

AGENDA

Why an Image Campaign?

Brand Positioning

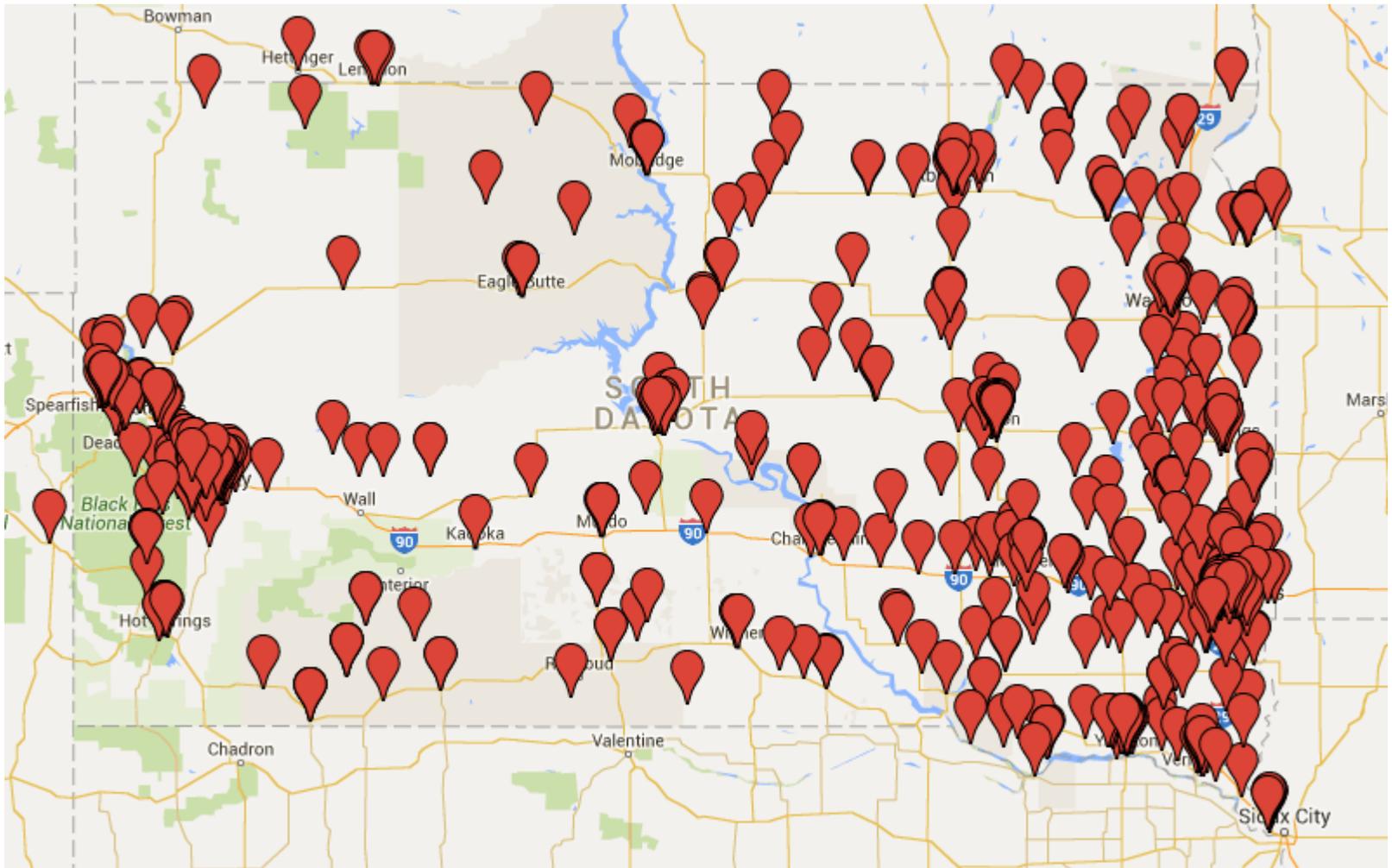
Campaign Elements

Campaign Timeline

WHY AN IMAGE CAMPAIGN?

STUDY PARTICIPATION - SURVEY

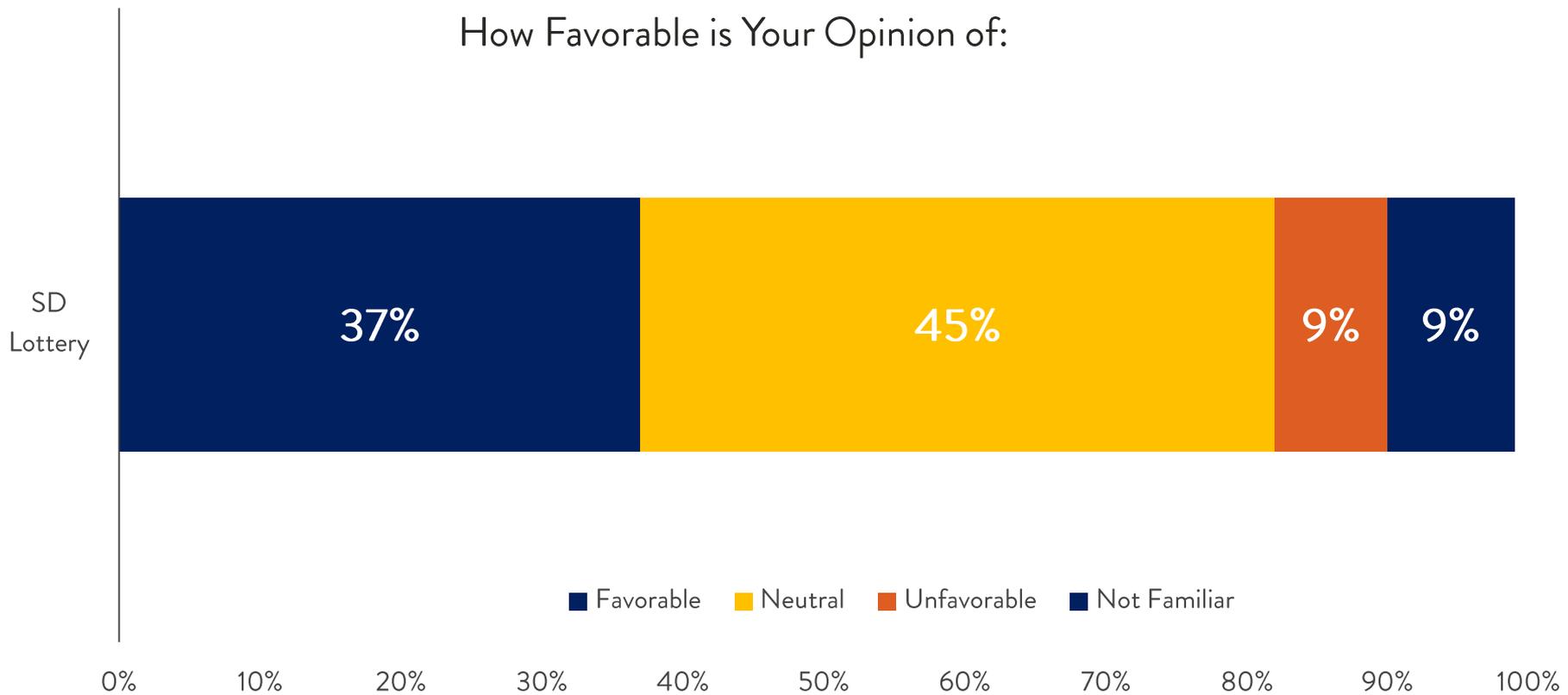
The following map shows a selection of survey participants who shared their address with us for the study.



**Those who shared address information*

OPINION OF THE SD LOTTERY – ALL RESPONDENTS

45% of all respondents feel “neutral” about the SD Lottery organization



Source: SDL 2015 Motivations Survey

INFLUENCING BEHAVIOR

IMAGE + EXPERIENCE = OPINIONS



BEHAVIOR

BRAND POSITIONING





**SOUTH DAKOTA
LOTTERY** ©

BRAND POSITIONING

GOOD FUN

BRAND POSITIONING

The South Dakota Lottery is good fun. It's good for fun. It's fun for good.

It gives money to important things like education, highways, and the environment.

GOOD.

It makes people smile.

FUN.

Every dollar earned is reinvested in South Dakota.

GOOD.

On average, players win over a million dollars each day.

FUN.

You see where we're going with this? Either way, South Dakota wins. Good for South Dakota. Fun for South Dakotans. That's good fun.



BRAND POSITIONING

If the SD Lottery were a musical instrument,



BRAND POSITIONING

If the SD Lottery were an animal,



BRAND POSITIONING

If the SD Lottery were a food,



CAMPAIGN ELEMENTS

CAMPAIGN ELEMENTS

GoodFunSD.com

- Hub for all campaign elements
- Landing page will explain “Good Fun” through interactive infographic
- Facts, statistics, figures



CAMPAIGN ELEMENTS

BILLBOARDS



MUST BE 18 OR OLDER TO PLAY. PLEASE PLAY RESPONSIBLY.



CAMPAIGN ELEMENTS

BILLBOARDS



CAMPAIGN ELEMENTS

BILLBOARDS

GOODFUNSD.COM



CAMPAIGN ELEMENTS

BILLBOARDS

**GOOD FOR FUN
FUN FOR GOOD**

GoodFunSD.com



**SOUTH DAKOTA
LOTTERY®**



**SOUTH DAKOTA
LOTTERY®**

CAMPAIGN ELEMENTS

POS

**DID YOU KNOW
COTTON CANDY WAS
INVENTED BY A DENTIST?
HOW ABOUT THAT THE
SOUTH DAKOTA LOTTERY
GAVE \$112 MILLION BACK
TO THE STATE LAST YEAR?**

Must be 18 or older to play. Please play responsibly.

For more amazing facts and
some other good fun, go to GoodFunSD.com.



CAMPAIGN ELEMENTS



TV



RADIO



DIGITAL

CAMPAIGN ROLLOUT

FEB

MAR

APR

MAY

JUN

LANDING PAGE

TV

RADIO

DIGITAL

BILLBOARDS

POS

