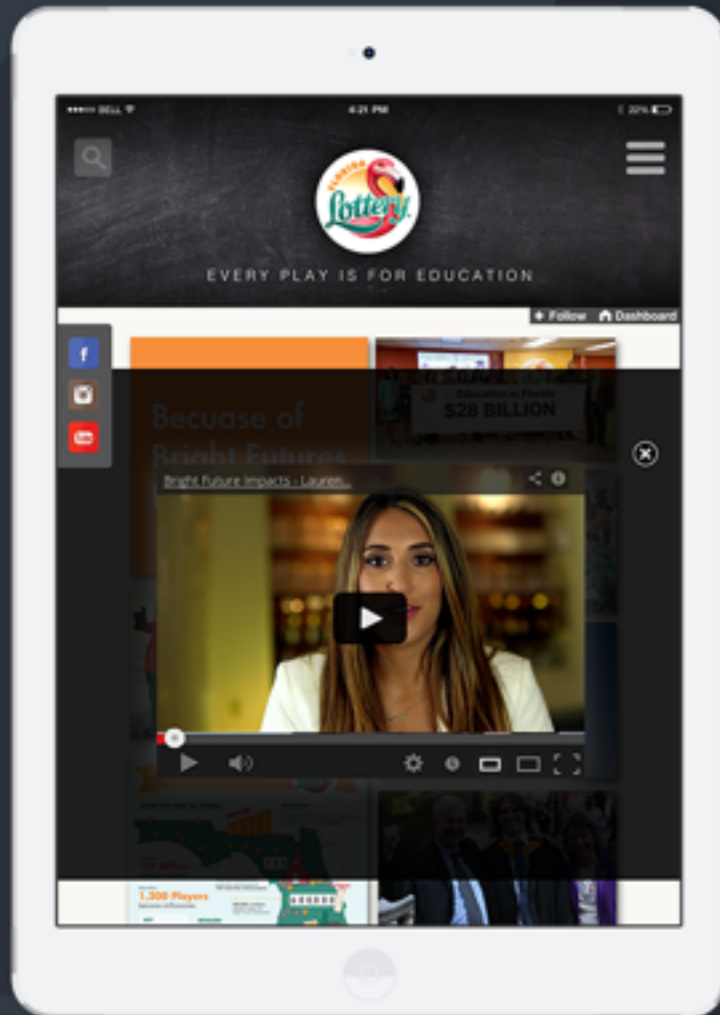
Build an infrastructure that will allow user-generated content to be collected over the next 12 months, while integrating continued recruitment and disbursement.

FUTURE RECOMMENDATIONS

TUMBLR PAGE

Desktop view of playforeducation.share tumblr. page

Tablet view
of video content



Mobile view of
uploading content

MONTHLY GIVEAWAYS for Bright Futures story shares

FUTURE RECOMMENDATIONS

TUMBLR PRESS RELEASE



FOR IMMEDIATE RELEASE

MONDAY, AUGUST 17, 2015

CONTACT: FLORIDA LOTTERY COMMUNICATIONS
(850) 487-7727

FLORIDA LOTTERY OFFERS \$1,000 EACH MONTH FOR BRIGHT FUTURES STORIES

TALLAHASSEE – To raise awareness for its Bright Futures Scholarship Program, the Florida Lottery is encouraging past and current Bright Futures recipients and their parents to share inspiring stories. Launching August 17, 2015 on the brand's tumblr site, the Florida Lottery is offering participants the chance to win \$1,000 each month for real-life examples of the Program's positive impact on the lives of Floridians.

"We want to collect and share these stories with Florida residents to demonstrate the influence the Bright Futures Scholarship Program has had not only on education, but on the state as a whole," said Florida Lottery Secretary, Cynthia O'Connell. "Many Bright Futures recipients have started careers here and are contributing immensely to the growth and development of Florida."

Interested candidates are encouraged to submit their stories on the Florida Lottery's tumblr page, www.playforeducation.share, which is dedicated to promoting the Bright Futures Scholarship Program. Entries should be in the form of a 30 to 60 seconds video and must showcase the entrant sharing his/her story. Stories collected so far have included the life-changing opportunities provided by Bright Futures Scholarships. The Florida Lottery will select one story to feature each month and the winner will receive a \$1,000 cash prize.

The Bright Futures Scholarship Program, which is primarily funded by the Florida Lottery, was created in 1997 by the Florida Legislature to assist students in pursuing postsecondary educational and career goals. Since the program's inception, the Florida Lottery has contributed more than \$4.6 billion to send more than 700,000 students to college.

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FUTURE RECOMMENDATIONS

ICE CREAM SOCIALS

Take photo booth to the next level through digital technology



- Enclosed spaces make the experience more personal
- Incentivize usage with a raffle
- Promote the photo booths and raffles with additional signage
- The new vendor cost is \$10,000 less

FUTURE RECOMMENDATIONS

“Education is for improving the lives of others and for leaving your community and world better than you found it.”

-Marian Wright Edelman





THANK YOU
FLORIDA
LOTTERY
AND SJ&P