

# Instant Games

## You Should Sell

Don't miss any sales - activate these Instant tickets!  
Order these hot-sellers if they're not already in stock.

### New Games — Game #

\$10	Willy Wonka Golden Ticket™	246
\$5	Big Money	245
\$2	\$20,000 Richer	244
\$1	Red Hot 7s	243

### Price Name Game #

\$30	Million \$\$ Match	193
	\$10 Million Cash Bonanza	959

\$20	\$1,000 Frenzy	242
	Casino Millions	227
	Multi Millionaire	202
	20 X 20	854

\$10	Willy Wonka Golden Ticket™	246
	Money Money Money	238
	\$250,000 Crossword	178
	\$300,000,000 Cash Spectaculare	967
	Diamonds & Gold	211
	\$1,000,000 Cash	206
	\$250,000,000 Cash Spectaculare	893
	\$5,000 A Week For Life!	114

\$5	Big Money	245
	\$250 Frenzy	241
	\$100,000 Poker	236
	Crossword	138
	Full Of \$500s	198
	Black Ice 7s	222
	Bingo	229
	Million Dollar Payday	201
	Money Machine	210

\$3	Crossword	228
	Bingo	223
	Yahtzee	221
	Treasure Hunt	237
	The MS Project	235
	Ticket For The Cure	214
	Bingo	117

\$2	\$20,000 Richer	244
	\$100 Frenzy	240
	Super 7-11-21	234
	\$20 Grand	204
	Triple Dynamite 777	191

\$1	Red Hot 7s	243
	\$50 Frenzy	239
	7-11-21	160
	Loose Change	179
	Double Doubler	223

## Retailer Spotlight

Congratulations to the stores that sold the three winning "St. Patrick's Day Millionaire Raffle" tickets, worth \$1 MILLION each! These retailers saw GREEN on St. Patrick's Day.

- Solo Liquors on Chicago Ave. (Naperville, IL)
- Circle K on IL-104 (Divernon, IL)
- Leo's Wines & Spirits on Hobson Rd. (Woodridge, IL)



Carol Vymetal of Woodridge won \$1,500 back in 1974 and has been playing the Lottery ever since. She's won a few times but none as big as her \$1 MILLION St. Patrick's day win! Tarek "Leo" Zayed, owner of Leo's Wines & Spirits was glad to see the win go to a regular customer. Jerre Stowers of Divernon and Kevin McInerney of Naperville were the two other lucky winners.

When your customers win, you win too! Your store could be featured next!

## Helpful ADA Information

### Policies and Procedures

The ADA requires businesses to take steps necessary to effectively communicate with customers who have vision, hearing and speech disabilities.

- Businesses must review policies and procedures, and make necessary changes to accommodate those with disabilities. See below for examples.
- If a store has a policy excluding animals, this must be changed to permit people who use service animals.
- Stores with a special accessible entrance that remains locked during business hours must keep the door unlocked when the store is open. If security is an issue, an accessible call box can be installed.

## ADA

Americans with Disabilities Act

For more information call (800) 514-0301

### Does your vending machine need to be serviced?

1. Call the Hotline for help.
2. If it cannot be resolved over the phone, a service call will be scheduled. Be sure to get a case number from the customer service rep.
3. If the vending machine is still not working after service or technician does not make a scheduled appointment, escalate the situation to your LSR.



# The Lottery Lowdown

May 2018



## SWEETEN UP SALES

With the Willy Wonka GOLDEN TICKET™, players can win up to \$500,000 instantly!

Introducing the second chance promotion

## BILLION DOLLAR CHALLENGE™

Players can enter non-winning tickets for a chance to win a trip to Las Vegas and a chance to win up to \$1 BILLION.

With the BIGGEST Instant game prize in U.S. history, your sales and your players could live happily ever after.

## Retailer Hotline 1-800-842-3155

Call if you need more inventory. Have your retailer number available.

18+ Sell responsibly. Play responsibly. Must be 18 or older to play. If you or someone you know has a gambling problem, crisis counseling and referral services can be accessed by calling 1-800-GAMBLER (1-800-426-2537). For more info or to educate yourself, call 1-800-252-1775 or visit illinoislottery.com.

# New Instant Tickets Launching May 1<sup>st</sup>

Be sure to activate new games by May 3<sup>rd</sup>, or within 48 hours of launch!

Always keep bins full of the latest games, and keep them visible to your customers.



## \$1 / Red Hot 7s \$1,000 #243

Players will feel the heat with the NEW "Red Hot 7s" and can win up to \$1,000! Try selling as an add-on.

- Win up to \$1,000!
- Reveal a "7" symbol, win the corresponding PRIZE.
- 7 chances to win!
- 1 in 4 odds of winning!



## \$2 / \$20,000 RICHER #244

Players will love the NEW "\$20,000 Richer" Instant Ticket. With 10 chances to win up to \$20,000, this \$2 game is great for occasional players.

- Win up to 20,000!
- Reveal a "MONEY BAG" symbol, win DOUBLE the prize shown.
- Win up to 10 times!
- 1 in 4 odds of winning!



## \$5 / Big Money \$250,000 #245

With a top prize of \$250,000, there's nothing little about the NEW "BIG MONEY" Instant Ticket. It's perfect for players who want multiple chances at winning BIG MONEY.

- Win up to \$250,000!
- Reveal a "\$50" symbol, win \$50 instantly.
- Reveal a "\$100" symbol, win \$100 instantly.
- Match 2 "BIG MONEY" symbols in the Bonus area to win ALL PRIZES.
- Win up to 15 times!
- 1 in 4 odds of winning!



## \$10 / Willy Wonka Golden Ticket™ \$500,000 #246

A sweet way to win up to \$500,000! Players will love this NEW game based on the classic movie. There's also a second chance at winning a trip to Las Vegas for a chance to win up to \$1 BILLION with the BILLION DOLLAR CHALLENGE™.

- Win up to \$500,000!
- Reveal a "TOP HAT" symbol, win that PRIZE automatically.
- Reveal a "MONEY BAG" symbol, win DOUBLE the prize shown.
- Reveal a "TICKET" symbol, win \$50 instantly.
- Introducing the BILLION DOLLAR CHALLENGE™ – a 2nd chance drawing for a trip to Las Vegas and a chance at \$1 BILLION!
- 1 in 4 odds of winning!

# Media Support Plan

## The Willy Wonka Golden Ticket™ media support starts May 3<sup>rd</sup>.

Be ready to sell by activating new Instant tickets before media support starts.

All of Illinois • May 3 - June 21



TV



Outdoor



Spotify



Digital



Social



POS

# In The Know

## Did You Know?

95% of Lottery buyers purchase at least one extra item inside the convenience store. Curious which goods get rung up most often with the Lottery?



Here are the 10 categories:

1. Newspapers
2. Bakery items
3. Cigarettes
4. Coffee
5. Soda
6. Bottled water
7. Prepared food
8. Pizza slice
9. Energy drinks
10. Gasoline

Don't forget to add-on!



## Sales Tip

Make sure you always ask customers if they would like to play the Lottery. Instant tickets are a great add-on at checkout.

## Did You Know?

Lottery customers provide a loyal customer base and predictable traffic.

Customer service is key

## Sales Tip

Don't forget to deliver great customer service to your Lottery players. These return customers bring in consistent revenue.

# Point of Sale

"82% of all purchase decisions are made at the point of sale, and up to 60% of those decisions are unplanned." – POPAI

In-store signs create awareness of products and promotions and drive sales at the point of purchase.



# World-Class Technology

Before the end of 2018, Camelot Illinois will implement one of the biggest retail transformations undertaken by any Lottery in the U.S. All counter equipment will be updated with new, world-class technology.

## Each retailer will receive:



The Photon – new Lottery terminal with digital imaging technology and a high-speed, thermal printer.

4G communications modem – handles all transactions efficiently, effectively and seamlessly.

Player advertising displays – HD, counter-facing monitor supported by the Intralot Horizon system. Brings high-definition messaging and advertising to customers.



The Genion – ultra-efficient, ticket checking terminal that offers user-friendly technology and interactive displays.

## Permanent Point of Sale

The Camelot team is designing new equipment to transform the display, promotion and merchandising of Instant tickets and draw based games. This will deliver the best retail experience for both retail staff and customers alike.

New equipment to include:

- Cutting edge window signage
- Instant ticket counter displays incorporating play slip stocking units with multi-advertising points
- Mini Jackpot messaging boards integrated with Instant ticket displays
- Counter terminal surrounds with built-in HD monitor

The Camelot team will continue to share updates on the project details of this new technology and permanent POS equipment as plans and dates are finalized.