

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 & Sports Action 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.*

Informs Players Sports Action will be decommissioned to give BCLC the opportunity to launch a brand-new Retail Sportsbook in late-summer of 2024.

- *Eg) Sports Action Selection Slips will be discontinued.*

Lottery Education Campaign | May 21 – June 30, 2024

Provide Players with resources on how to navigate the new changes that may affect their play experience.

Sports Action Out-of-Market Campaign | May 26 – Aug 7, 2024

Informs Sports Action Players about the evolution of our sports offerings, and the new ways of modernized Play.

- *Eg) Digital bet slip, Single Event betting & more!*



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



Lotto Transformation Marketing Plan

Campaign Overview



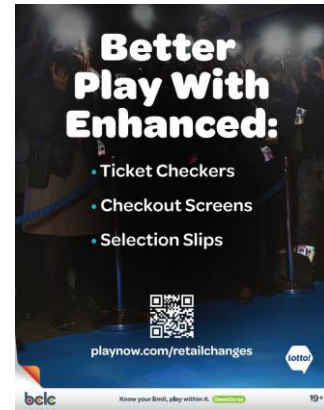
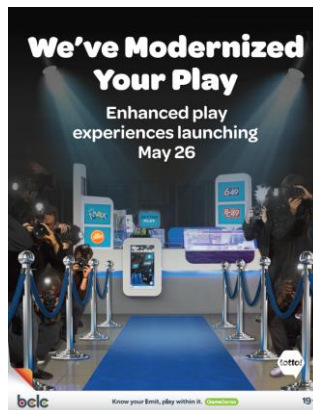
How Players will be Supported

Lottery Awareness

Retail POS: Lottery Table Posters, Large Poster, In-Store Digital Screens, Keno Show

Digital Marketing: PlayNow.com, Social Media, Email

Posters

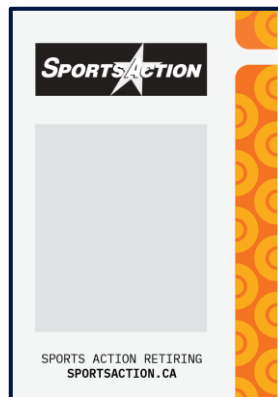


Sports Action

Retail POS: Lottery Table Plexiglass Decal, Tear-Away Pads, PHEP, Keno Show, Bottom-of-Ticket Messaging, In-Store Digital Screens

Digital Marketing: Sportsaction.ca, lotto.bclc.com, bclc.com, Social Media

Bottom-of-Ticket Messaging



Decal



Lottery & Sports Action 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



Lotto Transformation Marketing Plan



Questions and Answers

Lottery Awareness

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

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

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 for these changes before they happen and encourage patience from our Players.

Sports Action

These are big changes to Sports Action. How are we expected to support our Players?

Retailers will be provided with POS assets to show/distribute to players featuring clear messaging about the changes. The POS will also feature web address (Sportsaction.ca) and a QR code that the player can scan to visit the Sports Action website. They will have the opportunity to learn more and stay informed as the project progresses.



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

