

State Lottery

Background

A state lottery was launching a new scratch-off game, and needed help with driving awareness and ticket sales among players. While aspects of the client's marketing mix are set for driving awareness via billboard and online digital ads, they needed a platform that gets their campaign closer to the point of sale at convenience stores, while also reaching a captive audience of players. OOH video networks at fuel retailers across the US are steps away from convenience stores where lottery games are sold. Plus, viewers of video networks at gasoline pumps purchase an average of eight lottery tickets each month.

(Source: Nielsen DPB Cinema Fusion 2018 GfK MRI Doublebase A18+ vs. Total population).



Objective

The objective was to increase ticket sales and awareness of the client's new scratch-off game among their A18+ demographic.

Strategy

A consumer research plan conducted through mobile devices was implemented to reach gas station video network viewers during the campaign flight dates. The study contained strategic questions used to measure campaign impact on ticket sales and awareness. 200 total respondents participated in the mobile study within 24 hours of fueling during the campaign flight, including a test group (100) exposed to the ads while visiting stations that are part of the video network, and a control group (100) of fuelers who visited a nearby station within two miles that didn't offer the video network.

Plan Details

Markets: Statewide covering all DMAs

Flight Dates: mid-September through early November

OOH Formats: DOOH video network of 7,772 screens

Impressions: over 6.7 million

Budget: \$10,000 and over

Results

Mobile study results showed that ads running on the OOH video network increased same-day convenience store purchases for the client by +31% versus the control group, and overall, 1 in 2 exposed viewers purchased a lottery ticket immediately after seeing the video network ads. Study results also indicated exposed viewers were +50% more likely to play the advertised scratch-off game in the future versus the control group.