

PLAY FOR EDUCATION

2015 FLORIDA LOTTERY INTERNS



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EXECUTIVE SUMMARY

Play for Education is an extension of an approved education campaign that was in the beginning stages of its launch. This project was given to the 2015 summer interns at St. John & Partners with the intention of increasing awareness of the Florida Lottery's mission to ensure Florida's future success by funding its students through the Bright Futures Scholarship Program.

The intern team began by collecting secondary research from the Florida Lottery's current segmentation and tracked reports that helped the team assess the current knowledge and attitudes

of Floridians toward the Florida Lottery. More particularly, the attitudes related to the Florida Lottery's contribution to education. In addition, 50 intercepts were conducted, and the information gathered from the Florida residents went toward primary research that helped support the existing notion that Floridians are not well aware of the Florida Lottery's connection to education and the Bright Futures Scholarship Program. The general lack of awareness and low branding support discovered through research clearly defined the problems that this campaign was set forth to correct.

JUST IMAGINE

The solution to increasing awareness was to develop low-cost and flexible content with a long-term reach that demonstrated the statewide benefits of the Florida Lottery's contributions to education. To achieve this goal, 16 people were recruited to share their story about how the Bright Futures Scholarship Program personally helped them receive an opportunity to make an impact on Florida's future, which brought a real and personal touch to the existing campaign.

The people recruited were current and former recipients of the scholarship, along with parents of recipients.

With 80 percent of Floridians agreeing that a college education is necessary for acquiring a successful career in today's workforce, research from the University of Florida revealed that Floridians are still more concerned with statewide issues such as the economy and health care. We used this information to determine that sharing real stories from real people who are currently making a difference in Florida, or planning to once they graduate, would ensure the message resonates with all Floridians, even the 61 percent who do not have at least a two-year degree.

Over the course of two days, a variety of still shots were captured and

each of the 16 advocates was filmed sharing their Bright Futures story. From this, enough content was collected to develop more than 50 videos that could be used interchangeably throughout multiple channels of media, including social, digital, print and out-of-home advertising.

The purpose of this presentation is to share recommendations for how to utilize this content in effective and efficient ways to successfully gain the attention of our audiences, as well as introduce a new platform for collecting and disseminating a user-generated content campaign in an even more cost-effective way.

ABOUT THE CLIENT

The Florida Lottery is one of Florida's most recognized brands, due to their polished advertising efforts that effectively promote and sell their products. The primary mission of the Lottery is to make significant contributions to Florida's education. With an overall contribution of more than \$28 billion to education, the Lottery has

granted more than 700,000 students the opportunity to attend college through the Bright Futures Scholarship Program. With this in mind, the Florida Lottery hopes to increase awareness of their role in supporting education statewide.

THE
FLORIDA
LOTTERY



2015 ASSIGNMENT

The assignment for the 2015 St. John & Partners Florida Lottery Internship Team is to increase awareness of the Florida Lottery's mission to fund education among the residents of Florida by sharing stories of those impacted by the Lottery's support.

Step 1

Uncover current knowledge and attitudes of Floridians toward the Lottery, specifically concerning their contributions to education.

Step 2

Develop objectives, goals, strategies, and measurements that are feasible within a \$150K budget for production and paid media.

Step 3

Create a flexible content strategy plan with supporting executions and corresponding outreach.

Strengths

- More than \$28 billion toward education in total contribution since start
- Sent over 700,000 students to college
- Over \$4.6 billion contributed to Bright Futures since start
- Provides additional funding for education in the state of Florida
- Florida Lottery provides excitement and optimism, felt by those who receive Bright Futures
- New/niche games for specific target markets in Florida

Opportunities

- Change consumer perceptions by highlighting the Florida Lottery's contributions toward educational funding
- Introduce Florida residents to positive outcomes generated by the Florida Lottery (stories)
- Show players how their contributions have benefited Florida
- Playing benefits current and future students
- Any Florida resident can benefit from the Florida Lottery
- Increased Florida in-state public college enrollment
- Increased community involvement after college
- County contributions K-12
- When you play, Florida wins

Weaknesses

- Low existing awareness that the Florida Lottery funds Bright Futures
- Consumers view playing the lottery as gambling
- Perception that funds are declining due to increase in tuition costs and student qualifications
- Unfavorable political history in Florida associated with the Florida Lottery and Bright Futures (the government cut education funding and is now heavily relying on the Florida Lottery to fund education – giving the public a negative image of the lottery)
- Limited social media opportunities (legal aspect)
- Eligibility requirements in question

Threats

- Viewed negatively as a gambling institution
- Unable to advertise on Twitter because it's considered gambling
- Declining player base

SWOT

Objective

Increase awareness among our target audience of the Florida Lottery's mission to fund Florida's education.

Goals

1 Assess the current awareness and attitudes Floridians have toward the Florida Lottery, specifically concerning their contributions toward education.

2 Transform collected stories into a paid, owned, earned and shared awareness campaign that will contain print, OOH, social and digital executions.

3 Launch a growing campaign that will drive user-generated content over the next 12 months.

Strategies

1 Analyze secondary research (IPSOS, MRI) to build consumer personas and identify potential message triggers. Conduct on-the-street interviews among college students and their parents.

2 Identify former, current and prospective Bright Futures recipients who are making a state-wide impact.

3 Target current/former Bright Futures recipients and their parents to share their stories.

Measurement

1 Conduct a post-campaign survey to compare new awareness and attitudes toward the Florida Lottery.

2 Estimate number of impressions generated through media buys and additional KPIs, such as website page views.

3 Monitor participation and impressions to determine if our target audience was successfully reached.

FINDINGS

The first step was gaining an understanding of why people play the Lottery and what they expect of it as an organization. A 2012 Florida Lottery segmentation study revealed that the majority of Floridians play the lottery for the chance to win a little bit of money when the jackpot is high and for the anticipation of winning. These among several other reasons came before the altruism of playing for a good cause. However, we found that 85 percent of Floridians agreed that it was important the Florida Lottery's funds go to a good cause, which was the starting point leveraged for this campaign.

The next step was turning to a monthly Florida Lottery tracking study to determine current attitudes toward

the organization and awareness of its contributions. As of April 2015, data indicated that 60 percent of Floridians had a positive impression of the Florida Lottery, 15 percent negative and 25 percent neutral. With a low percentage of negative perceptions, there stands a great chance of converting some of the neutral opinions to positives through this educational awareness campaign. Furthermore, the same data indicates that 41 percent were aware of the Lottery's funding of general education and 42 percent were aware of Bright Futures funding. The report noted these percentages were based on small sample sizes and should be interpreted with caution, thus we relied on the primary research we conducted to support this claim.

UNF Intercepts

Fifty man-on-the-street interviews were conducted at new student orientation at the University of North Florida in Jacksonville. Students and parents were approached and engaged to gauge their awareness of the Florida Lottery's funding of the Bright Futures Scholarship Program. Less than 25 percent of respondents were aware of the Lottery's funding of the program. Moreover, 20 percent of respondents who were unaware of the scholarship's funding source were Bright Futures recipients themselves or a parent of a recipient.

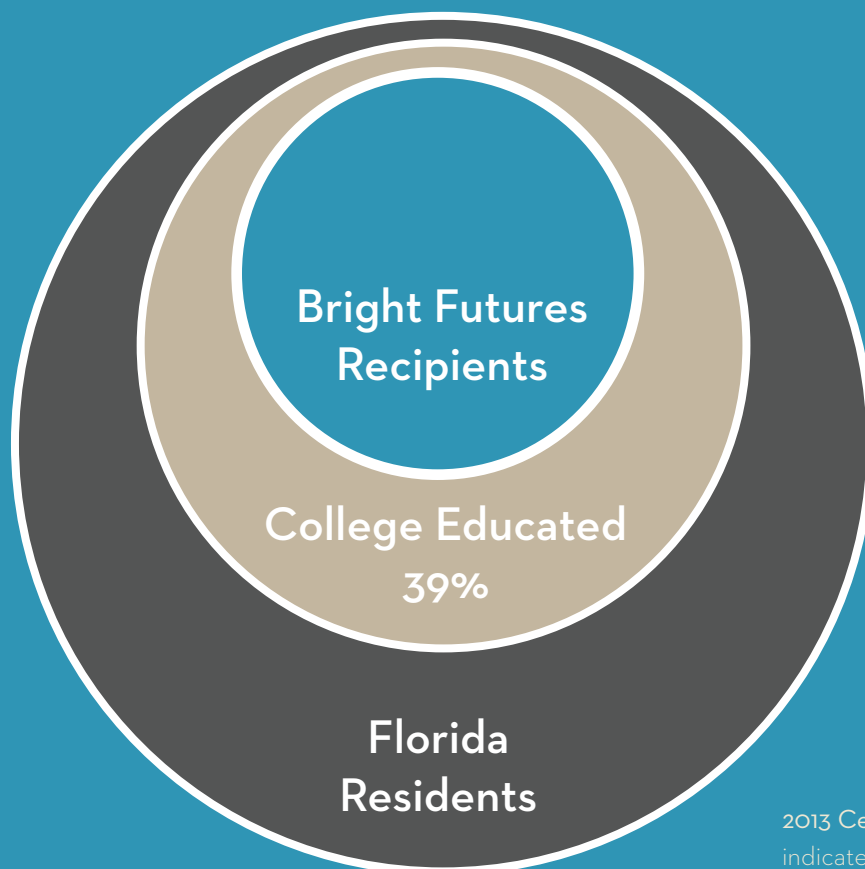


PROBLEM STATEMENT

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

REACH STRATEGY

Reaching the entire state of Florida with this message would be ideal, but in order to be cost-effective, the reach efforts should be concentrated on Bright Futures recipients and their parents. Think of a Bright Futures Scholarship as a product of the Florida Lottery. How can one expect the rest of the state to be aware of the product provided by the Florida Lottery if there are product users who don't know where the product originates? As recipients of the scholarship, they are more likely to advocate for the brand having already received value from it, which creates a unique opportunity when first conducting this campaign. Bright Futures recipients and their parents will be utilized as advocates to share their stories with friends, family and eventually expanding to the entire state.



2013 Census Data indicated that only 39 percent of Floridians have at least a two-year degree

UNF Intercepts

When conducting the man-on-the-street interviews, the opportunity to see what was important to Floridians was taken by asking them two questions: “What comes to mind when you hear, ‘The future of Florida?’” and “What is the biggest problem facing Floridians today?” A wide range of responses was heard, including health care and education-related concerns, but the most common response was the economy of the state. The majority of respondents were thinking about potential job growth, developing new business or protecting the environment and population by keeping qualified professionals in the state. These findings, paired with additional secondary research, led to the message insight.

MESSAGING STRATEGY

According to the Florida Lottery’s 2012 brand study, 80 percent of Floridians agreed that a post-secondary education was essential for success. However, research conducted at the University of Florida in 2013 revealed that, “Although public higher education is an important issue to Floridians, they are more concerned with the economy, healthcare, and public K-12 education.” If the objective is to raise awareness across the entire state of Florida, a message that showed the Florida Lottery’s funding

of higher education needed to be displayed in a way that would resonate with the 60 percent of Floridians who do not have at least a two-year degree. These students aren’t just given a scholarship or college education, but rather an opportunity to earn a job in Florida and give back by contributing to the economy of the state. By leveraging statewide economic concerns, all Floridians can be reached and then walked through the message of the importance of college education and Bright Futures funding in

the way of its economic impact for those without a college degree. Instead of simply saying, “We fund Bright Futures,” the message will say, “The future of Florida’s economy is in good hands because of the talented students entering the workforce, made possible by the Florida Lottery’s Bright Futures Scholarship.” The focus on the economy in this initial round of interviews is broad, so the focus going forward should be geared more specifically on other industries and issues, such as health care and the environment.

PERSONAS

WHO WE ARE RECRUITING.

Persona 1



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



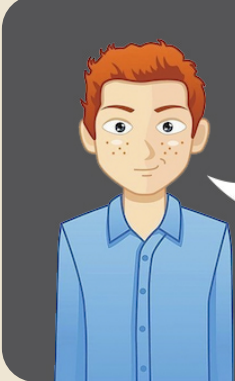
Media & Digital Use

- 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."



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.”



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.”

OPPORTUNITY BRIEF

Problem/Opportunity

Awareness of the Florida Lottery's contributions to education is low (<50%)

Solution

Use the success stories of Bright Futures recipients to highlight the impact the Florida Lottery's contributions to education have on the state as a whole.

Who Are We Engaging

Bright Futures recipients, past and present, and their parents

Insight

While Floridians believe a college education is important, they are still more concerned with the economy and health care.

Best Trigger

The future of your state's economy is being secured through the jobs these people earn with a college degree, which was made possible by the Florida Lottery's Bright Futures Scholarship Program.

Takeaway

The Florida Lottery is actively working to protect and provide for our state by making education more accessible to our citizens.

Approach

Capture the success stories of Bright Futures recipients, highlighting the current impact they are making on the state through formal, in-studio interviews to create flexible content with a long-term reach. This content will be disbursed via TV commercials, OOH billboards, print ads and social media outlets.

Measuring Success

Sustained awareness rate above 60 percent for a period of 12 months.

Resources

\$150K, plus fixed annual OOH billboards and carrier stations.

THREE- PART PROCESS

1

RECRUITMENT

Identify & collect REAL stories from real people.

2

CREATION & DISBURSEMENT

Create & disburse REAL stories on multiple media.

3

FUTURE RECOMMENDATIONS

Continue to collect, curate & disburse REAL stories.

Collect real stories from real people.

Part one of our campaign was to collect real stories from real people. We wanted to reach as many people as possible to try to find the most positive, impactful, and inspiring stories. To do so, we made use of our own personal social networks, St. John & Partners' social network, and the Florida Lottery's social network. We also boosted an ad on Facebook specifically tailored to reach our ideal talent. Illustrated below are the performance results from that post.

Facebook Page Posts



Students

Flight Dates: 7/3 - 7/7
 Media Cost: \$246.80
 Impressions Delivered: 87,909

Standard KPIs

Total Reach: 57,796
 Total Post Engagements: 139
 Total Post Likes: 20



Parents

Flight Dates: 7/3 - 7/7
 Media Cost: \$376.70
 Impressions Delivered: 152,881

Standard KPIs

Total Reach: 97,108
 Total Post Engagements: 265
 Total Post Likes: 31

Facebook Page Posts Performance

FLOT Recruitment Conversions

Received Emails: 65

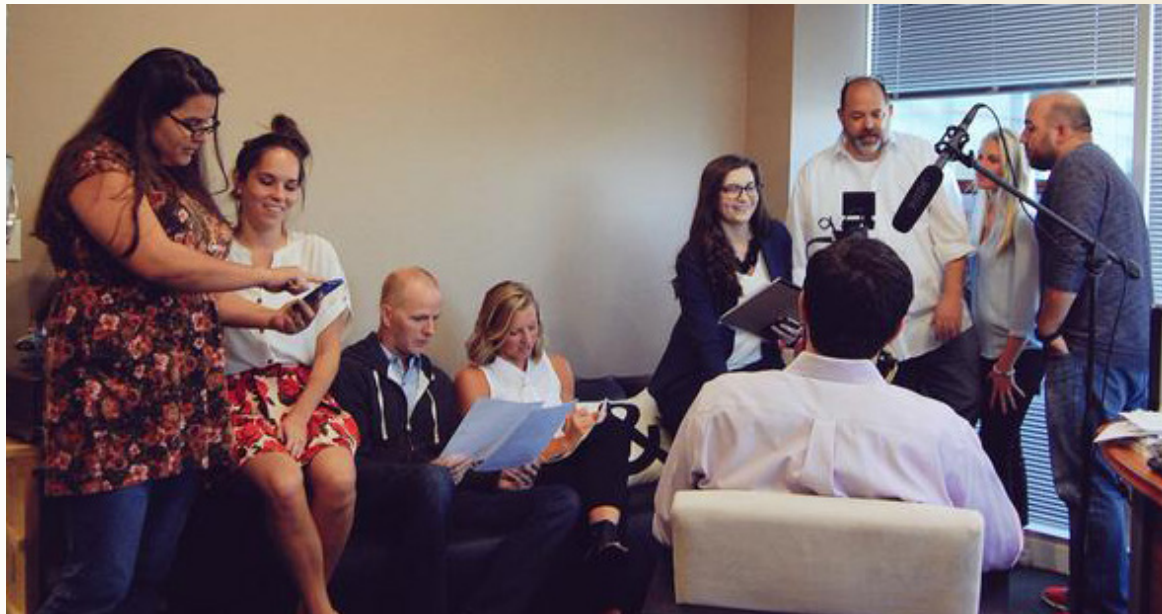
Response Ratio: .04%

Cost per Response: \$9.59

Recruited Talent: 16

Insights

- Having a landing page as opposed to an email address may have helped in the collection of stories. Directions weren't very detailed on what information we were seeking. Facebook users are more likely to submit information if they are prompted what information to include (i.e., filling in the blanks).
- Moving forward, we recommend a longer campaign flight date that doesn't overlap with major holidays or events that would affect how often people are using Facebook. This would ensure the message reaches more users and would give additional users a chance to submit their stories.
- In addition, we recommend using an image with a person in it because people are more receptive to seeing other people. Human-based images generate eye contact between the audience and the ad.



After photographing and recording 16 Bright Futures recipients, or parents of, we were able to create numerous pieces of content to be used throughout the campaign. We have enough video footage alone to make over 50 short clips and the potential to create over 800 individual pieces of content. In the following pages you will see ways in which we think this content would be best used.

CAMPAIGN EXPANSION

Previous Bonus Billboard



Your quick pick is his fast track to college.

EVERY PLAY IS FOR EDUCATION.



Just Imagine®

Previous Print Ads



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



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.



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CRE- ATION & DIS- BURSE- MENT

Taking the
approved concept
to the next level.

Based on this brief, an OOH and print concept was approved. Our job was to take this concept to the next level – collecting and building real stories that expand the campaign into any and all appropriate paid, owned and earned areas.

PAID Media Approach

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

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.



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PRINT ADS

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

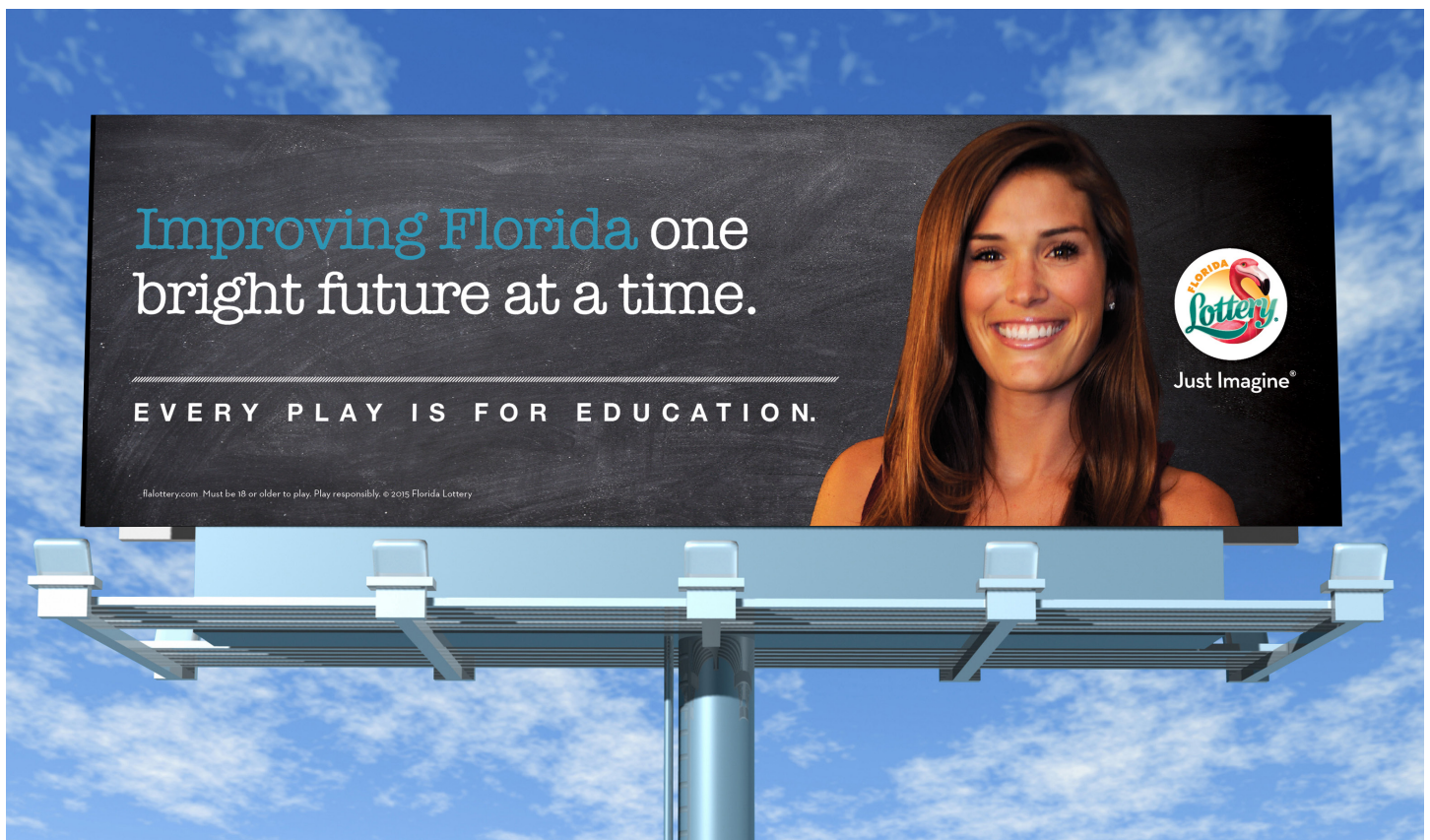
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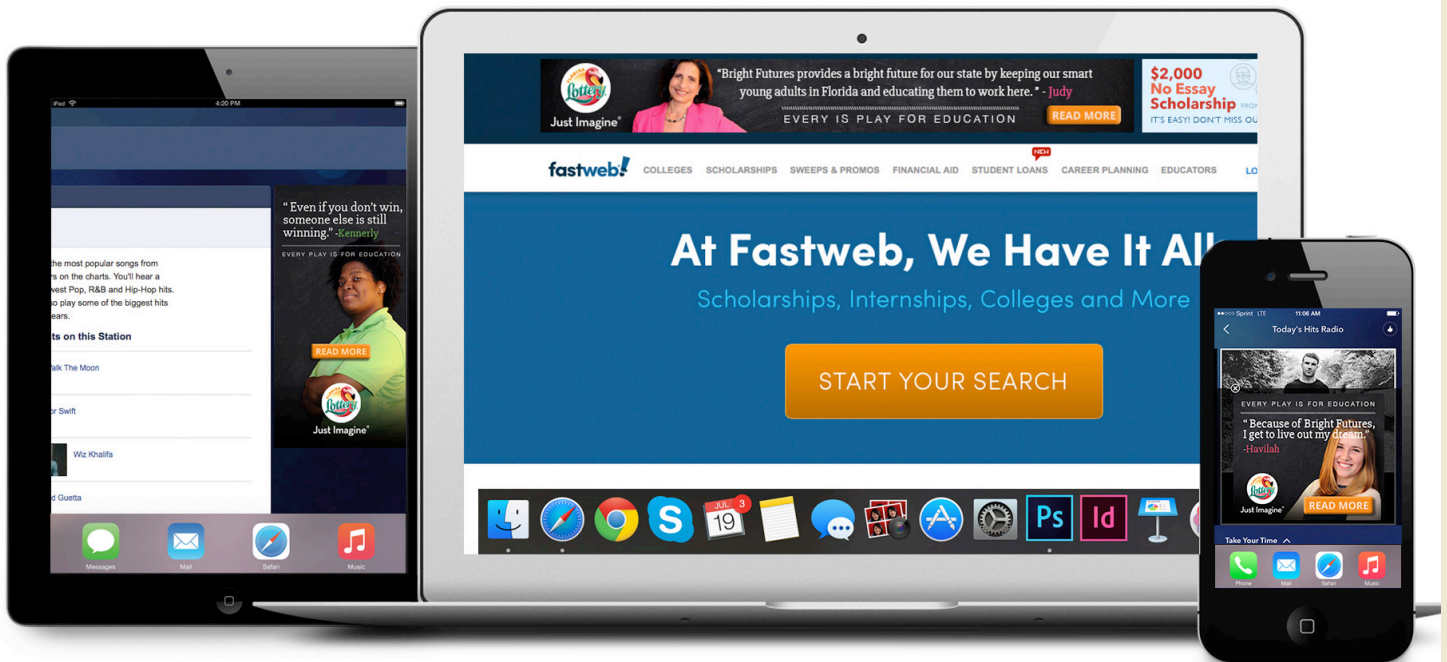



Just Imagine® flalottery.com Must be 18 or older to play. Play responsibly. © 2015 Florida Lottery

OUT-OF-HOME



DIGITAL BANNERS




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 PLAY IS FOR EDUCATION
 [READ MORE](#)

728x90

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

EVERY PLAY IS FOR EDUCATION



[READ MORE](#)


Just Imagine®

300x600

EVERY PLAY IS FOR EDUCATION

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

-**Havilah**



[READ MORE](#)


Just Imagine®

300x250

SOCIAL MEDIA

For paid social we will create a website-clicks ad. We have chosen this type of ad because we want to drive people to our landing page where they can read more about the featured stories and share their own. The ad will reach every demographic in Florida over the age of 18.

The image is a screenshot of a Facebook interface. At the top, there is a search bar and navigation links for 'Tanner' and 'Home'. The left sidebar contains navigation options like 'Pages Feed', 'Like Pages', and 'Create Page'. The main content area features a 'Suggested Post' from the 'Florida Lottery' page, which is a sponsored post. The post includes a video player with a play button and the text: 'Thanks to Bright Futures, Gil's education equals more homes for Florida's growing population.' Below the video is a 'Learn More' button and engagement statistics (1.3k Likes, 123 Comments, 83 Shares). To the right of the main post is a 'SPONSORED' advertisement for Discover credit cards, featuring a Discover card image and the text: 'Students Double Cash Back WWW.DISCOVER.COM Discover it@ chrome offer—at the end of the 1st year, we double your cash back. See terms.' Below the ad is another sponsored post for 'Web Design & Development' from 'fullsail.edu'. At the bottom, there is a comment from 'Lydia Treischel and Alida Schat'.

INCREMENTAL PAID MEDIA BREAKDOWN

Our paid media approach will support the disbursement of stories through digital outlets which:

- Have a broad, cost-efficient reach, as well as specific targeting option
- Engage consumers when and where education is top of mind
- Provide inspirational and positive messaging across various platforms to highlight the Play For Education message

Paid Media Overview

Markets: Statewide (geo-targeted to state of Florida)

Flight Dates: 8/24 - 10/4

Total Cost: \$121,000

Audience: Reaching Bright Futures recipients (past and present) and parents of those recipients, creating a ripple effect of awareness across the whole state of Florida. Tactics will be based on interest categories, like the economy and education, topic focus based on creative content, and demographic focusing.

We can leverage “Big Data,” directing capabilities of our digital partners to laser-focus our investment on those most closely aligned with our audience. More than 75 percent of all digital consumers age 18+ are now using both desktop and mobile platforms to access the Internet (ComScore). Mobile usage is now outpacing desktop among millennials. Through banners, videos and paid social across desktops, mobile devices and tablets, we can optimize messaging to reach our audience at all times of the day (at home and on the go). Illustrated below are the details for each digital media tactic:

Digital Display/Mobile Details

Flight Dates:	8/24 - 10/4
Cost:	\$61,000
Impressions:	15,250,005
CPM:	\$4.00
Markets:	State of Florida

Digital Video Details

Flight Dates:	8/24 - 10/4
Cost:	\$50,000
Impressions:	3,571,431
CPM:	\$14.00
Markets:	State of Florida

Paid Social Details

Flight Dates:	8/24 - 10/4
Cost:	\$10,000
Impressions:	2,500,005
CPM:	\$4.00
Markets:	State of Florida

Each ad allows a direct link to the “Play For Education” landing page. Digital media also allows detailed trackability of our audience, which makes measuring results easy.

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 by making use of the Florida Lottery website, all Florida Lottery social media platforms, email marketing efforts to Bright Futures recipients, internal communication efforts to all Florida Lottery staff, and industry videos to be shared at conferences.

The Florida Lottery has 150 employees who walk the halls of the agency daily. Creating internal communication content allows us to share thanks from the Bright Futures recipients. It will also show the employees how their work greatly impacts Florida’s future.

INTERNAL COMMUNICATIONS



Tablet, desktop and mobile screensavers

The screensavers will be updated on the internal computers monthly.

Posters for hallways

We designed three 11 x 17 “Thank You” posters using the brand colors to express gratitude to the employees. We incorporated inspiring quotes from real Bright Futures recipients to show the Florida Lottery employees their direct impact on Florida.

**THANK YOU
FLORIDA LOTTERY!**

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

JENNY teacher

FLORIDA Lottery 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

FLORIDA Lottery Just Imagine®

THANK YOU FLORIDA LOTTERY!

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



Just Imagine[®]

CORY mechanical engineer

BANNER ROTATOR AD

Florida Lottery logo with a pink parrot.

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

Connect:

SPOTLIGHT ON

RECORD BREAKING YEAR

Florida Lottery's Record Year

Record ticket sales, the highest amount of prizes ever won and record revenue generated for education, has made fiscal year 2014-15 a historic one for the Lottery.

[Read More >](#)

LATEST NEWS

Friday, July 17, 2015
TWO PLAYERS CLAIM \$500 A WEEK FOR LIF... >

Wednesday, July 15, 2015
22-YEAR-OLD LEESBURG MAN WINS \$1 MIL... >

Tuesday, July 14, 2015
MIAMI WOMAN WINS \$1 MILLION PLAYING \$... >

Friday, July 10, 2015
FLORIDA LOTTERY WARNS CITIZENS OF EM... >

Friday, July 10, 2015
\$750,000 LUCKY MONEY™ JACKPOT PRIZE ... >

OUR WINNERS

Maranyely Cruz, St. Cloud

The Florida Lottery announces that Maranyely Cruz, 48, of St. Cloud, claimed a top prize in the \$2,000,000 GOLD RUSH Scratch-Off game...

[Meet More Winners >](#)

NEW SCRATCH-OFFS

500 A-WEEK FOR LIFE

Rise Up to \$1 Million

Tweets

[Follow](#)

Florida Lottery @floridalottery 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
\$124K Fantasy 5 Ticket Sold In Satellite Beach: SATELLITE BEACH, Florida -- The Florida Lottery announced that... bit.ly/1gd3UIN
Retweeted by Florida Lottery Expand

Maddey :)) @mjohnston33 26 Jul
ayy we just won the florida lottery
Retweeted by Florida Lottery Expand

Okee Discount Drugs @OkeeDiscDrugs 24 Jul
Starting the weekend off right with a \$200 prize
Tweet to @floridalottery

SECOND CHANCE

PAYDAY SECOND CHANCE PROMOTION

[Site Map](#) | [Site Requirements](#) | [Terms of Use](#) | [Privacy Policy](#)



© 2005-2012 Florida Lottery. All Rights Reserved.
Must be 18 or older to play.
Play responsibly.



FEATURED STORIES

FLORIDA Lottery

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

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 MEDIA

The strategy of the Play for Education campaign is to showcase that the Florida Lottery is providing Bright Futures recipients more than just a scholarship to pursue a higher education; it is giving them the opportunity to positively impact the future of Florida.

This strategy will be executed socially by highlighting feature stories and providing information about the importance of obtaining a higher education in the state of Florida. These executions will be effective because they are informative and will attract attention.

Currently, the Florida Lottery's social media pages do not post about Bright Futures, and through conversation tracking, it was noticed that people are not talking about Florida Lottery and Bright Futures Scholarships together. To change this, the Florida Lottery will post about Bright Futures three times per week on Facebook, Twitter and Instagram. The post image will be the same across all platforms, but copy will vary due to character length limitations. The three post types will differ to provide variety. Infographics, quotes, photo feature stories and video feature stories will be shared. By reviewing past analytical data, we will be able to understand the best days and times to post in order to obtain the highest reach, engagement, etc.

The feature story content will be in either video or photo form. For the video post, the copy will give the person's name and where they or their child attends school and will include how they positively impact Florida. These videos will showcase their Bright Futures story. For the photo post, the post will share the person's story and how it impacts Florida's economy with copy including the person's name and where they or their child attends school.

By posting questions in the copy and asking people to share their stories, will encourage engagement, interaction and conversation. The goal is to have people share their stories and talk about them on their social media accounts to increase awareness.

For Twitter, the already established #JustImagine hashtag will remain intact when posting Bright Futures content. The motive behind this tactic is to build a stronger connection between the Florida Lottery and Bright Futures while creating more discussion about both brands.

To evaluate the effectiveness of the Play for Education social campaign, data will be reviewed to measure reach, new followers, likes, comments and shares. An increase is expected in social conversations surrounding Bright Futures and the Florida Lottery collectively, in addition to an increase in submitted stories.

Once the effectiveness of the campaign is evaluated through increased awareness, conversation and stories received, it will be confirmed whether or not the proposed initiative was effective. In the event that posts are not effective, adjustments to the time and day of the week of posts should be implemented. There is also the possibility of changing the way in which these stories are shared and the focus of the stories received. An adjustment in the frequency of posts may also serve to raise effectiveness. Currently, it is being suggested to post at least three times a week, because the Lottery posts frequently each week, some days posting twice. By replacing some of the current content being posted with content about Bright Futures, more attention will be attracted.

It's being suggested that more stories continue to be collected and shared in the future. Although, there was limited time and resources for recruitment and collection of these initial stories, it's anticipated that the Florida Lottery will be able to reach a larger audience, which will provide the ability to recruit better stories to continue this campaign.

In all, the social media plan is to disseminate and feature stories about what Bright Futures recipients have done to impact Florida and to share stimulating Bright Futures facts that will entice people to pursue a higher education in Florida.

“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.”

Facebook

Florida Lottery
July 10 at 2:14pm · 🌐

"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!



Like Comment Share

19 people like this.

1 share


Write a comment...

Judiejean Hoxie I'll be watching and rooting for David.....Way to go FL LOTTO !
Like · Reply · July 5 at 12:59pm

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. Most Relevant ▾

1 share

Write a comment...

Taylor Armstrong Bright futures paid 75% of my tuition 4 years of college in Orlando. Thanks!

- Recent
- 2015
- 2014
- 2013
- 2012
- 2011
- 2010
- 2009
- 2008
- 2006
- 2004
- 2000
- 1998
- 1997
- 1994
- 1993
- 1992
- 1991
- 1990
- 1989
- 1988
- 1987
- Founded

Twitter

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



FAVORITES 2

11:58 AM - 18 Jun 2015 · Details

Reply to @floralottery

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

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



3 5

View video

Infographics

Florida Lottery @floridalottery · Jul 24

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

RETWEETS 2 FAVORITES 3

8:05 AM - 24 Jul 2015 · Details

Reply to @floridalottery

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

Like Comment Share

104 people like this. Most Relevant

1 share

Write a comment...

Judiejean Hoxie Oh so wish I was there for all the FUN - but will be watching the race from my easy chair and hoping one of my tickets hits it BIG TONITE !!
Like · Reply · July 4 at 3:19pm

Sachin Vaidya YES
Like · Reply · July 4 at 11:16pm

View 1 more comment

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 @floridalottery · Jul 4

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

BRIGHT FUTURES SCHOLARSHIP REQUIREMENTS			
FLORIDA MEDALLION SCHOLARSHIP			
COMMUNITY SERVICE	75	ACT/SAT SCORES	26 / 1170
		GPA	3.0
FLORIDA ACADEMIC SCHOLARSHIP			
COMMUNITY SERVICE	100	ACT/SAT SCORES	29 / 1290
		GPA	3.5

Like Comment Share

3 shares

View photo

EARNED

Media Approach

Draw on built relationships to further spread Play for Education campaign messaging through the Florida Department of Education website, branding on Bright Futures handouts, talent sharing their personal stories socially, infographic flyers for guidance counselors, media advisories and press kits.

Below is the Florida Department of Education Website. We added "Funded By," the Florida Lottery tagline, along with the copy, "Since 1997" on the Bright Futures tab. This directly connects Florida Lottery funding Bright Futures.

The image shows a screenshot of the Florida Department of Education's website for Student Scholarship and Grant Programs. A magnifying glass highlights a section titled "Funded By" which features the Florida Lottery logo and the text "Just Imagine® Since 1997".

Website Content:

- Header:** Welcome to Florida Student Scholarship & Grant Programs
- Navigation:** State Programs Home | Applications and Updates | Financial
- Applicant Quick Links:**
 - Student Application (for new applicants)
 - View Student Financial Aid History
 - Update My Demographics
 - Check My Status
 - Reinstatement/Restoration Application (for returning students)
- Administrator Quick Links:**
 - Login to the Online Transcript Entry and Evaluation System
 - Comprehensive Course Table (CCT)
- Contact Us:**
 - 1-888-827-2004
 - osfa@fldoe.org
- Funded By:**
 - FLORIDA Lottery
 - Just Imagine®
 - Since 1997
- Bright Futures Scholarship Program:**
 - Chapter 1: Initial Eligibility**
 - Requirements for the Program
 - Non-Traditional Students (non-traditional students, mid-year)
 - Chapter 2: Information to Know Now That You Are Eligible**
 - Length of the Scholarship Award
 - Award Amounts
 - Summer Funding
 - Transferring the Scholarship between Institutions
 - Chapter 3: Renewing Your Award**
 - Renewal Requirements
 - Reinstatement Requirements
 - Restoration Requirements
 - Institutional Appeal Process
- Other Bright Futures Resources:**
 - Bright Futures Brochure
 - Chart of Eligibility and Award Criteria
 - Bright Futures Award Amounts
 - The Home-Educated Student Guide
 - The Out-Of-State Student Guide
 - Bright Futures Statistical Reports

Please use [Microsoft Internet Explorer](#) browser version 6.3 or higher for best results in interacting with this website.


FLORIDA DEPT. OF EDUCATION

2015-16


201

Bright Futures Student Handbook

Chapter 2: What You Need to Know Now that You are Eligible



Funded by
The Florida Lottery
Since 1997



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

Above is the Florida Department of Education Bright Futures handbook. We added the Florida Lottery logo and the copy, "Funded by The Florida Lottery Since 1997."

INFO-FLYER

FLORIDA BRIGHT FUTURES

IMPROVING FLORIDA'S FUTURE


Bright Futures

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.



Just Imagine®

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

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.

These information flyers are designed to easily share information about the Bright Futures Scholarship Program. They can be used at tabling events, shared on social media and passed out to guidance counselors.

BUDGET

Recruitment	Paid Social	\$	624
	SJ&P Social Channels	\$	-
	Friends/Family Social Channels	\$	-
	Recruitment Total	\$	624

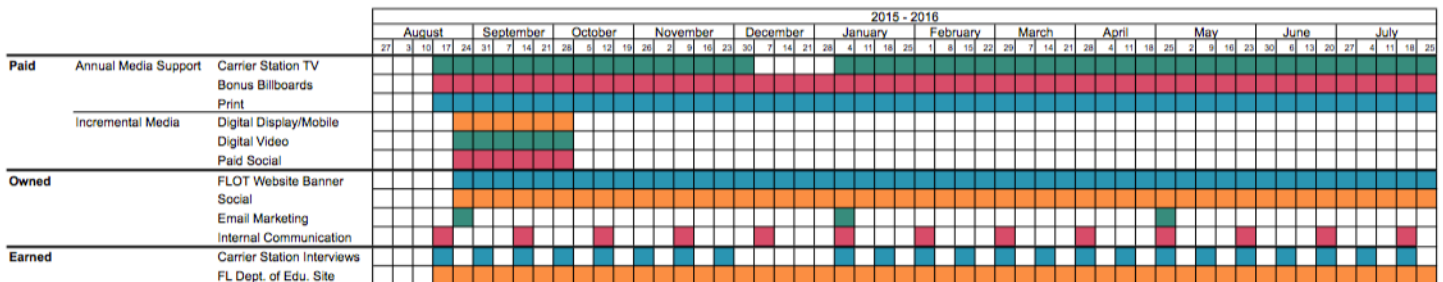
Production	Talent (15 x \$500)	\$	7,500
	Still Shoot (2 day in agency)	\$	5,000
	Retouch	\$	1,000
	Video Shoot (2 day in agency)	\$	9,000
	Video Edit (3 day)	\$	2,880
	Voice over	\$	500
	Equipment Rental	\$	1,000
	Music	\$	500
	Production Total	\$	27,380

Disbursement	Digital Banners	\$	61,000
	Digital Video	\$	50,000
	Paid Social	\$	10,000
	Disbursement Total	\$	121,000

Overall Total \$ **149,004**

FLOWCHART

Play For Education Campaign Flowchart



PLANNING

MEASURING SUCCESS

Campaign success is measured best by monitoring the monthly tracking study conducted by the Florida Lottery.

Using 41 percent Bright Futures awareness and 42 percent general education contribution awareness, we expect to see a sustained annual rate of more than 60 percent in both categories. At the end of the first campaign year, we should compare the number of Bright Futures page visits on the Florida Lottery website to the current annual visit rate.

Increased access to Florida Lottery social media performance metrics will help us monitor social engagement throughout the campaign to assess the rate of awareness growth. Should the Tumblr page be created, we can also monitor click-throughs and view-throughs to determine success of the site in collecting and disbursing stories. Regarding our content, video plays, completion rates and email-blast open rates will indicate interest in the content and likeliness to reach the intended audience.

FUTURE

RECOMMENDATIONS

Annual interviewing of Bright Futures recipients (current, former and parents) is recommended to maintain a collection of flexible content that can be used across all media. Tweaking the interview question list to focus more on specific industry impact in the state to gather a variety of industry representatives is also recommended. The question list should also include more fill-in-the-blank type questions, as they seemed to be the most effective in evoking a natural response that would also fit well into the finalized content.

Establishing a customer relationship management (CRM) is recommended, which will monitor our interactions with past, current and future Bright Futures recipients. A CRM will build a database that allows one to follow Bright Futures recipients as they graduate college, giving us easier access to them for the purpose of sharing their stories.

Cost effectiveness can be maximized by pursuing Goal 3, which seeks to integrate the recruitment and disbursement of stories by providing an infrastructure that will allow us to collect user-generated content.

Finally, we recommend reaching out to state businesses, professional organizations and chambers to recruit past Bright Futures recipients who are making an impact in Florida. Sharing their story is also an opportunity to give exposure to the company/organization they are affiliated with, so motivating employers to find their Bright Futures employees should be fairly easy.

ICE CREAM SOCIALS

Every Bright Futures recipient has a story to tell.

Using a photo booth that is capable of video is suggested to give users the ability to share content on social media.

Ice cream socials currently use Red Eye Photo Booths. Although Red Eye Photo Booths are great for this event, usage is lower than desired. These photo booths offer a larger space capable of capturing large groups, using green screen backdrops and offering high visibility to bystanders. Last year's approximate cost was \$16,500 for this vendor. The cost for adding the video and social media sharing options was quoted at \$18,500.

A second photo booth vendor, Photo Magic of Florida, was sourced and is capable of delivering booths to all locations with attendants. These booths are capable of capturing photo, taking video and sharing content on social media, but are enclosed, allowing only 2-3 people at a time. The photo booths allow for custom messages to be inserted on the photo booth screen and all content to

be branded. The provided quote reflected all the requirements of the Red Eye Photo Booths, minus the green screen, which is replaced with a custom backdrop. The total quoted cost including tax was \$8,132.

Using Photo Magic of Florida is recommended due to cost and because people will be more likely to share their stories in a private setting, allowing them to open up more for video content.

To encourage guests to use the photo booths, using a raffle table is suggested. Only guests who approach the raffle table with their instant photo booth printouts will get an entry into the raffle. Additional recommendations include offering another entry opportunity for anyone who posts their photos or video on social media with the hashtag, #play4edu. Prize suggestions for the raffle are tablets and laptops, because they will strongly appeal to college students.

TUMBLR PAGE

A significant part of the Play for Education campaign involves sharing impactful stories of Bright Futures recipients. The stories will specifically focus on how obtaining a higher education has given students the opportunity to positively impact the future of Florida's economy.

By building a community for Bright Futures through a tumblr page, effective recruitment and dissemination of the stories will be achieved. Individuals will be able to visit www.playforeducation.share to view Bright Futures stories and will also have the opportunity to share their own Bright Futures story. Therefore, the tumblr page acts as a hub to learn how individuals have impacted Florida with

their college education.

Examples of content that will be shared on the tumblr page are feature-story photos and videos along with mad-libs that will provide a fun, easy way for people to share their stories.

An example of a mad-lib that would be used is: "Florida is the best state because _____. Ten years ago I would never imagined _____. Knowing that my education provides _____ for the state of Florida reassures me that (1st blank) _____ will never go away."

The tumblr page is the landing page for everything being promoted regarding education. When a story is posted on

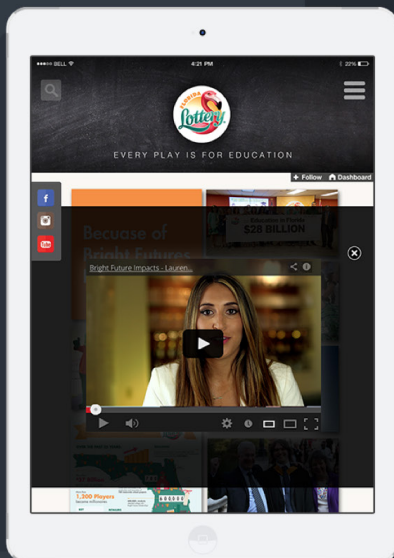
social media, the audience is asked to read more on the tumblr page, so the stories collected through social media and events hosted by the Florida Lottery, such as the ice cream socials, will be shared on the tumblr page. The Bright Futures community will continue to grow through monthly cash give-a-ways that will act as an incentive for recipients and parents to

share their Bright Futures story. The stories that are collected through social media and events hosted by the Florida Lottery (ex. ice cream social) will also be shared on the tumblr page.

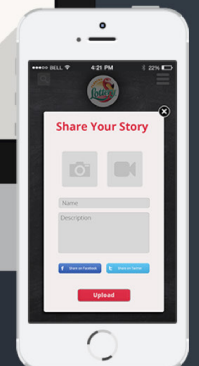
TUMBLR PAGE

Desktop view of playforeducation.share tumblr page

Tablet view of video content



Mobile view of uploading content



References

Florida Lottery Segmentation Report, 2012

U.S. Census Bureau, 2013

Bernheim, L., University of Florida, 2013

Florida Lottery April Tracking Report, 2015

Intercept Interview Questions

June 12, 2015

The University of North Florida Campus

1 University of North Florida Drive

Jacksonville, FL 32224

Parent Questions:

1. How did you feel when you found out your child was accepted to college?
2. What do you hope this education will do for them?
3. What role did you play in getting them to this point in their education?
4. When I say, "The future of Florida," what sort of things come to mind?
5. In your opinion, what is the biggest problem facing Floridians today?
6. Are you a Florida resident?
7. (if yes #6) Do you know about the Bright Futures Scholarship?
8. (if yes #7) Is your child a recipient?
9. (if yes #7) Do you know how the scholarship is funded?
10. Do you play the Florida Lottery?

Student Questions:

1. Congratulations on beginning your college career. What are you most excited about?
2. What made you decide to apply for college?
3. Who was the biggest influence in helping you decide to pursue a college education?
4. What do you believe is the biggest benefit you will receive from this education?
5. When I say, "The future of Florida," what sort of things come to mind?
6. In your opinion, what is the biggest problem facing Floridians today?
7. Are you a Florida resident?
8. (if yes #6) Do you know about the Bright Futures Scholarship?
9. (if yes #7) Are you a recipient? Do you know how the scholarship is funded?
10. Do you play the Florida Lottery?

Social Media Calendar

Social Media Content Plan



Tumblr Launch 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-second video and must showcase the entrant sharing his/her story. Stories collected so far have included 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.

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.

###

Just Imagine®

**AND
THAT'S A
WRAP!**

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

- Marian Wright Edelman



Just Imagine[®]