

The MS Project Specialty Ticket

Get less frequent players into the Instant ticket category with the MS Project ticket. They can support a great cause while making a difference in Illinois.

- 100% of profits help fund critical Multiple Sclerosis research in Illinois.
- Win up to \$50,000!
- Find the “\$\$” symbol to double the prize.

Since 2008, The Illinois Lottery has proudly raised over \$8 million for MS research through this ticket.

Players can learn more about this, and other specialty tickets, at:
www.illinoislottery.com/en-us/Specialty_Tickets.html

Media Support Plan

March 8 to April 3 • Statewide

Press Conference

Launch Event

Audio

Pandora with banner 2.1M impressions

Digital

Banners and video ads 8.5M impressions

Outdoor

Billboards 14.1M impressions

Social

Facebook, Twitter, Instagram
 3.1M impressions

Retail

POS



Helpful ADA Information

Communicating with Customers

The ADA requires businesses to take steps necessary to communicate effectively with customers with vision, hearing and speech disabilities.

- Customers with speech or hearing disabilities may need to communicate without using speech. Be aware of alternative ways of interacting.
- It's okay to ask customers what their preferred method of communication is.
- Give extra attention and patience to understand what is being said. They may need extra time to deliver their message.
- Utilize a pen and paper if needed.

For more information call (800) 514-0301



Retailer Hotline 1-800-842-3155

Call if you need more inventory. Have your retailer number available.



Sell responsibly. Must be 18 or older to play. If you or someone you know has a gambling problem, crisis counseling and referral services can be accessed by calling 1-800-GAMBLER (1-800-426-2537). For more info or to educate yourself, call 1-800-252-1775 or visit illinoislottery.com.



The Lottery Lowdown

March 2018

Get your Players Scratchin'



5 NEW Instant tickets to boost your sales.

More ways to play, more prizes, more fun!



Drawing March 18th

New Instant Tickets

Launching March 6th

Tell players about the new Instant tickets.



#1 Double Doubler

Great for occasional players looking for a low investment chance to win a fun level prize.

- Win up to \$5,000!
- Reveal a “STAR” symbol to double the prize.
- Reveal a “MONEY BAG” symbol to win 4x the prize.



#2 Super 7-11-21

Have a player who’s feeling lucky? Try selling this game. Six games means six chances to win!

- Win up to \$21,000!
- Find the “SUPER” symbol to double the prize.



#3 Treasure Hunt

Awesome choice for players who like longer-play games like “Crossword” or “Bingo”. Try selling as an add-on.

- Win up to \$50,000!
- Match a prize symbol 3x to win the prize.



#5 \$100,000 Poker

Poker players will love this game! Both serious and casual players can get in on the fun. Players get 8 hands to try and beat the dealer.

- Win up to \$100,000!
- Win \$20 instantly by finding a “20” under the Fast \$20 Chip.
- Win up to 10x the prize with the Bonus Chip feature.



#10 Money Money Money

Great for core players looking for the best chance at a notable prize. It’s loaded with \$1,000 prizes!

Cross-sell to customers who are buying “Quick \$500!”.

- Win up to \$500,000!
- Find the “MONEY BAG” symbol to win the prize.
- Reveal the “COIN” symbol to win double the prize.
- Find the “GOLD BAR” to win \$1,000.

Media Support Plan

March Instants

March 8 to April 3 • Statewide

Over 50M impressions throughout total campaign

TV

:30 & :15 spots 23M impressions

Digital

Facebook, Twitter, Instagram Ads 11M impressions

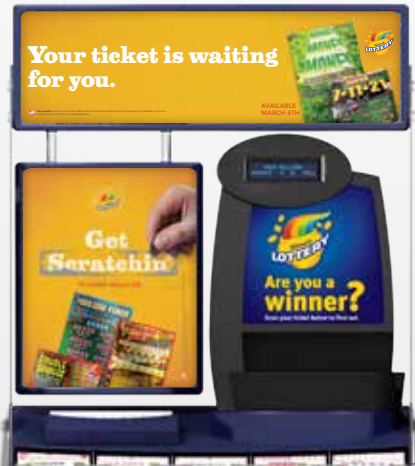
Outdoor

Statewide Digital Billboards 16.7M impressions

Point of Sale



Flexible blade that can be attached to vending machines, acrylic ticket dispensers or to the counter unit.



Reminder

Keep POS up until March 18th

St. Patrick’s Day Millionaire Raffle

- Remind customers to play.
- Best odds to win \$1M.
- Limited tickets on sale until 2 a.m. March 18th.
- Drawing March 18th.



Top 10 Trending Instant Tickets

Hot-Sellers Alert!

Boost sales by stocking and promoting these fast-moving games.

Price	Name	Game #
\$10	\$250,000 Crossword	178
\$10	\$500,000 Taxes Paid	226
\$10	\$300,000,000 Cash Spectacular	967
\$5	Crossword	138
\$20	Multi Millionaire	202
\$10	Diamonds & Gold	211
\$5	Quick \$500	232
\$5	Black Ice 7s	222
\$5	Full of 500s	198
\$5	20x20	854

Top #1 Games	Game #	Top #2 Games	Game #
7-11-21	160	Go For The Green	231
Loose Change	179	Triple Dynamite 777	191
Wild 8s	230	10x The Money	181

Top #3 Games	Game #	Top #5 Games	Game #
Crossword	228	Crossword	138
Bingo	223	\$250,000 Taxes Paid	225
YAHTZEE	221	Black Ice 7s	222

Sales Tips

When players win, you win too! Keep these tips in mind when selling Illinois Lottery games.

- 1 Earn \$1 commission for every St. Pat’s raffle ticket sold.
- 2 Keep your ticket checker visible to players.
- 3 Upsell “Lucky Day Lotto” with your Instant ticket players.