



Foundational Campaign Overview

5/3/19



Purpose

**Overview of Foundational
campaign across the 1st Half of
FY 19**

Contents

- 1H Foundational Overview/Guiding Principles
- 1H DMAs
- 1H Holistic and Weekly Flowchart



1H Foundational Overview

AUDIENCE



A18+
Current and
Infrequent Players

GEOGRAPHY



Illinois – All 10 DMAs
Digital/OOH –
Statewide Coverage

TIMING



7/2/18 – 12/30/18

CHANNELS

TV/OLV
Audio
OOH

Digital Display (Not Included in Price
Test, but Purchased for 1H)

KPIs

Awareness
Consideration

TRPs

6,492

R/F report on ALL

95%/128x



FY19 1H Foundational Overview

Foundational Media Plan

- **Media negotiated & purchased in advance to support multiple campaigns or messages throughout the fiscal year**

Rationale

- Maintain consistent, always on IL Lottery presence
- Allow quick updates or changes to creative (copy swap of standard units)
- Provide more time & resource to focus on innovative elements of campaigns
- Lock in rates/volume discounts
- Secure inventory & placements



FY19 1H Illinois Lottery Media Guiding Principles

1. Communication Goals

A18+ Weekly Communication Goals

Min. Effective Frequency	Video TRPs	Audio TRPs	Minimum Reach Goal
2.0x	100-200 Goal: 140	120-150	80% 1+ 65% 2+

2. Geography

Concentrate TV in core Illinois DMAs that cover 90%+ of the state's Adult 18+ population

Expand coverage through non-TV channels



3. Scheduling

Given the quick purchase cycle for Lottery Tickets it is imperative to have **no hiatus** weeks during the year

4. Message Management

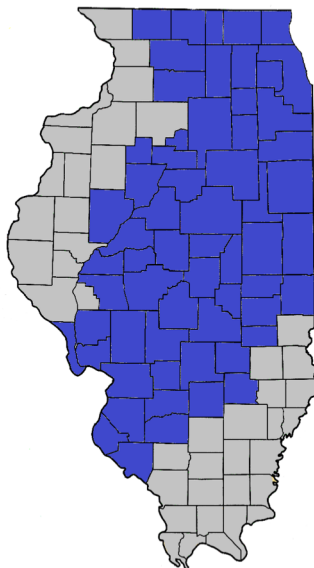
No more than **2 messages** should be in market at any given time to eliminate message confusion and strengthen brand recall

5. Wear-in & Wear-out

	Min	Max
Wear-in	200 TRPs	700 TRPs
Wear-out	800 TRPs	2,000 TRPs



FY19 1H Current IL Lottery DMA Coverage



TV:

- CHAMPAIGN/SPRINGFIELD/DECATUR
- CHICAGO
- PEORIA/BLOOMINGTON
- ROCKFORD
- ST. LOUIS

Radio:

- CHAMPAIGN
- PEORIA
- ROCKFORD
- ST. LOUIS
- BLOOMINGTON
- DECATUR
- SPRINGFIELD
- CHICAGO

Chosen DMAs represent 90%+ of
the state's Adult 18+ population



FY19 1H Current Foundational Plan

	Get Scratchin'
	Jackpot (Always On)
	Multiplier
	Holiday

FY'19 1H Flowchart	July					August				September				October					November				December				
	7/2	7/9	7/16	7/23	7/30	8/6	8/13	8/20	8/27	9/3	9/10	9/17	9/24	10/1	10/8	10/15	10/22	10/29	11/5	11/12	11/19	11/26	12/3	12/10	12/17	12/24	
FOUNDATIONAL																											
Video																											
TV :15/:30 Sec Spots																											
OLV																											
GSTV																											
Total Video																											
Audio																											
Radio (:30)																											
Traffic and Weather/ :30s Live Reads																											
Streaming																											
Total Audio																											
Outdoor																											
Digital OOH																											
CTA Digital																											
In- Store Screens																											
Trivison																											
Sunshine Boards																											
Total Outdoor																											
DIGITAL																											
Programmatic Display																											
Total Digital																											
FOUNDATIONAL TOTAL																											