

SOUTH CAROLINA EDUCATION LOTTERY BOARD OF COMMISSIONERS

MARKETING & RETAILER RELATIONS COMMITTEE MEETING MINUTES

April 30, 2024

4:00 p.m.

The Marketing and Retailer Relations Committee of the Board of Commissioners of the South Carolina Education Lottery (SCEL) met on Tuesday, April 30, 2024, at 1333 Main Street, Columbia, South Carolina, Room 428, with the following members, representing a quorum, participating:

Patrick Earle, Chairman
Dr. Vareva Evans-Harris

Sam Litchfield, Ex-officio

The Chairman called the meeting to order at 4:00 p.m. and recognized, Ammie Smith, Director of Product Development and Josh Whiteside, Director of Marketing, who presented details of the new University of South Carolina and Clemson University campaign. This campaign will offer one second-chance opportunity per school at a University of South Carolina women's basketball game and a Clemson University men's basketball game. The new tickets were shown with the approved graphics. The tickets are going to print tomorrow, Wednesday, May 1st. Mr. Whiteside recapped the spots from the 2023 campaign which included a separate ad for each school. Those spots included lots of humor. This year one spot will be created which will include both schools. The unified concept will focus on the schools as beneficiaries. The hope is that the emotional aspect will help to tie the two schools together imitating a real life conversation. The campaign will show unified pride for students regardless of which school they attend. The campaign will bring back past individual school spots for display in each school stadium. The campaign will begin in August 2024. Committee members responded favorably to the proposed commercial.

Following the presentation, a brief discussion took place. With no further questions, Chairman Earle moved, that the campaign be presented to the Board at the May 1 meeting. The motion was seconded by Chairman Litchfield. The motion passed unanimously.

Other Business

FY25 Strategic Plan

Ms. Smith, provided a brief look at the Strategic Marketing Plan for FY25 which includes fewer instant game launches. More details will be given at the May 1 meeting. The \$10 price point is moving to a \$500k prize level as opposed to the current \$300k prize. \$5 & \$10 games will decrease to 12 launches per year. \$1 and \$2 games will reduce to 6 launches per year. More tickets will be printed per game, which will result in a print cost savings.

Cash Pop

Ms. Smith stated the game is leveling out and needs a re-energize the game. As a result, a doubler promotion will be proposed for a potential fall launch. The doubler promotion would randomly select a play to double the prize if that number is drawn. The change will offer another opportunity to promote Cash Pop.

Mega Millions

Mega Millions is moving toward a \$5 price point in April 2025. The multiplier will be imbedded in the game. This will offer a new opportunity to advertise Mega Millions and see an increase in the average jackpots.

Darius Rucker – Marketing staff is currently developing a promotion with Darius Rucker that will involve his Riverfront Revival Festival in 2025. The promotion would give players a chance to enter a second-chance drawing for a chance to meet Darius Rucker at the festival and a chance to win a cash prize. The planning is still in the very early stages.

Following the Marketing report, Chairman Earle welcomed David Ross, new Director of Legal Services, to introduce himself.

There being no further business, the meeting adjourned at 4:30 p.m.

_____/s/_____
Patrick Earle
Chairman,
Marketing & Retailer Relations Committee

_____/5/1/2024_____
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.