

SOUTH CAROLINA EDUCATION LOTTERY BOARD OF COMMISSIONERS

MARKETING & RETAILER RELATIONS COMMITTEE MEETING MINUTES

October 11, 2023

1:45 p.m.

The Marketing and Retailer Relations Committee of the Board of Commissioners of the South Carolina Education Lottery (SCEL) was called to order at 1:45 p.m. on Wednesday, October 11, 2023, at 1333 Main Street, Columbia, South Carolina, Room 428, with the following members, representing a quorum, participating:

Otis Morris, Chair, (via video)
Andre Bauer (via video)

Dr. Edward Keith
Patrick Earle, (via video)

Action Item

The Chairman called the meeting to order at 1:45 p.m. He recognized Josh Whiteside, Marketing Director, who provided materials for the “More Happens Here” advertising campaign. Prior to his presentation, Mr. Whiteside called attention to the new SCEL logo for contemplation. Mr. Whiteside presented an integrated campaign on “More Happens Here” when players enter tickets in SCEL’s Players’ Club Rewards. Mr. Whiteside presented a moodboard depicting a Boykin Spaniel in front of smorgasbord, a woman at a vending machine, a woman on a smartphone, and flying unicorns. Mr. Whiteside also presented a moodboard depicting a camping site with the Lizard Man. Commissioner Keith reminded Mr. Whiteside that the Lizard Man is the “Lee County” Lizard Man.

After the presentation, Commissioner Keith moved, seconded by Commissioner Earle, to approve the "More Happens Here" campaign as presented, for the quarterly advertising review at the next Board Meeting. The motion passed unanimously.

Reports

Next, the Chairman recognized Mrs. Ammie Smith, Director of Product Development, who further discussed what “more” means in “More Happens Here”. She stated that “more” means the additional funding and prizes that the Board approved earlier in the year that will enhance SCEL’s Players’ Club mobile app experience. The enhanced app will launch on October 17, 2023, known as that Players Club Rewards (PCR) program. She stated the previous version of the mobile app and website were more ticket and promotion driven, allowing players to enter interactive games such as Lady Luck and “choice” games such as the Clemson University/University of South Carolina second-chance promotion where players had to choose a side. This new campaign will engage with all SCEL products, not just scratch-off. Players will enter second-chance drawings only through the app or website. Mrs. Smith stated the changes would drive the players to the app.

Players' Club Rewards members will earn reward points in the form of SCEL Coins, which the app will store in the player's wallet. Players can use their coins to enter promotions, current or future. SCEL Coins will have no cash value and will expire at the end of three years.

The app would allow players to scan their ticket, and determine if they are winners or eligible for any second-chance draws. The app would give SCEL the ability to determine player preferences and habits.

Other Business

There being no further business, the meeting adjourned at 2:07 p.m.

_____/s/_____
Otis Morris, Chair
Marketing & Retailer Relations Committee

_____/12/6/2023_____
Date

As required by *S.C. Code Ann. § 30-4-80*, SCEL posted notification for this meeting at its administrative offices, 1333 Main Street in Columbia. As provided in the Board Bylaws, SCEL also posted the meeting notice and agenda on its website (sceducationlottery.com), and sent emails pursuant to requests made by individuals, media outlets and other organizations. These notifications included a link that provides the time, date, place, and agenda for the meeting.