

Lotto Transformation Marketing Plan

Campaign Overview



The overall goal of our Marketing campaigns is to support our Retailers and keep our Players informed while they experience some short-term disruptions in their purchase routines.



Campaigns

Lottery Awareness Campaign | April 2 – May 20, 2024

Prepare Players for changes that may affect their play experience, and create excitement for the future of Lotto in BC.

- *Eg) New Selection Slips: use pen instead of pencil on Slips.*

Lottery Education Campaign | May 21 – June 30, 2024

Information and resources for Players to navigate the new Self-Service purchase experience.

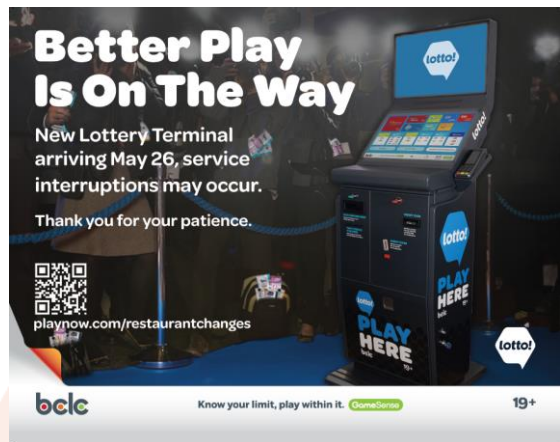


How Players will be Supported

Hospitality POS: Lightbox Posters, SST Top Screen, SST Topper, In-Store Digital Screens, Keno Show

Digital Marketing: PlayNow.com, Social Media, Email

SST Topper



Lottery Awareness marketing POS kit arrives **April 2, 2024**.
Please follow the Plan-O-Gram in this kit to replace all existing POS elements.

 **Planogram**



Text or call Lottery Retail Support:
1-800-667-1649



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Questions and Answers

How do Players complete their play if the SST does not turn on until May 26?

The POS kit will come with two (2) SST sign options, which directs Players to complete their purchase at the counter or to go online. Please display the appropriate signage that best fits the needs of your store.

When do these campaigns launch on web and social media?

Our website (playnow.com/toplotto) and social media efforts will go live at the same time as the Awareness Campaign in retail on **April 2, 2024**.

How will Players react to Lotto Transformation at launch (May 26, 2024)?

We understand that change can cause excitement and anxiety. Our awareness campaigns are built with this in mind and will focus on building excitement in addition to creating awareness about these changes before they happen and encourage patience from our Players.

How can I address a Player question if I don't know the answer?

Please refer the Player to playnow.com/toplotto for complete Player information. For Retailer resources, please visit BCLCRetailerHub.com



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