

The Lottery

LOWDOWN

September-October 2019



Find ***SALES*** in every instant

INSIDE

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New September Instant Tickets

Be sure to activate the new instant games launching September 3. Tell your players about the new September instant tickets coming this month!



\$1



Double Dollar\$ #7315
Top Prize: \$5,000

Double the dollars means double the fun! Reveal a MONEY BAG symbol to win that prize. Reveal the 2x symbol to double that prize in this \$1 game.

- Game Highlights:**
- Win up to \$5,000
 - 2x multipliers
 - Win up to 7 times

\$2



Easy as 1 2 3 #7329
Top Prize: \$20,000

With this \$2 game, winning is as easy as ... well, you get it. Find a 1 to win, a 2 to double, or a 3 to triple your prize. Reveal the EASY symbol to win all prizes shown!

- Game Highlights:**
- Win up to \$20,000
 - 2x and 3x multipliers
 - Win up to 10 times

\$20



\$1,000,000 Gold Rush Doubler #7305
Top Prize: \$1,000,000

You don't have to head to California for this gold rush. The \$20 Gold Rush Doubler game features multipliers and \$250 instant wins. Reveal 2 gold nuggets in the doubler box to double ALL prizes won!

- Game Highlights:**
- Win up to \$1,000,000
 - 150 prizes of \$20K
 - Win up to 25 times

\$10



Wild Cash #7330
Top Prize: \$500,000

Turn your mild day wild with Wild Cash. This \$10 game is packed with \$100 prizes, multipliers and 20 chances to win!

- Game Highlights:**
- Win up to \$500,000
 - Loaded with \$100 prizes
 - 5x and 10x multipliers
 - Win up to 20 times



Holiday Instant Tickets

New Holiday Instant Tickets will be launching October 1. Get your customers excited about what's to come this holiday season.

'Tis the season of second chances!

Eligible non-winning 2019 Illinois Lottery holiday instant tickets can be entered into a Holiday 2nd Chance Promotion. The number of entries is based on the price point—e.g. \$1 ticket is 1 entry, \$20 ticket is 20 entries, etc. More details regarding holiday instant tickets and the second chance drawing will be coming soon!



Pay Me!

Instant Tickets

What will your players find in an instant?

With the new Pay Me! Instant Tickets, they could uncover multipliers, bonus spots and prizes up to \$1,000,000. The support campaign, which launched August 22, uses fun icons and graphics to play up the surprise and excitement of scratching an instant ticket. The campaign runs through September 22 so be sure to support the Pay Me! family of Instant Tickets through September.

Campaign Support Plan



\$2



Pay Me! #7316
Top Prize: \$20,000

- Game Highlights:**
- Win up to \$20,000
 - Cash register bonus
 - Win up to 11 times

\$5



Pay Me! #7317
Top Prize: \$200,000

- Game Highlights:**
- Win up to \$200,000
 - Cash register bonus
 - 2x, 5x multipliers
 - Win up to 16 times



\$10



Pay Me! #7318
Top Prize: \$500,000

- Game Highlights:**
- Win up to \$500,000
 - 2x, 5x, 10x multipliers
 - Cash register bonus
 - Win up to 21 times

\$20



Pay Me! #7319
Top Prize: \$1,000,000

- Game Highlights:**
- Win up to \$1,000,000
 - Cash register bonus
 - 2x, 5x, 10x, 20x multipliers
 - Win up to 26 times

YEAH!

Holiday Countdown Gigantix Ticket

Countdown the days until the Holiday Countdown Gigantix Ticket arrives! Launching October 1, customers could win up to \$1,000,000.

- Keep selling the Millionaire Club Instant Ticket until the new ticket arrives.
- Hold on to any partial packs of Millionaire Club. It will be back after the holiday season.
- If your store sells out of Millionaire Club, keep the Gigantix bins so it's ready for Holiday Countdown.
- If your store has a new PPOS unit, use the larger Gigantix bins to merchandise Holiday Countdown as soon as it arrives.



Call the Retailer Hotline at 1-844-806-8930 to order today!

Instant Games
You Should Sell



The new Holiday Countdown Gigantix Instant Ticket #7335, launches in October. Is your Gigantix bin ready? Contact your LSR to order a Gigantix bin today!

Millionaire Club will remain active and return this Winter 2020.

\$20	\$1,000,000 Gold Rush Doubler	7305
\$10	Wild Cash	7330
\$2	Easy as 1 2 3	7329
\$1	Double Dollar\$	7315

Price	Name	Game #
\$30	Ultimate Millions	264
	\$5 Million Jackpot 200X	253
		7314
\$25	\$1,000,000 Jumbo Crossword	294
\$20	Mega Cash	255
	Lucky 7 Deluxe	7299
	Pay Me!	7319
\$10	\$250,000 Crossword	284
	\$30,000,000 Cash Blowout	7310
	Millionaire Club	283
	Pay Me!	7318
	Lucky 7 Multiplier	7298
	Illinois Black	7323
\$5	Crossword	254
	\$200,000 Bingo	7303
	Pay Me!	7319
	DEAL OR NO DEAL™	7307
	Lucky 7 Tripler	7297
	Vegas Money	7309
	24 Karat Gold	7313
	Amethyst 7s	259
	Power 5s	293
	25X	267
	Wave of \$500s	278
	Big Win	287
\$3	Crossword	228
	Bingo	223
	Loteria™	7312
	Diamond Quest	292
	MS Project	7300
	Red Ribbon Cash	7308
\$2	Lucky 7 Doubler	7296
	Ten Years of Cash	286
	Pay Me!	7316
	Ace in the Hole	7302
	10X	266
\$1	7-11-21	7304
	Lucky 7	7295
	Ducks in a Row	7311
	Ten Years of Cash	285
	5X	265

September Planogram
Flowchart

Continue to maximize sales with the monthly Planogram Flowchart.

This month, we’re introducing a few new updates to the Planogram Flowchart that will better assist you with merchandising your on-counter instant ticket display. These updates will also provide consumers with optimal instant ticket shopability when viewing the Maximum Sales Driver (MSD).

The header now includes the applicable month for tracking monthly updates.

There is now a reminder to activate new instant tickets for the month. New tickets are highlighted in blue, while core tickets are indicated in green.

Price is now featured to the left as a grouping indicator by row.

A scale has been added to show priority of ticket placement, leading with best sellers.



Steps for merchandising have now been captured in English and Spanish.

In addition to new diagrams of each MSD type, placement indicators for new and core tickets have been highlighted in blue and green.



As games sell-out, please call the Retailer Hotline at 1-844-806-8930, to find the best available games for your store.

NEW
FASTPLAY®

COMING SOON!

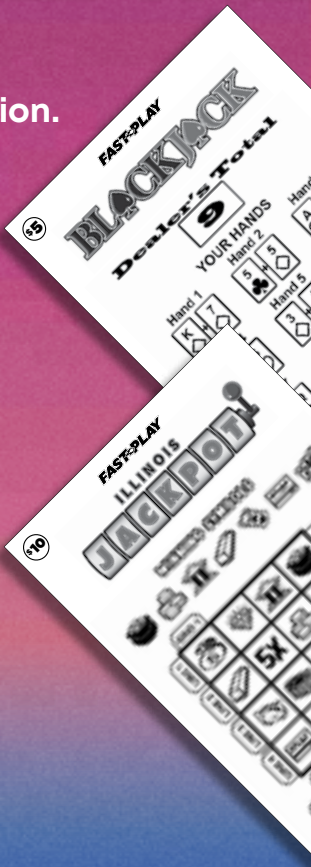
The fastest and easiest way to play and win.
Grow your business with incremental Fast Play sales and with 5% commission.

Fast Play is a new category of Illinois lottery games that combines the best of instant and draw! Fast Play is available in retail only and can be played immediately, offering both fixed and progressive jackpots. Jackpots can be won instantly without waiting for a draw.

- Fast Play features frequent payouts, meaning potentially higher in-store reinvestment levels for you.
- Players of both instant and draw-based games are attracted to Fast Play.
- Fast Play players buy other types of lottery games along with their Fast Play purchase, making each retail trip truly incremental to the category.
- Fast play games are printed on your photon terminal so they are always in stock!

An Exciting new category of games coming soon!
Talk to your LSR about what’s to come later this year.

FASTPLAY® AGS LLC.



Help fight breast cancer in Illinois with the
Carolyn Adams Ticket for the Cure #7336
\$50,000 Top Prize

Launching October 1, 100% of profits from this ticket help fight breast cancer in Illinois. Over \$13 million has been contributed to breast cancer research and grants in Illinois.

Game Highlights:

- Find a “MONEY BAG” symbol, win the PRIZE shown automatically.
- Reveal a “\$\$” symbol and win 2 times the PRIZE shown for that symbol.

Campaign Support Plan



Digital



Social



POS



OOH



Radio



Permanent Point of Sale

The roll-out of the Permanent Point of Sale (PPOS) equipment is ongoing. If you haven't received your PPOS equipment yet, it should be installed in the next few weeks. Taking full advantage of the new equipment will allow you to effectively maximize your lottery sales!

- Remember to:
- Properly merchandise your Maximum Sales Driver display by following your planogram (check out our tips on the Planogram Flowchart on page 4).
 - Ensure that the terminal surround, play slip holder, and any other equipment is in a prime location of your store to increase consumer awareness.
 - Stock play slips at all times so consumers are able to complete them.

Retailers have already begun to see success from the PPOS program. If you would like to receive more information about receiving or adding more equipment to your store, please contact your LSR to begin the process. Below are some testimonials from our retail partners who have placed the PPOS in their stores.

PACKY'S LIQUOR STORE
1440 E Oakton St, Des Plaines, 60018



"I love the new MSD and so will the Lottery Players."

STOP N GO LIQUORS
5214 W 159TH ST, Oak Forest, 60452



"We've only had the new equipment a couple days, and I can already see the difference."

EMPORIUM LIQUOR
130 E Sibley Blvd, Dolton, 60419



"I love how bright the display is, and it is catching the attention of my customers."

QUICK STOP FOOD LIQUOR
409 E 111 St, Chicago, 60628

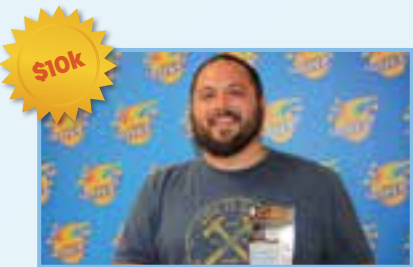


"Now Lottery is the best looking product on my counter, and the sales should benefit."

WINNER UPDATES

We enjoy celebrating Lottery winners who won jackpot and instant ticket top prizes across the state! Congratulations to the retail locations below where these tickets were sold.

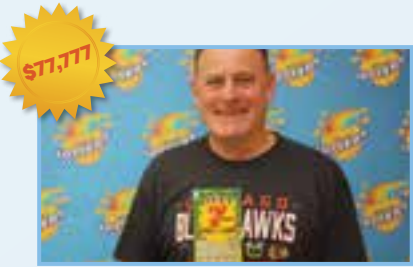
Your store could be featured next!



Jeffery Laitila, who won \$10,000 on a DEAL OR NO DEAL™ Instant Ticket, plans to use his winnings to pay off bills. He's been playing the Lottery for 17 years and won at the Casey's in Marseilles.



Yvonne McCambry from Chicago purchased a winning Super 7s Instant Ticket from a BP on Cicero Ave. She's planning to use her \$50,000 to pay off bills.



Paul Nowik won \$77,777 playing the Lucky 7s Deluxe Instant Ticket. He plans to buy a brand new F-150 truck, pay off bills and invest his winnings. He was with his wife, Rosemary, in the parking lot of a BP when he won, but Paul actually purchased his winning ticket from a Kwik Pantry in Antioch.



Meet **David Kutz**, who's been playing the Lottery since it started in 1974! David finally found luck when he purchased a winning \$250,000 Crossword Instant Ticket from a Moto Mart in Highland. He plans to his whopping \$250,000 to travel to San Diego, CA to visit his son, who is in the Marines!"



Carol Stream resident, **Samuel Militello** won \$450,000 from a \$3 Lucky Day Lotto ticket. Samuel has been playing the Lottery for 20 years and won at the Amoco Food Shop on Waukegan Rd in Glenview. He plans to use his winnings to pay off bills and travel to Italy.

Retailer Spotlight



Congratulations to manager, **Babubhai G. Patel**, and his team at **One Stop Liquor**, located at 7630 W. Dempster St in Morton Grove. The retailer sold a winning **\$650,000** Lucky Day Lotto Ticket to one very lucky player. The retailer received a bonus check for \$6,500. Now that's a win-win!

The more you sell, the better chance you have at selling a winning ticket!



CHAMPIONS PROGRAM



As announced in the July Lottery Lowdown, the Illinois Lottery is developing a Champions Program, designed to champion a new standard of excellence in Lottery retailing that maximizes sales and profitability for our Independent retail partners. The Champions Program is an Independent retailer incentive program that seeks to achieve the following business goals:

- **Adoption of Lottery Best Practices**
- **Grow Retailer Sales**
- **Support and Reward Retailers**

Stores will be reviewed on a monthly basis and scored for compliance with standards in key strategic areas in store: PPOS placement, product assortment and availability, meeting display/merchandising standards and promotional support.

Beginning in January, the Champions Rewards Program will give retailers the opportunity to earn rewards with chances to win entries into drawings for bonus prizes.

ABCs of becoming a Champion Store

The Champions Score will be based on three categories on which we want retailers to focus in their stores.

AVAILABILITY

It is extremely important that instant tickets and play slips are available and visible to encourage consumers to make a purchase, especially since 1 in every 2 lottery purchases are made impulsively at the counter.

BRAND

Displaying the Illinois Lottery brand in store will raise awareness, trigger consideration and drive purchase of our products. Vending machines, POS materials, Maximum Sales Drivers and other PPOS equipment should be placed in the right position within each retail location where they are visible to consumers.

CUSTOMER

We want consumers to benefit from the Illinois Lottery. It is important to champion products, winners, prizes and special causes while also selling products responsibly. Ensure Responsible Gaming materials are in-stock and be aware of problem gambling issues.

For a look at the score card, please see page 9. Keep an eye out for additional information regarding the reward model for this program in upcoming retailer communications.

Score Card

CATEGORY	CRITERIA	CRITERIA DEFINED	POINT VALUE
AVAILABILITY	Instants full & available	• Bins and Vending machines have 0 out of stocks at point of entry • On counter, in power tower or MSD fully stocked	2
	Instants correctly merchandised	• Tickets are laid out in plan-o-gram if applicable • Tickets are laid out in order of price point from high to low • Tickets are correctly merchandised in the bins with the whole ticket visible to consumers • Vending machine instant ticket cards are available for each game and displayed correctly	1
	Draw Game play slips full & available	• Play slips for ALL draw games are on display and fully stocked • Play slips are displayed in the correct play slip holders of lottery-provided equipment • Stores are knowledgeable of all lottery games, including terminal games	1
BRAND	Location	• MSDs, bins, or menu mats/boards are on the front of counters and visible in the RED ZONE (arms reach of main cash register) • All displays are customer facing • Vending machines are in high traffic areas of the store	2
	Campaign POS items are current	• POS merchandising is utilized & displayed in prime, customer-visible locations around the store • Additional POS items allocated to the store are being used & displayed, and are current and merchandised for the life-cycle of the campaign	1
	Lottery equipment is clean, visible and clutter free	• Instants bins are numbered with Lottery-supplied numbers • Instants bin are fully visible to consumers • Lottery equipment does not have non-lottery marketing materials or printed signage on display • Playstations are kept clean & in working order • Counter mats & menu boards are fully visible to consumers	1
CUSTOMER	The store promotes lottery products winners and prizes	• Retailers actively promote & engage with their customers about lottery products • Retailers have winner POS on display • Retailers promote large jackpots & have jackpot signs on display and visible near the front entrance of store • Retailers display winners, lottery good causes and support specialty tickets	1
	Be Smart, Sell Smart™ The store sells responsibly with RG messaging visible	• Responsible gaming messaging displayed at playstation • All lottery equipment has Responsible Gaming messaging on it • POS, pamphlets or other RG messaging is always in stock at store • Retailers understand how to spot problem gambling & can give customers information on where to go for assistance • Retailers have completed RG training/reviewed RG materials	1
TOTAL POINTS			10

Good luck!

The Illinois Lottery has been busy this summer!

The Illinois Lottery has been attending events to surprise and delight consumers with meet and greets, concert tickets, VIP upgrades and other cool experiences.



Here’s a recap of what we’ve done so far!

NASCAR Camping World 400

From June 27-June 30, the Illinois Lottery activated at the Chicagoland Speedway in Joliet. Consumers could download the app to unlock prizes from a Draw Ball machine; receive a Lottery-themed, non-alcoholic mixed drink and take photos in front of a Chicago cityscape wall. The Grand Prize allowed the winner & his or her friend to drive a NASCAR car on the track.

The Taste of Chicago

This year, the Lottery partnered with the Taste of Chicago from July 10-14 to surprise players with opportunities to win additional food tickets, concert tickets and other cool experiences by spinning the Lottery prize wheel. Customers were able to enjoy the Lottery space, where they had access to even more chances to win by downloading the Lottery app.

Hollywood Casino Amphitheater Concert Series

One of the premier events this summer is the ongoing concert series at the Hollywood Casino Amphitheater. There are 15-20 concerts within the Illinois Lottery sponsored series, offering customers the chance to win VIP upgrades, access to elevated viewing areas and a grand prize of a VIP concert getaway at one of the Lottery’s activations. Consumers are also able to unlock other cool prizes and experiences by downloading the Illinois Lottery app.

White Sox Activation

The Illinois Lottery is a proud supporter of both the Chicago Cubs and White Sox! On July 5th, the Lottery activated at Guaranteed Rate to cheer on the Sox and encourage fans to download the Lottery app in order to unlock prizes from the Draw Ball machine.

Find us at future events by visiting: illinoislottery.com/useful-information/events

Retailer Compliance

New Be Smart, Play Smart™ Guide

A new Be Smart, Play Smart™ responsible gaming guide was developed to assist players. The guide contains the following information:

- Warning signs of problem gambling are located on the left inner portion of the pamphlet. Crucial signs include continuing to gamble after repeated attempts to stop and neglecting important responsibilities to play lottery games.
- Support resources are located on the right inner portion of the pamphlet. A great resource is the 1-800-GAMBLER helpline, which is answered by experts 24/7. This helpline can help determine whether players have symptoms of a gambling problem and can refer them to treatment programs, if needed. Other help resources are also available in the gaming guide.
- Tips on how to responsibly play the lottery, located on the back portion of the pamphlet. Tips include setting a limit on the amount of money you will spend and only spending money you have.

To support this initiative, please ensure this guide is placed in the play slip holder, preferably in the bottom right hand corner. If a player requests responsible gaming support, direct them to the guide.

It is your responsibility as a retailer to monitor stock quantities of the guide and to ensure it is on display in the store at all times. Reorders of the guide can be placed through your Lottery Sales Representative.



Helpful ADA Information

Disability Discrimination in the Workplace

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

- ▶ Employers are prohibited from discriminating against employees or applicants with disabilities in all aspects of employment, including hiring, pay, promotion, termination and more.
- ▶ Employers must provide reasonable accommodations for employees with disabilities.
- ▶ Employers must keep medical information related to an employee’s disability and medical history confidential.

For more information, call (800) 514-0301.



The Retail Hotline for Intralot is 1-844-806-8930

Your Hotline operator will be able to answer any questions you may have regarding:

- Terminal functions & connectivity
- Installation schedule & queries

 Be Smart, Play Smart™ Must be 18 or older to play.

Crisis counseling and referral services can be accessed at 1-800-GAMBLER or text “ILGamb” to 53342. For additional info or to exclude yourself, call 1-800-252-1775 or visit illinoislottery.com.

