



ST. JOHN & PARTNERS

Summer 2014 Internship

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THE TEAM



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Social Media



Our social media reach

Meet the Interns





OUR ASSIGNMENT

Assignment Overview

Assignment:

To increase consumer reach and engagement through the Lottery's owned channels, as well as to connect and stay connected through the existing "Stay Connected" programs. The outcome of the assignment should achieve recommendations on whether to build on, add to and/or remove what the Florida Lottery currently utilizes. Establish an O.G.S.M. and budget necessary to meet the goals of the identified channels. Further, to create a year-long spec creative that will allow communication with customers 365 days a year in a tiered messaging strategy.

Assignment Background:

The majority of current Lottery players are Generation Y and the Baby Boomers. Each generation, including Millennials, is present on social media, but Millennials dominate the user population. This creates an opportunity to reach the untapped market while maintaining interaction with current players. Claiming Millennials as the target audience produces a template for future adaptation to the incoming generation. This adaptation ensures success in communication, engagement, awareness and a contribution toward the increase in sales.



Our Assignment

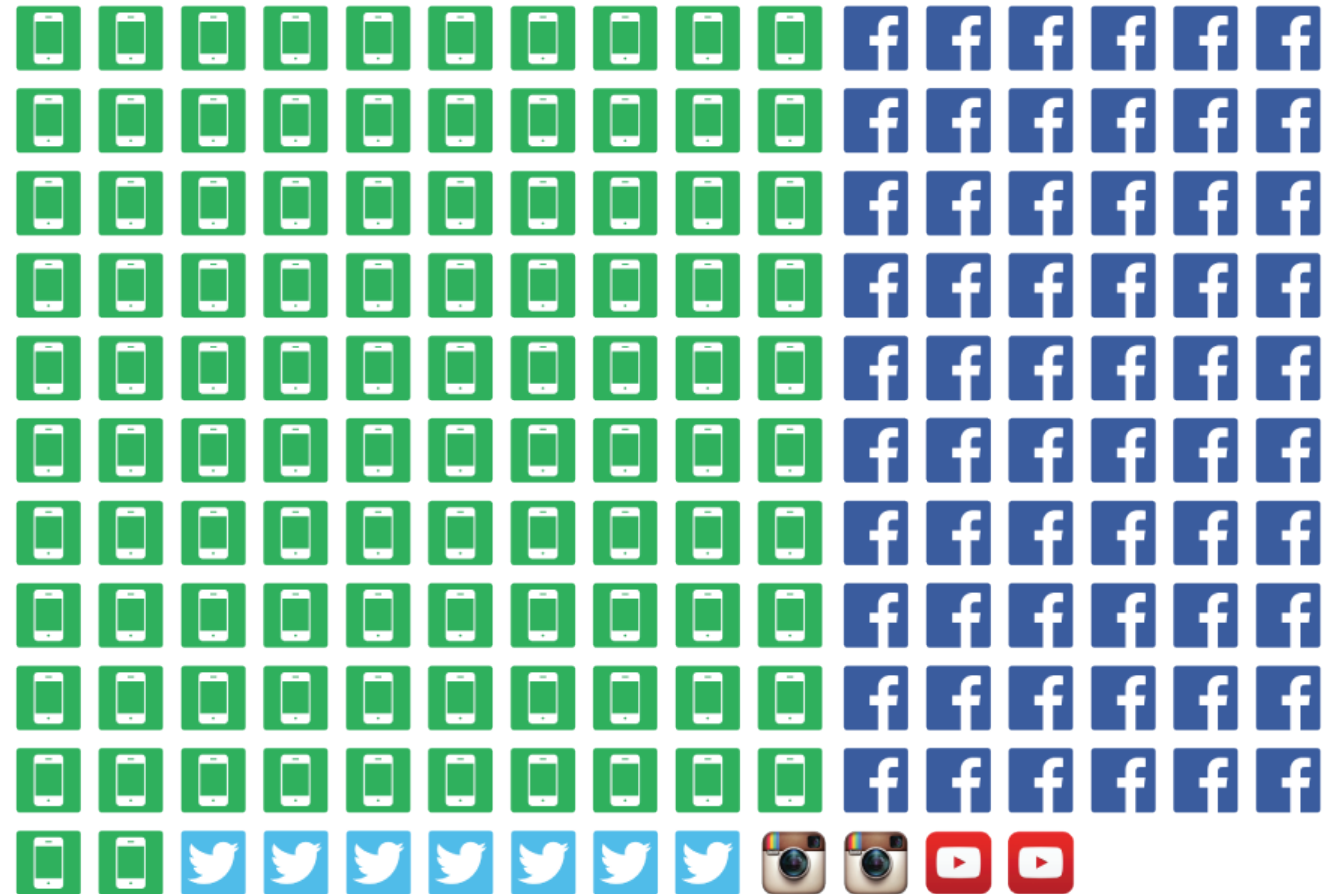
Social Overview

- The current platform content is infrequent in postings, and lacks user engagement and awareness. In specific platforms it's outdated, inconvenient or lacks content as a whole.
- In the last few weeks, the Florida Lottery has made some improvements in their bulk content on the top social media channels. This includes event updates, photos, conversations with other brands and product promotion. Despite recent efforts, postings are still inconsistent and too slow to provide us with results that will make a difference. We see room for future growth and great potential for success if our campaign is brought to life.

The Numbers

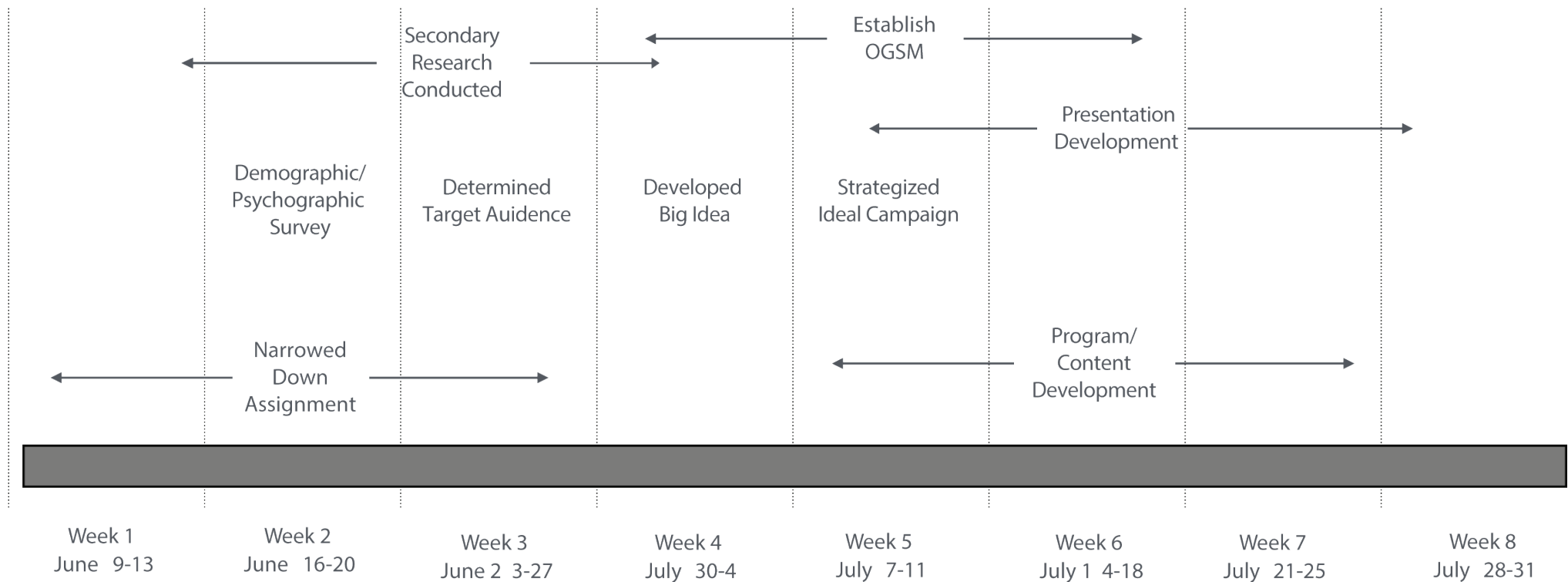
- Facebook - 60,290 likes
- Instagram - 1,863 followers
- Twitter - 7,241 followers
- YouTube - 1,685 subscribers
- App - 102,000 downloads
- RSS, Podcast, Email and Text - no data

Each icon is roughly 1000 users



Assignment Overview

As a group, the first week we conducted research on our target audience—Millennials (18-34 year-olds) with subtargets African Americans and Hispanics. From here we surveyed 140 people to help narrow in on our demographic by learning psychographic traits of our audience. From this survey alone we were able to see the opportunities the Florida Lottery has to reach Millennials. We picked the social channels we wanted to focus on and began to create our O.G.S.M. Building off of the O.G.S.M., we strategized an ideal campaign highlighting one big idea.





RESEARCH & PLANNING

Primary Research

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We needed to know what social media channels are more popular, what excites Millennials about these social media channels and how aware they are of Florida Lottery’s social media presence.

Primary Research Methods:

Online Survey: sample size was 140 Florida Millennials answering questions about the Florida Lottery and their own social media habits.

One-on-one interviews: asked 20 Millennials questions about what they like and don’t like in terms of digital and social media, what kind of content they find most engaging, and what gets them motivated to follow brands through digital and social media.



Secondary Research

.....

We conducted secondary research through various websites, databases through 4A's, MRI data and the weekly trends report given to us by the Florida Lottery. By looking through all of the information we were able to gather about Millennials and their habits, we came to understand what drives and triggers them on social media.



Intercepts & Online Survey

Millennial Overview

Understanding Millennials

Millennials are the age range of 18-34; they are heavily influenced through social media, mainly through friends' social media posts about products and services. In the month of November 2013, Millennials spent around 24 hours on various social media channels a week. Sixteen of those hours were spent on their mobile device. Four out of 5 will purchase a product from a brand if they support a cause that interests them. Millennials are really into self-expression and constant connection, and they have the social tools to prove it. They are also the most diverse and educated generation ever!

Diversity of Millennials

The Millennial generation is large and diverse, so there are a lot of different beliefs, trends and social media habits. Forty-three percent of Millennials are non-white. Millennial Hispanics are more likely to shop online and do excessive research before purchasing. African Americans have more of a presence on Twitter than any other race. They want to have their voices heard and they believe Twitter is the best tool for it. Nearly 40 percent of African American Millennials who use the Internet are on Twitter. Facebook is still the most dominant social media network among Millennials.

Assignment Overview

Millennials & The Florida Lottery

Millennials are not avid Florida Lottery players. They are very skeptical and believe that it is a waste of money, or they don't think they will win. When they do play, it is mostly a spur-of-the-moment purchase, either for themselves or others as gifts. Scratch-offs are their primary choice of play.

- Unaware of the Florida Lottery's involvement in education, as well as Stay Connected programs
- Rarely play the Florida Lottery
- From our survey, 86% say they play the Lottery a few times a year
- Usually a spur-of-the-moment purchase
- Top three reasons Millennials don't play:
 - "Waste of money"
 - "Don't carry cash"
 - "Don't think I will win"
- Sees Lottery tickets as rite of passage: age 18
- Will purchase Lottery tickets as gifts



From our survey, 86% of Millennials play a few times a year

Secondary Research

Millennials & Social Media

Millennials are the heaviest users on social media; the top three social networks they use are Facebook, Twitter and Instagram. This generation is eager to get connected, get involved and give to causes they are passionate about. Millennials are most receptive to messages that use celebrity endorsements or relatable characters/themes. Millennials love music and creativity, and care about social causes. They may not be writing big checks, but they will spend a little extra with a brand who is aligned with what they care about – whether that’s an artist or a cause. Millennials are most likely to retweet a brand if there are incentives and they love looking at photos, which Instagram has plenty of. Millennials value brands that allow them to express themselves in unique ways. Photo sharing is a way Millennials can connect with others through creative expression.

75% will share, retweet and like images at non-profit events

60% enjoy hearing about successful projects

55% have posted a “selfie”

53% will retweet a brand if there are incentives

50% follow non-profit organizations



S.W.O.T. Analysis

STRENGTHS

- High brand awareness
- Already present on social media
- Has given more than \$26 billion to education
- Millennials like gaming
- Wide variety of games

WEAKNESSES


- Cash-only sales
- Games can be perceived as unwinnable
- Lack of engagement with players
- Slow adoption of new technologies
- No awareness of stay connected programs

OPPORTUNITIES

- Bring awareness to Bright Futures
- Create incentives for social media engagement
- Showcase “winning awareness”
- Increase presence at onsite events
- Cross-promotion with vendors
- Collect personal information for future communication

THREATS

- Online games
- Other gambling establishments in Florida
- Social media clutter



IMAGINATION
is more important than
KNOWLEDGE

Diana Iglesias +1 Add Friend Message ...

[Timeline](#) [About](#) [Photos](#) [Friends](#) [More](#) ▾

About

- Money is sometimes tight but when I have extra cash in my wallet I will sometimes buy a scratch-off
- Good things happen to good people
- Family is most important
- Buy lottery tickets when I'm feeling lucky
- Optimistic I will win, but know the odds are against me

My Faves

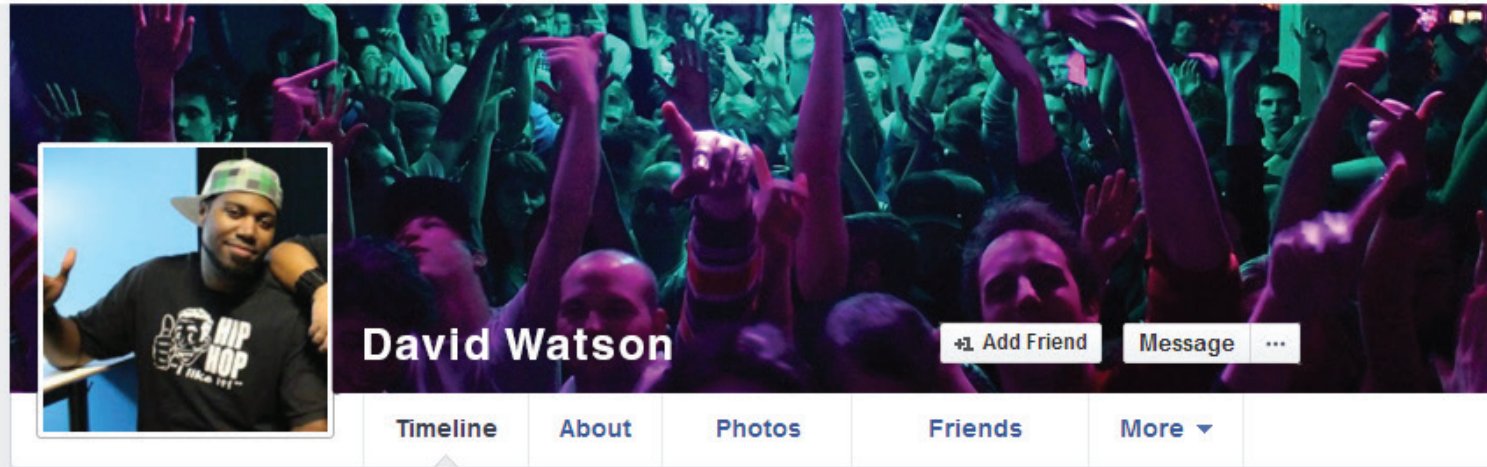
- Sharing my knowledge and content I care about with others
- Sharing my experiences and engaging with friends
- Following brands and social causes I care about on social media

Where I am



Likes

- Giving
- Cultural Holidays
- Birthdays
- Anniversaries
- Community Service
- Sales/Deals
- Games



David Watson +1 Add Friend Message ...

Timeline About Photos Friends More ▾

About

- Social media is the best way to communicate and be informed
- Best way to access social media is through mobile device
- There is no reason to carry cash
- There has to be an outcome or reason for me to do something


My Faves

- Twitter, so I can be updated on business, brands and celebrities
- Facebook, so I can keep in touch with friends and family
- I am always on the move, so I love my smart phone
- I like to show off my achievements and good deeds, so I am constantly updating my Twitter and Instagram account

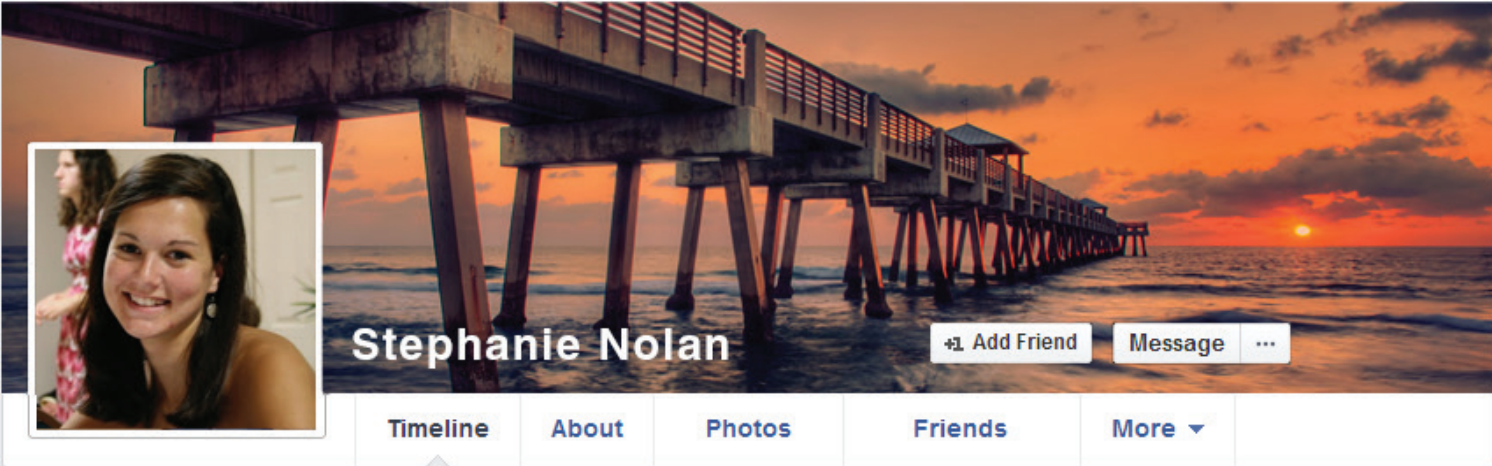
Likes

- Recognition
- Community
- Events
- Sports
- Music
- Education
- Friends

Where I am



A collage of images and logos. On the left is a gas station with a sign that says 'GATE'. In the center are social media icons for YouTube, Instagram, Facebook, MySpace, and Twitter. On the right are logos for 'STAND UP TO CANCER' and 'ONLINE ADVERTISING'.



Stephanie Nolan +1 Add Friend Message ...

[Timeline](#) [About](#) [Photos](#) [Friends](#) [More](#) ▾


About

- Social media is the best way to be informed
- Playing the lottery can be a waste of money
- To me, scratch-offs are cheap and easy
- Photos are more engaging and entertaining
- I need to be the first to know what is trending on social media
- I need to have my iPhone

My Faves

- Looking at photos and content from friends
- Following brands for promotions and deals
- Looking for fun events to attend

Where I am



Likes

- Being Social
- Birthdays
- Special Events
- Holidays
- Social Trends

SJP

O.G.S.M.

What is it?

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Objectives



Why are we engaged in this effort?

Goals



The specific and measurable accomplishments that will indicate progress toward each of our objectives

Strategies



The initiatives required to influence and change behavior to successfully impact our goals

Measurements



The specific metrics that will track the progress we make toward our goals

O.G.S.M.

O.G.S.M. Overview

Objective: Increase brand awareness and engagement with Millennials through digital and social media.

Goal 1
Increase social, digital and onsite event awareness by 8%-10%



- Strategy 1**
- Develop engaging content to create onsite interactions
 - Create incentives for existing Lottery players
 - Earned/owned media
 - Integrate social icons on and offline

Goal 2
Increase engagement by 6%-8% through user-generated content



- Strategy 2**
- Create content to engage users through relevant platforms
 - Increase user-generated content through events and contests

Goal 3
Build user engagement by increasing download and retention rate on app by 4%-5%



- Strategy 3**
- Strengthen retailer relationship through in-store copromotion
 - Make scanner for app
 - Encourage content sharing
 - Collect personal consumer information for future communications

Channel Recommendation

We determined through our research that our demographic's usage of RSS and podcasts is almost negligible, and that they find text messaging unappealing when used for brand awareness/engagement. These three platforms should not be entirely discontinued, but expanding them would not be in line with this campaign's objectives.

Our research led us to focus on the Florida Lottery mobile app, Facebook, Twitter, Instagram, YouTube, and email.



SJ&P

THE BIG IDEA

#PlayItForward

Through the simple act of buying Lottery tickets, Florida Lottery players have indirectly donated more than \$26 billion to education since 1988.

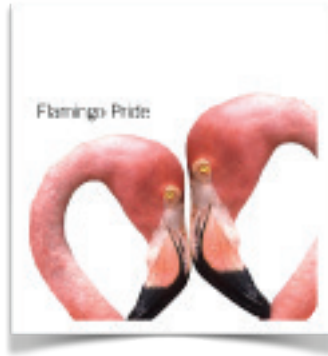
It's time for Millennials to join in.

Our message campaign informs Millennials of the Florida Lottery's roots in giving back, and then encourages them to perpetuate this theme via social media—a sort of 24/7 player takeover of the company's online presence. In doing so, the campaign will create a social media-driven movement of young, community-minded Florida Lottery players with the potential to go viral.

Brand Pillars

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Our Big Idea, #PlayItForward, naturally ties into the Florida Lottery's brand pillars. Every goal, strategy and tactic we have ladders back and supports the importance of what the Florida Lottery stands for.



The Big Idea





#PLAYITFORWARD IN ACTION

Did You Know?

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By using the #PlayItForward campaign, we aim to engage Millennials with the Florida Lottery by bringing awareness to the brand's affiliation with Bright Futures and how they continually play it forward throughout the Sunshine State. The Florida Lottery benefits students in Florida, from scholarship programs to statewide projects. Unfortunately, a large number of students aren't aware that the Florida Lottery funds these programs. With the #PlayItForward campaign, we want to help bring awareness to how the Florida Lottery pays it forward in the education system. With a rising total of \$26 billion given to education, the Florida Lottery is inarguably funding tomorrow.

FUNDS GIVEN TO 780 STATEWIDE PROJECTS

\$ 26 BILLION GIVEN TO EDUCATION

650,000 STUDENTS RELY ON BRIGHT FUTURES

Play It Forward: Awareness



Campaign Spokesperson

This is Christie Bassett, Florida Teacher of the Year for 2015, and a Bright Futures recipient who has played it forward in the classroom, as well as in her community. Christie represents a purpose, and Millennials engage with brands that stand for something, more importantly that give back to their community. Graduating from college seven years ago and becoming Teacher of the Year is quite an accomplishment, and she could not have done it without the help of Bright Futures. She represents brand pillars such as Optimistic Moments and Funding Tomorrow with her story. We decided to recognize Bright Futures scholars and showcase where they are now. We want to utilize Christie's Bright Futures Spotlight as a personal interest story to pitch to Florida media, highlighting aspects of the #PlayItForward campaign. Christie will encourage others to share their own Spotlights and where they are now.



30 Years Old



Polk County Art Teacher



Bright Futures Scholar



Florida Southern Graduate



Florida Teacher of the Year

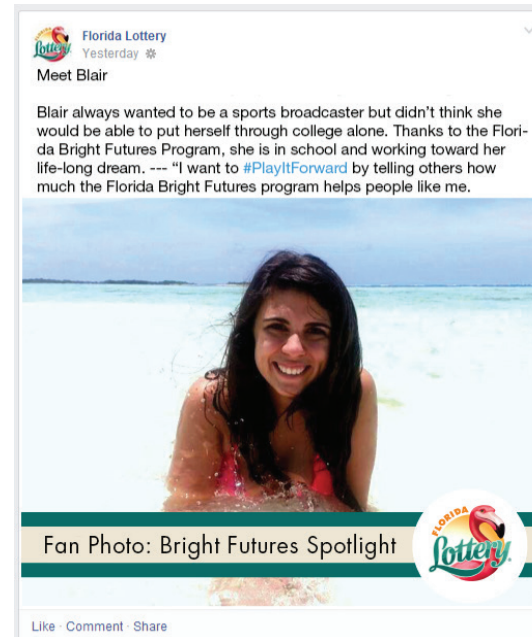
Play It Forward: Awareness



Bright Futures Spotlight

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We encourage Florida Lottery followers to submit their personal stories about how Bright Futures has helped them through school and how they continue to play it forward. By submitting a photo, a brief caption, and tagging #PlayItForward, users will have a chance to be showcased on our social media channels. Millennials are more likely to submit user-generated content when they know it has the potential to be shared by brands they are loyal to. This campaign embraces the brand pillars of Funding Tomorrow and Driving Excitement.



Play It Forward: Awareness



Bright Futures Spotlight

The screenshot shows the Florida Lottery website interface. At the top left is the Florida Lottery logo, which includes a pink and yellow flamingo and the text 'FLORIDA Lottery'. To the right of the logo is a navigation menu with links: 'Where to Play', 'How to Claim', 'About Us', 'Events', 'Media', 'FAQs', 'Contact Us', and 'Espanol'. Below the navigation is a red horizontal bar with five buttons: 'PLAY', 'WIN', 'SECOND CHANCE', 'SUPPORT EDUCATION', and 'FOR RETAILERS'. The main content area features a background image of a man in a green shirt working with a microscope. Overlaid on this image is the text: 'The Florida Lottery helps plants grow in space.' Below this, it asks: 'Are you a Bright Futures Scholar who's playing it forward?' and includes the hashtag '#PlayItForward' and the instruction 'See the Spotlights and tell us your story on Facebook.' A 'Bright Futures Spotlight' badge is visible in the bottom right of the main content area. On the left side of the screenshot, there is a vertical red bar with the text 'WINNING NUMBERS'. At the bottom of the screenshot, there is a 'Connect:' section with icons for Facebook, Twitter, YouTube, Email, Text, Mobile, RSS, and a speaker icon.

Play It Forward: Awareness



#PlayItForward "Photo-a-Day"

Instagram is one of the most popular social media channels among Millennials. We created a #PlayItForward-themed Photo-a-Day calendar to encourage Florida Lottery followers to share how they play it forward on a daily basis. With challenges such as “Bake something for your neighbor” and “Donate school supplies,” users are asked to share their photos of the completed tasks. The participants must tag #PlayItForward for a chance to have their submissions shared on the Florida Lottery’s Instagram account. This is a month-long Instagram campaign designed to embody the brand pillars of Integrity Above All, Driving Excitement and Funding Tomorrow.



Engagement: Contests



YouTube How-To Video

ST. JOHN & PARTNERS		TELEVISION SCRIPT	
Client: Florida Lottery	Description: How to Play, YouTube Lottery U "Convenience Store"		Length: 1:30
Date: 7/18/14	Job #:	Comm #:	AD/CW: DC/JJ

Tag/Comm. #	VIDEO	AUDIO
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SUPER: "How to Play" text in front of out-of-focus landscape.

MUSIC: Intro music.

Cut to Keith standing in front of young, bustling campus green background.

GUIDE: What's up guys? My name's Keith, and this is Florida Lottery University. Today I'll walk you through everything you need to know so you can feel confident playing Florida Lottery's new game, LUCKY MONEY with EZmatch.

Draw games aren't just for expert Lottery players. LUCKY MONEY is just as easy as the scratch-off tickets that you're used to. Once you learn how to play, you'll be introduced to a whole new level of winning opportunities.

Believe me—the time you spend here at Florida Lottery U could pay off big.

Cut to Keith's back as he walks into a convenience store.



1.) Intro



2.) Keith introduces himself and welcomes you to Florida Lottery U.



3.) Keith leads you into convenience store.



4.) Once inside, you see the Florida Lottery Terminal.



5.) Keith takes you through the playing process step-by-step as you look over his shoulder.



6.) Keith purchases the play slip.

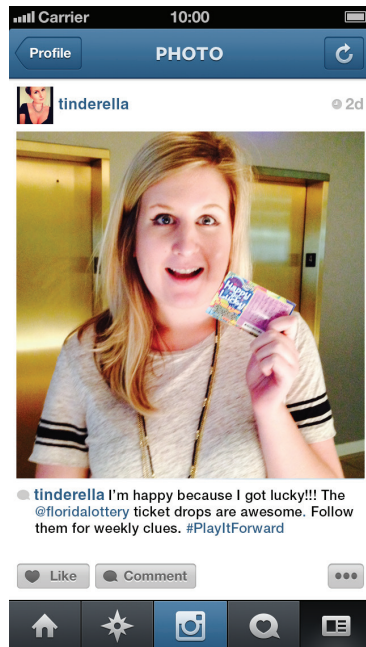
Play It Forward: Awareness



#PlayItForward Ticket Drop

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Flamingo Pride is one of the Florida Lottery's brand pillars. We designed a #PlayItForward-themed ticket drop to create another incentive for Florida Lottery fans to engage with the brand on social media. By posting hints and pictures of where the tickets and swag prizes will be, Florida Lottery followers will be able to find prizes all around Florida at iconic locations such as Mile 0 and the Castillo De San Marcos. Florida Lottery representatives will be onsite to document each finding. At each drop site, a pink lawn flamingo will mark where the prize is located, further promoting the brand.



Engagement: Contests



Traveling Digital Wall

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The digital wall is something new we want to bring to the Florida Lottery’s indoor and outdoor events. Millennials like to see their content recognized, from photos to status updates. The wall will project tweets, status updates and photos that followers post using the hashtag #PlayItForward. The wall will travel to each event, creating engagement opportunities with event attendees. The wall can also be streamed to your computer or cell phone screen so you can watch the feed at each event from your own device. This wall will drive excitement for our events and will help raise awareness for the Florida Lottery.



Play It Forward: Awareness



Event Presence

At each event, a Florida Lottery tent will include a chance for attendees to engage on- and offline. The digital wall will showcase content and photos of people attending the event. A corn hole competition will be set up outside the tent, encouraging attendees to engage with our brand by purchasing \$5 in Lottery tickets and checking into the Florida Lottery tent on one of their social channels. This competition will drive excitement to our tent, creating optimistic moments for winning players. Players have the opportunity to win Florida Lottery merchandise stamped with “#PlayItForward,” T-shirts, sunglasses and a discount scratch-off card to a player’s school bookstore, ranging from 10% to 50% off.

Millennial
College Game Days - 11/29
Alumni/Booster Club Meetings
Scholarship Night
Ice Cream Social
\$5,000

Hispanic Millennial
Hispanic Festival of Polk County
10/26
\$5,000

African American Millennial
Zora Neale Hurston Festival of
the Arts & Humanities
1/31-2/4
\$5,000



Play It Forward: Awareness



The Tent

At the events, Christie Bassett and Florida Lottery representatives will continue to spread the #PlayItForward message with opportunities to engage on- and offline. A corn hole competition will travel to event sites for attendees to get involved at our tent. Players will purchase \$5 Lottery tickets to compete for 1st-, 2nd- and 3rd-place prizes. Money collected will be donated to schools located in the area of the event. We want to emphasize the notion that all players are winners and by playing the Florida Lottery, students have the opportunity to attend college.



Giveaways & Prizes

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#PlayItForward T-shirts, glasses and sunglasses will be available at each event for attendees. Millennials love free stuff and winning prizes. Attendees will have the opportunity to win Florida Lottery merchandise to share with their friends at events. Giving back and spreading the #PlayItForward campaign is the overall objective at events.



Play It Forward: Awareness



Giveaways & Prizes

.....

Something new we want to bring to college events is the opportunity for attendees to win a bookstore scratch-off. The scratch-off coupon will range from 10 to 50 percent off of the students' next bookstore purchases. This coupon mimics the feeling of playing and winning with the Florida Lottery—an aspect that appeals to Millennials. This coupon embodies what #PlayItForward stands for. With this bookstore scratch-off, we aim to make known the connection between the Florida Lottery and education funding.



Play It Forward: Awareness



Additional Events

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Given our budget, we are able to attend events that Millennials already frequent. However, the Florida Lottery can continue to reach the target audience at several other events, such as the Calle Ocho music festival, college basketball games and purpose-driven foot races. Our research suggests that attending these would enable us to successfully reach our demographic.



Rolex 24 At Daytona



Calle Ocho Festival



Big Guava Music Festival



College Basketball Games



Education for Life 5K



Tampa Bay Black Heritage Festival



SunFest

Play It Forward: Awareness



Paid Media Overview

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Objective: Raise awareness of the Stay Connected program.

Overall Media Approach:

Leverage promotional media to carry the new message throughout the year. It needs to have a continuous presence to remain top-of-mind.

Digital media brings wide-ranging benefits like a broad and cost-efficient reach, as well as specific targeting. The Millennial generation is likely to find digital media appealing, as they tend to be drawn to interactive and eye-catching experiences. This gives us an opportunity to increase brand affinity and awareness among our demographic.

We'll target sites frequented by Millennials, gamers and Lottery enthusiasts in the Florida market. Digital media will also give us the ability to retarget Florida Lottery site visitors; we can track users who visit our website, and make sure our ads show up on other pages that they visit. Success will be measured by app downloads, Facebook page likes, and Florida Lottery website visits.



Paid Media Approach: Digital
7/1/15-8/31/15
\$115,000

Digital/Mobile Display

- High-impact ad formats create viewer interest and curiosity regarding the Stay Connected program, along with display placements which help increase engagement from viewers
 - Rich media (desktop / mobile)
 - Page takeover (desktop)
 - Display units targeting Lotto/sweeps/gaming/gambling behaviors across sites that perform best against Lottery players
- Millennials almost unanimously have smartphones
- Follows consumers throughout the day (on-the-go consumers)
- Reinforces message close to point of sale
- Less ad clutter for viewer's attention
- Gamer-oriented users
- Retargeting current app users to alert them of new features to encourage them to engage with the app



Static Banner

.....

Did you go to school on a Bright Futures scholarship?



Meet a few of the 650,000+ students who did.

[Click here to meet a few](#)

#PlayItForward



Rotating Banner Ads

.....

Which one of these people is a Bright Futures Scholarship recipient?



All of them!
Meet some of the 650,000+ people that the Florida Lottery has helped through college.



Bright Futures Spotlight



See their stories on Facebook





The Florida Lottery helps prevent shark attacks.

Meet Kenneth
A Bright Future Scholar and oceanographer.
Aenean lectus purus, fermentum eget facilis non, rutrum sed orci. Proin id semper mi, id rhoncus tortor. Pellentesque posuere mattis neque, et dignissim sapien auctor vel. Nunc accumsan massa mi, ac aliquam tortor fringilla quis. Donec nec fringilla magna, ut sollicitudin fells. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Vestibulum ac

#PlayItForward

See more stories

Bright Futures Spotlight

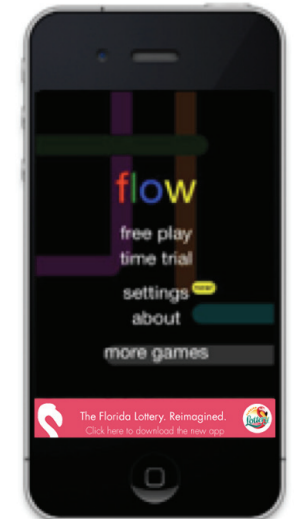
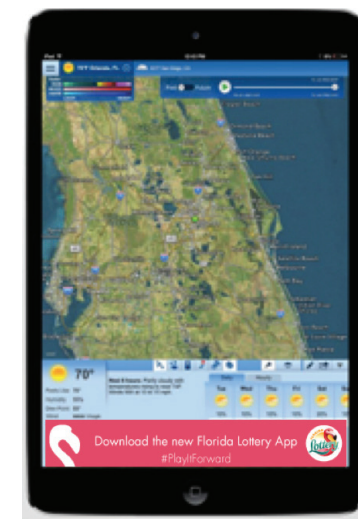
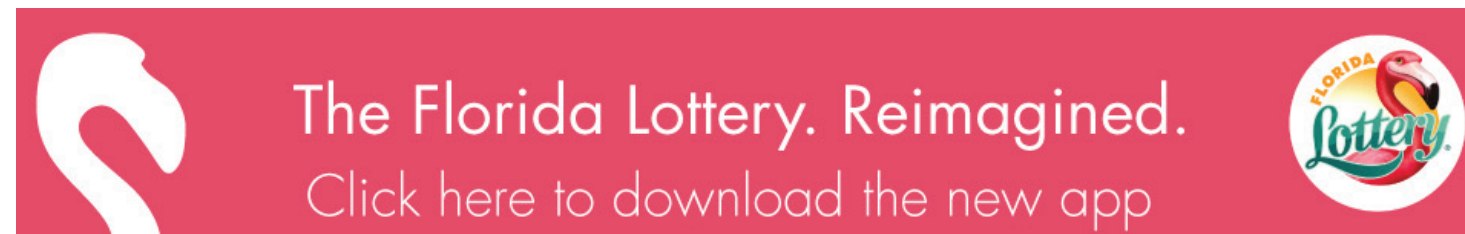
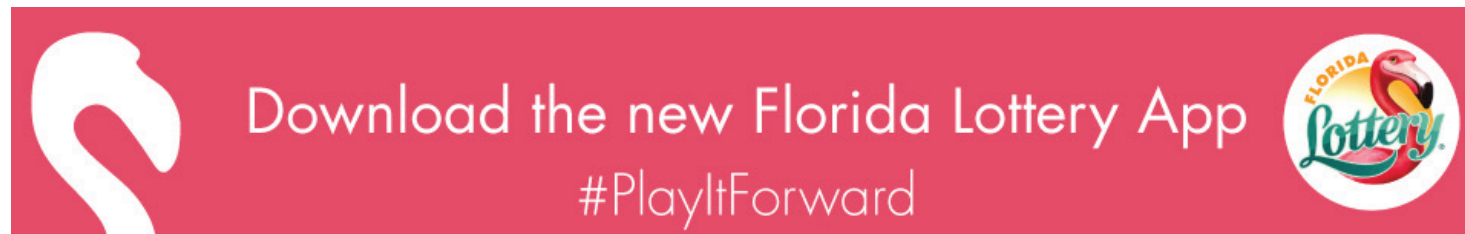
Florida Lottery

Bright Futures

Rollover to expand

Mobile Banners

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Pandora Radio

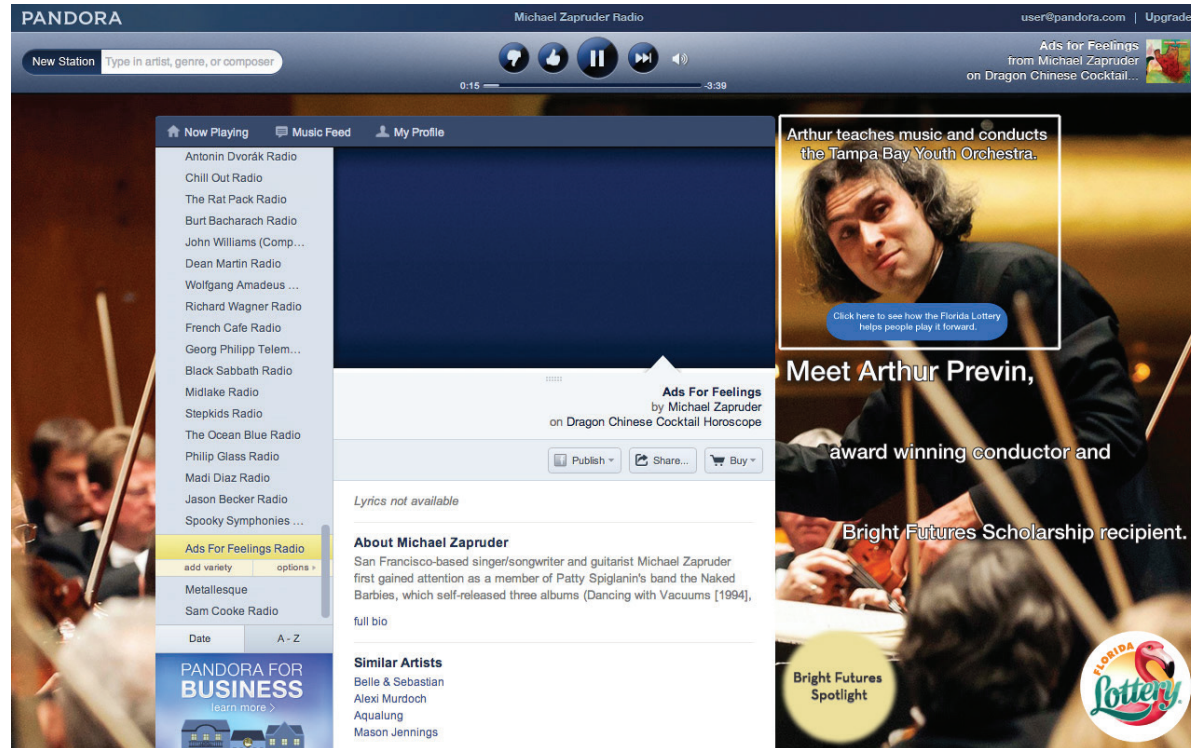
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Sixty-one percent of Millennials listen to Pandora, the top-rated station in every market in Florida. Because Pandora ads are only served when users interact with the platform (skipping a song, for example), using Pandora guarantees that consumers are engaged and listening to the ad. Pandora has fewer ads per minute than other outlets, meaning brands stand out.

We'll utilize audio spots and banner ads for Pandora's desktop and mobile platforms that provide a direct link to either the Facebook page or the mobile app.



Desktop Pandora



ST. JOHN & PARTNERS		RADIO SCRIPT	
Client: Florida Lottery	Description: Pandora Desktop Bright Futures Spotlight	Length: 0:15	
Date: 7/29/2014	Job #:	Comm #:	AD/CW: DC/JJ

Tag/Comm. #	AUDIO	MUSIC/SFX
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Announcer:

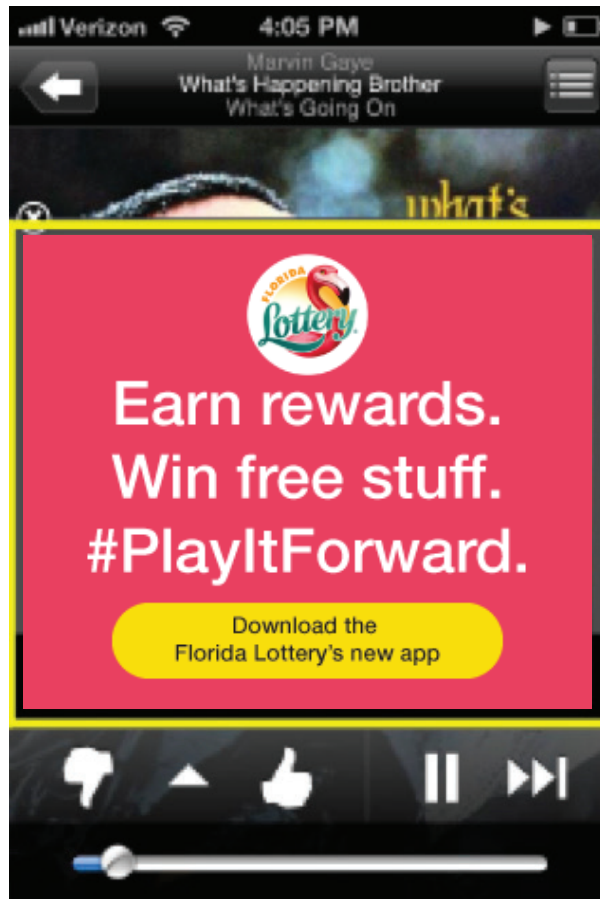
You like to play music, and the Florida Lottery likes to play it forward! The new Bright Futures Spotlight features people who play it forward in their communities, thanks to their Bright Futures Scholarships from the Florida Lottery. Click to see their stories and share your own.

MUSIC: Fade out last few seconds of a popular song.

Light, poppy background music plays behind narration.

First few seconds of a popular song.

Mobile Pandora



ST. JOHN:PARTNERS		RADIO SCRIPT	
Client: Florida Lottery	Description: Pandora Mobile Play It Forward	Length: 0:15	
Date: 7/29/2014	Job #:	Comm #:	AD/CW: DC/JJ

Tag/Comm. #	AUDIO	MUSIC/SFX
-------------	-------	-----------

Announcer:

Use this break from playing your music to play with the new Florida Lottery app. You can earn rewards and share your winning smile, wherever you are. Click to download the new Florida Lottery app and play it forward.

MUSIC: Fade out last few seconds of a popular song.

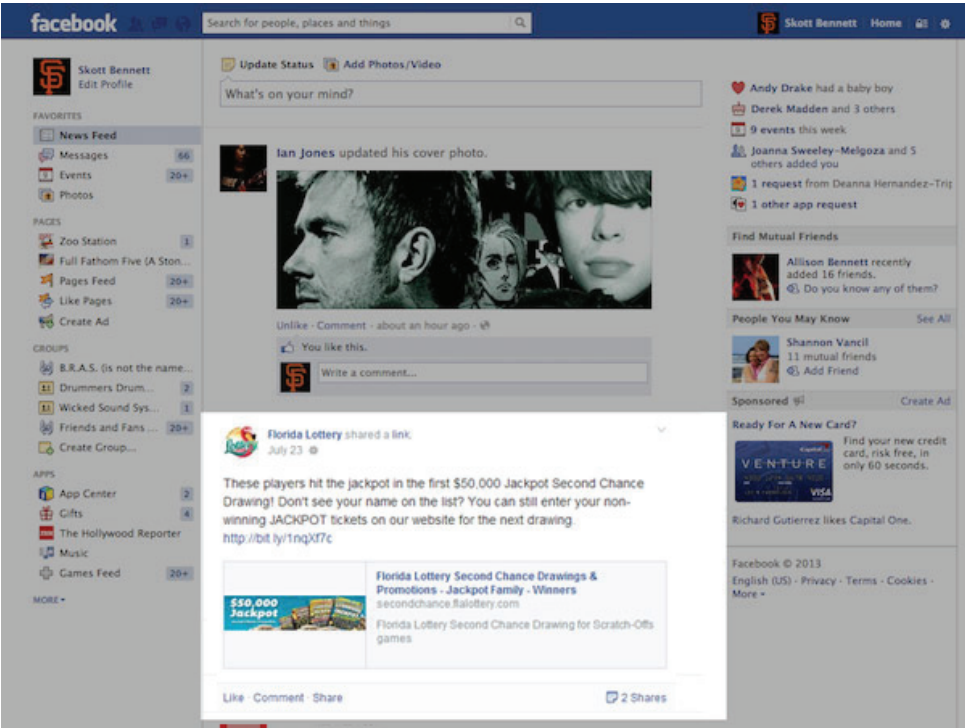
Light, poppy background music plays behind narration.

First few seconds of a popular song.

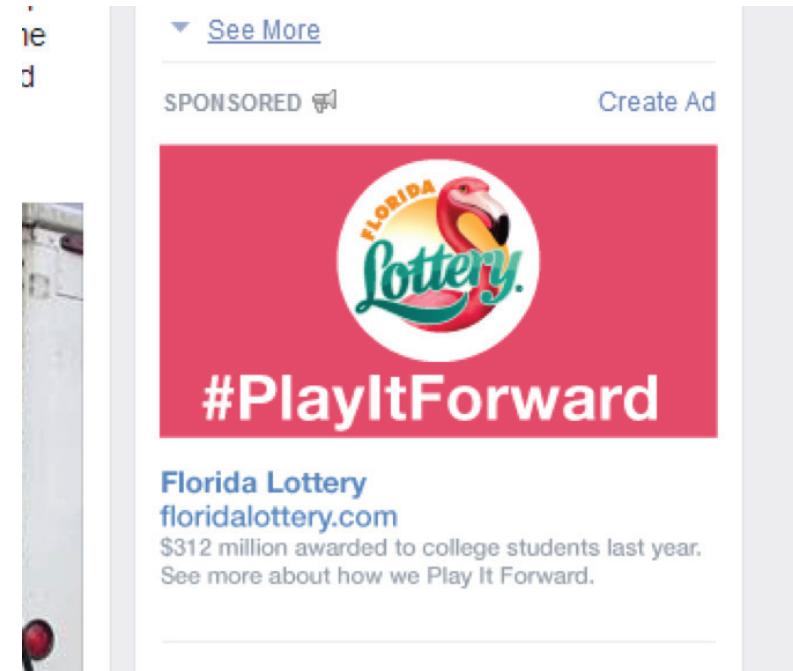
Facebook Ads

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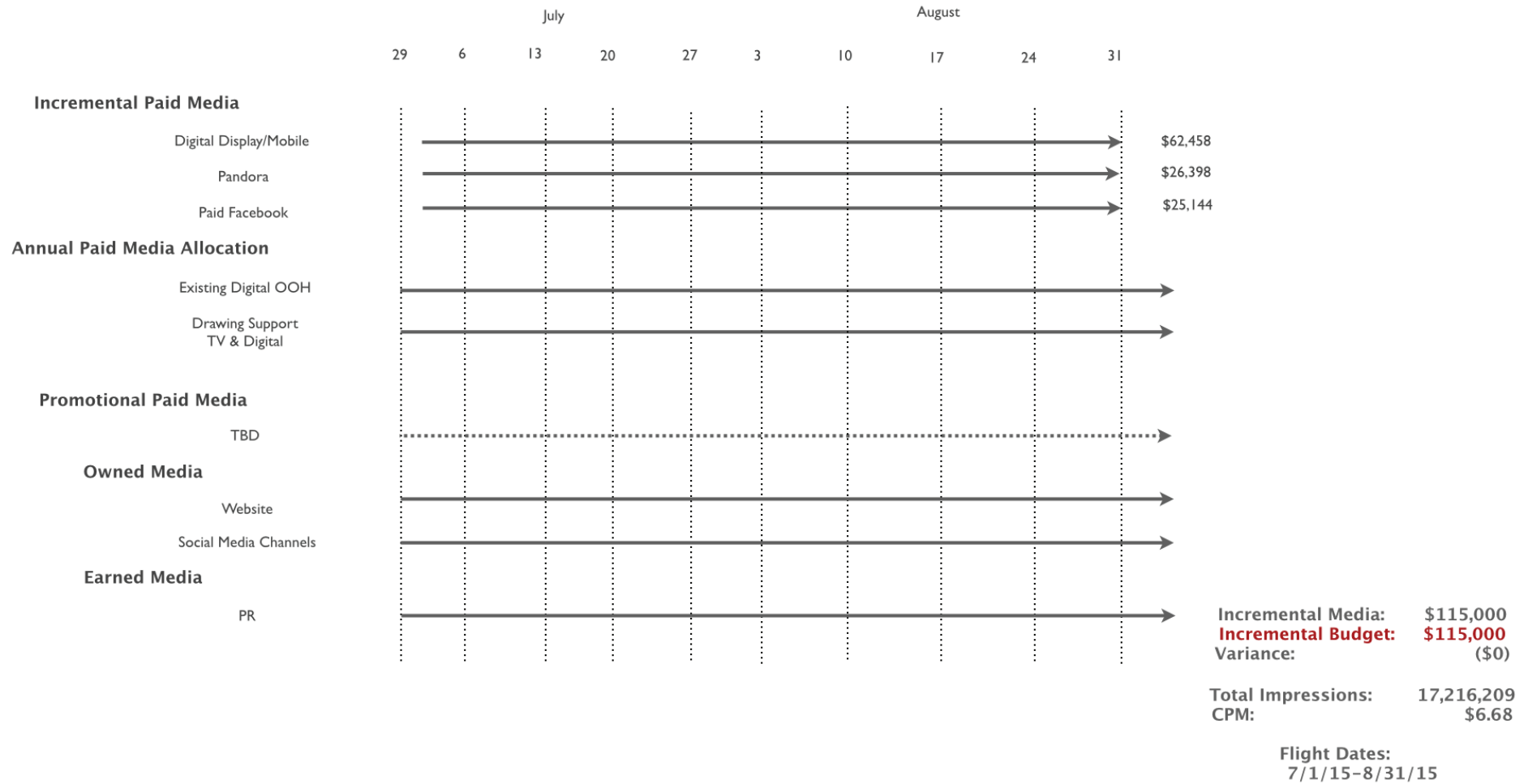
Millennials are extremely active on Facebook. By pushing messages through this platform, the Florida Lottery can build a solid base of Facebook fans—a following to listen when content is pushed out. Facebook ads will help us create brand affinity and make people want to engage with the Florida Lottery.



Facebook Ads



Flowchart



Reimagining the App

The Florida Lottery currently has an existing app, but we decided to reimagine what else it can offer our demographic, as well as how it is offered to them. Millennials love simplicity and convenience because they're fast-paced and always on the go, so our reimagined app will include new and simple specs: a scanner, a rewards program, an opportunity for social sharing, and a location service called iBeacon. We have also simplified the app icon to make it more noticeable on a player's smartphone homepage.



App Platforms

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The pre-existing Florida Lottery app is only compatible with iOS phones.

74% of Millennials own a smartphone.
44% of those own an iPhone, but 50% own an Android.

Because half of Millennials, specifically African Americans and Hispanics, own an Android, we concluded that creating an app that is compatible with Android phones would be incredibly beneficial in increasing user engagement.



Play It Forward: App



Login System

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We will install a new login system that requires users to create an account using either their email and general demo info or by linking with their Facebook. The added convenience provided by the link is craved by Millennials, who love to skip that extra step of typing info if we're able to avoid it.

There isn't an established database as of now that collects demographic info. By collecting this consumer information, we can use it for insight and help create recommendations for the future.



Addition of the Scanner

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The major addition to the reimagined app is the scanner. It allows players to scan both scratch-off and terminal tickets. They're made aware of this option from an icon located on each ticket. There will no longer be an inconvenient "looking up the numbers" process. We're skipping another step! It's a quick and easy way to let players know if they've won and how much.

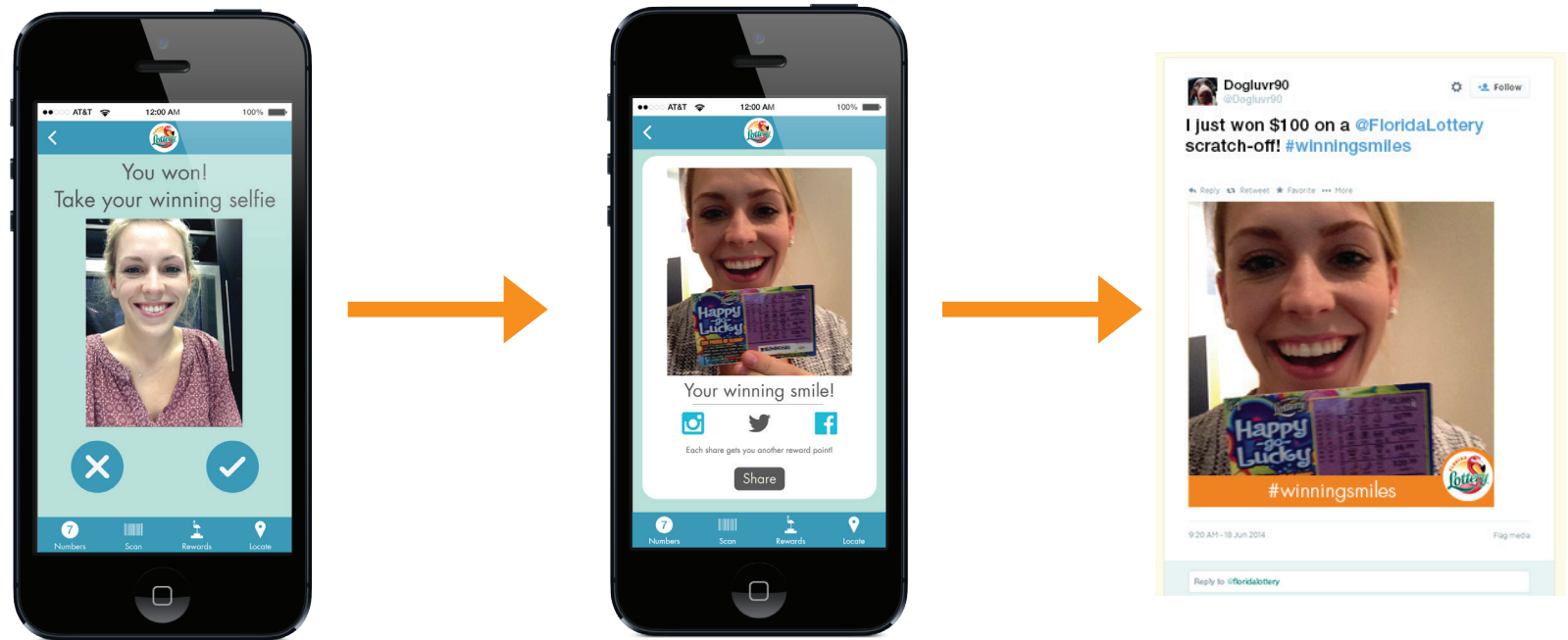
It also ladders back to the integrity Above All brand pillar because it is a great way to prevent fraud.

Overall, it will provide players with winning ticket information, second chance entry, and an entry into our Rewards Program.



Integrating Social Media

Another major point of the app is integrating social media. If a player receives a winning ticket, they will be given the option to take a “winning selfie.” We want to incorporate winning awareness and get the word out that people are winning. Real people. Millennials are easily influenced by photos and peers, so we want our players to turn the camera around and take a selfie. This is our opportunity to drive excitement when they are asked to share their selfie on Instagram/Facebook/Twitter and ultimately lead to an increase in sales. This also earns players another point towards their rewards program. We want to play it forward to players because they played it forward to us!



Play It Forward: App



#WinningSmiles

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Through the new Florida Lottery mobile application, users will have the ability to share photos of their #WinningSmiles on their personal social media accounts. Once app users scan their tickets, winners will be prompted to take a photo of themselves with their tickets. Once the photo is taken, players will be given the opportunity to share the photos through Instagram, Facebook and Twitter. The Florida Lottery will showcase user-generated content weekly to encourage more submissions.



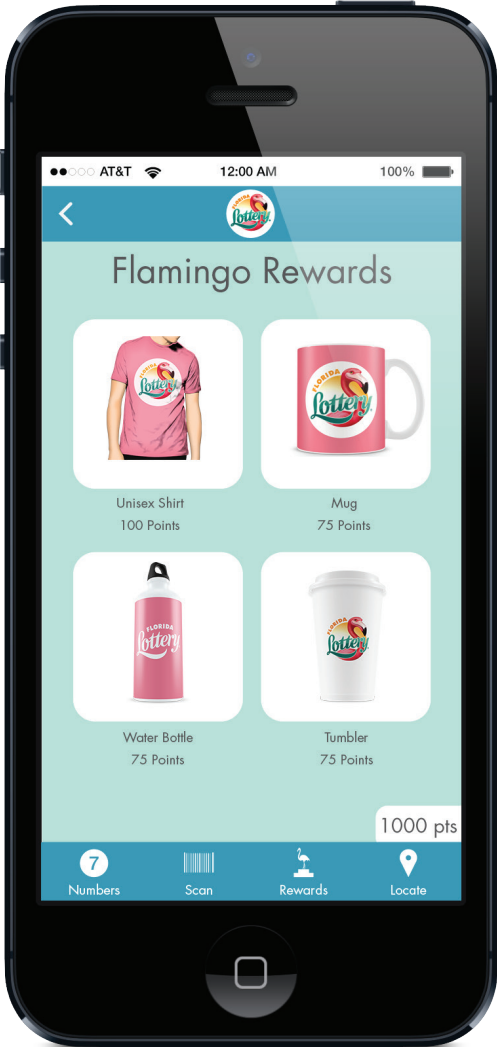
Play It Forward: App



Rewards Program

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Millennials love games. Millennials also like to win something for nothing. Rewards programs offer that. Rewards programs like CVS, Dick's Sporting Goods, Kohl's and My Coke Rewards drive us to be brand loyal because we're getting something for nothing. The Lottery rewards program will do the same thing and give players a *second* second chance. Players can get points by scanning purchased tickets, entering tickets into second chance, or by taking a selfie and sharing on their social media platform. They'll rack up points and can then choose between prizes such as Lottery swag or discounts for future purchases.



Play It Forward: App



iBeacon

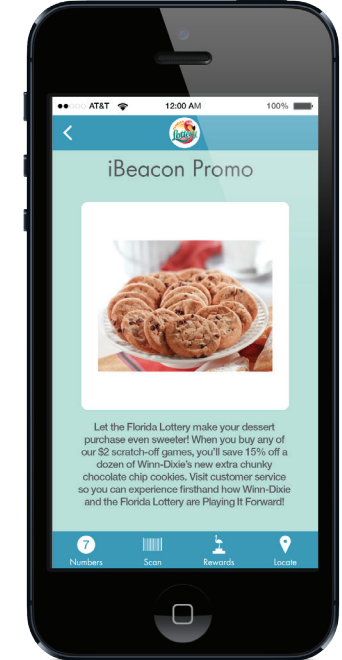
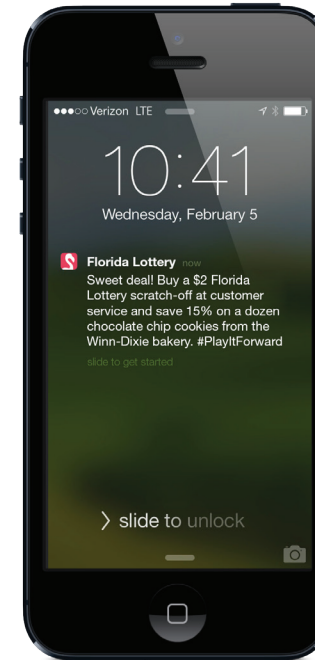
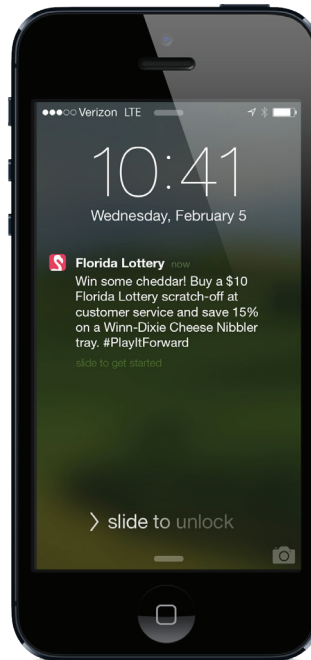
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iBeacon is a new technology that broadcasts small amounts of information (approx. 240 characters of text) to users' smartphones. The target demographic has smartphones and responds well to concise messaging. They are likely to explore new methods of interaction. Retailers can choose to install iBeacon transmitters in or around the store.



“You can make some serious bread by playing the Florida Lottery.”

“Be sharp and win some cheddar. Pick up a Florida Lottery ticket!”



Play It Forward: App



SJP

O.G.S.M.

Goal #1 / Measurements

Increase social and digital awareness by 8%-10%.

Increase onsite awareness by 8%-10%.

We will be able to track our progress toward this goal by measuring the following:

Earned and owned media coverage:

- Increased Facebook reach (Facebook Insights)
- Increased Twitter reach (Twitter Analytics)
- Increased Instagram reach (Iconosquare)
- Increased media coverage (Vocus)
- Increased presence at events by 10%



Goal #2 / Measurements

Increase consumer experience and engagement by 6%-8% through user generated content.

We will be able to track our progress toward this goal by measuring the following:

- Facebook engagement rate (engagement/reach)
- Twitter engagement rate (Twitter Analytics)
- Instagram interaction (engagement/reach)
- Number of contest entries
- Number of Florida Lottery hashtags incorporated into user posts



Goal #3 / Measurements

Build consumer relationships through an increased download rate, retention rate and user engagement on the FLOT app by 4%-5%.

We will be able to track our progress toward this goal by measuring the following:

- Number of new downloads (ad views)
- Number of subscribers for the app rewards program (Flurry Analytics)
- Number of stores with iBeacon





IN CONCLUSION

Money Well Spent

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ITEM	COST	COST BREAKDOWN
Video/Photo Content Creation	\$20,000	
How-To-Play Videos, Photoshoots, etc.		
App Creation	\$150,000	
Creation of Android Platform		\$50,000
Enhancement of iOS Platform		\$50,000
Creation of Login System		\$50,000
PR Events	\$25,000	
Digital Wall		\$10,000
Event Sponsorships (Hispanic Festival of Polk County, Alumni/Booster Club Events, College Game Days, Zora Neale Hurston Festival of the Arts & Humanities)		\$10,000
Production/Prizes/Giveaways		\$5,000
Paid Media Promotions	\$115,000	
Digital/Mobile Display		\$63,458
Pandora		\$26,398
Paid Facebook		\$25,144
iBeacon Installation	\$5,000	
25 Stores (Trial Run)		\$200/unit
TOTAL COST	\$315,000	

Additional Recommendations



- Mobile-friendly website



- Upgraded eBlast creation platform to MailChimp



- Solution for cash-only purchases



- More iBeacon placement in stores



- Additional event appearances



- Upgraded database system

Conclusion

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As a group, strategizing to engage Millennials with the Florida Lottery proved to be a huge challenge. Through countless hours of research and brainstorming, we discovered that bringing awareness to Bright Futures will engage more Millennials. By running the #PlayItForward campaign, we use the brand pillars to promote the Florida Lottery’s social media channels and gain the support of our target demographic. By encouraging user-generated content, being present at specific events, running social media contests and providing players with a more user-friendly and functional mobile application, we will create and maintain support of the Florida Lottery.



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