

The Lottery

# LOWDOWN

July – August 2019



## Hit a home run with sales



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# New July Instant Tickets

Be sure to activate the new instant games launching July 2  
Tell your players about the new July instant tickets coming this month!



## Ducks in a Row #7311 Top Prize: \$1,000

It's time to get your ducks in a row. Reveal 3 like symbols to win a prize. Reveal 3 duck symbols to win triple the prize shown!

### Game Highlights:

- Win up to \$1,000
- Each row played separately
- 4 chances to win
- Whimsical game design to entice new players



## LOTERIA™ #7312 Top Prize: \$50,000

The popular game has made its way back to Illinois. Reveal Caller Cards and match them to the symbols on the Playing Board. Get 4 like cards in a horizontal, vertical or diagonal line and you win the corresponding prize!

### Game Highlights:

- Win up to \$50,000

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## 24 Karat Gold #7313 Top Prize: \$100,000

24 Karat Gold is 100% pure fun. Loaded with \$50 instant wins, your players will feel the gold rush.

### Game Highlights:

- Win up to \$100,000
- Loaded with \$50 prizes
- 15 chances to win



## 200X #7314 Top Prize: \$1,000,000

200X is ready to make 15 people millionaires! This limited edition \$30 game features 2x, 5x, 10x, 20x, and 200x prize multipliers!

### Game Highlights:

- Win up to \$1,000,000
- 15 top prizes
- Win up to 35 times including 5 bonus spots

# August Instant Tickets

New instant games for August will be launching August 6, so get your customers excited about what's to come!

The family that plays together, pays together. Launching in August, the "Pay Me!" family of Instant Tickets features multipliers, bonus ways to play, multiple chances to win, and huge top prizes up to \$1,000,000! Look out for more information in the August sales flyer.



Tickets can be ordered through the **Retailer Hotline at 1-844-806-8930**. July & August instant tickets will be supported at retail with a counter decal.



# Exciting Retail Updates

More information regarding terminal messaging, model stores and new equipment.

## Terminal Messaging

As part of the improved retailer communication system, retailers can now receive the latest updates from Camelot Illinois on their Photon counter terminals. This new function will present a number of scenarios for which we've provided the following recommended actions:

NEW TERMINAL MESSAGING REFERENCE TABLE		
Scenario	Terminal Message	Required Action
An envelope icon appears at the top of the photon screen.	This indicates you have a new terminal message.	Access the message by touching the envelope. The messages will open in preview mode.
A number appears over the envelope icon on the top of the photon screen.	This indicates you have the corresponding number of new messages.	Access the message by touching the envelope. The messages will open in preview mode.
An envelope icon appears with a red number in the envelope.	This indicates that you have received a mandatory message.	You will not be able to use any of the terminal functions until you read the mandatory message by touching the envelope.

## Model Stores are Up & Running

Here at Camelot Illinois, the project of refreshing the entire retail estate with best-in-class permanent point of sale (PPOS) is well underway. The reaction from retailers and chain accounts has been overwhelmingly positive. With the array of PPOS — from the countertop terminal surround with an integrated player advertising display to the Maximum Sales Driver, which promotes instant tickets in a modern display case and includes a jackpot communicator — many have remarked how fresh and eye catching the new equipment is. These innovative units are supported with modular play slips and check-a-ticket models with new window signage, winner awareness boards and Jackpot Board Crowns to attract customers and deliver incremental sales to retailers. Based on the installation of the new equipment at the model stores shown below, the combination of Illinois Lottery products and technology has been extremely impactful.



Model stores receive new Lottery equipment in the final stage of retail transformation.

## When to Expect Your New Equipment

Over 1,000 stores in Illinois have been setup with the new equipment already! In May, scoping visits were completed to confirm orders. An installation representative will call to schedule your appointment one week before your scheduled installation date. Your designated installer will call to confirm their visit 24-48 hours before the appointment. The installer will have a co-branded uniform, photographic identification and a letter of authorization from Camelot. If you have any questions about this program, please reach out to your **Lottery Sales Representative**.

# WINNER UPDATES

We enjoy celebrating Lottery winners who won jackpot and instant ticket top prizes across the state! Congratulations to the retail locations below where these tickets were sold.

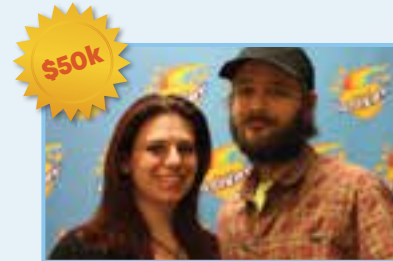
**Your store could be featured next!**



**Katie Snyder**, who won \$1,001 on a Lucky Day Lotto ticket at the Country Market in Sterling, plans to use her winnings to pay off bills. Katie is also planning to help others by giving back to her community. She's been playing the lottery for 5 years!



Franklin Park resident, **Henry Morales**, won \$20,000 from a Wild Cherry Tripler Instant Ticket. Henry has been playing the lottery for over 10 years and finally found luck at the Jewel in Franklin Park.



**Kathryn Nelson** won \$50,000 playing Powerball online. She was with her husband, Jonathan, when she discovered her win. Kathryn and her husband only play the lottery occasionally, giving new meaning to the term, "anyone can win anywhere!" They plan to pay off bills, buy a new car and take a trip to Florida with their kids.



**Jesus Nunez** and his co-workers at Perkins MFG won \$50,000 from a Powerball ticket. Jesus and his team plan to split the money and pay off various bills. Jesus also plans to fix up his '95 Chevy truck and use his remaining winnings to vacation in Mexico. Congratulations to the BP at 312 E. Jefferson Street in Shorewood for selling the winning ticket!



Congratulations to Convenient Food Mart located at 8290 S. Janes Ave. in Woodridge. The retailer sold a winning \$250,000,000 Cash Spectacular Instant Ticket to lucky player, **Jose Herrera**. The retailer received a bonus check of \$10,000. Talk about a win-win!



Meet **Dale Buski** from Lake Bluff who won \$5,000,000 from an Ultimate Millions Instant Ticket. Dale plans to go on vacation and pay off bills. Congratulations to the Mobil at 2 N. Waukegan Road in Lake Bluff for selling the winning ticket. The store won 1% of the prize amount—a whopping \$50,000 bonus!

## WILLY WONKA GOLDEN TICKET™ Second Chance Winners

**Kimberly Ibarra** from Oak Forest and **John Stewart** from Chicago were among the ten winners, from Illinois, chosen from the BILLION DOLLAR CHALLENGE® Second Chance drawing associated with the \$10 WILLY WONKA GOLDEN TICKET™ Instant Game that launched last year. The winners received a four-day, three-night trip to Las Vegas, where they had the opportunity to participate in a series of exclusive events, including a visit to the neon museum and an opportunity to participate in the BILLION DOLLAR CHALLENGE® for the chance to win up to \$1 BILLION! Each trip included round-trip airfare, ground transport to and from the airport, deluxe hotel accommodations and \$1,000 spending money.



WILLY WONKA & THE CHOCOLATE FACTORY and all related characters and elements © and TM Warner Bros. Entertainment Inc. (s19)

**The more you sell, the better chance you have at selling a winning ticket!**

# Merchandising Your Maximum Sales Driver

Get Ready to Maximize Sales with a new Planogram Template

Beginning this month, the Illinois Lottery is providing new direction for on-counter instant ticket displays. The new planogram template is based on how consumers grouped tickets together in consumer research. Following the steps below will improve the ability to find and shop for a ticket in the display.

### Step 1

Find the size of your on-counter display unit.

### Step 2

Use this guide to determine the correct assortment of tickets and price points to feature within the display.

### Step 3

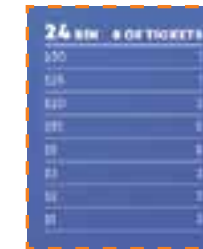
Place the highest price point ticket in the upper left corner, then fill in tickets across the unit to the right. Continue placing tickets in the unit ending with the lowest price point ticket in the bottom right corner.

### Step 4

Group tickets by price point with new tickets listed first. Then, organize by sales.

### Step 5

Keep ticket families together (e.g. Crossword, Multiplier, Lucky 7s). Highlight new tickets by vertically cascading them from high to low price points in one column.



## Principles in Practice

Here's an example of how your Maximum Sales Driver could look when applying these principles. Notice how ticket families are kept together and price points flow from high (top left) to low (bottom right).



# 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!

Call the Retailer Hotline at 1-844-806-8930 to order the new Millionaire Club Gigantix Instant Ticket #283.



\$30	200X	7314
\$5	24 Karat Gold	7313
\$3	Loteria	7312
\$1	Ducks in a Row	7311

Price	Name	Game#
\$30	Ultimate Millions	264
	\$5 Million Jackpot	253

\$25	\$1,000,000 Jumbo Crossword	
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\$20	Mega Cash	255
	Lucky 7 Deluxe	7299

	Millionaire Club	283
	\$30,000,000 Cash Blowout	7310
\$10	\$250,000 Crossword	284
	Lucky 7 Multiplier	7298
	Illinois Black	289

	Vegas Money	7309
	DEAL OR NO DEAL™	7307
	Crossword	254
	\$200,000 Bingo	7303
	Power 5s	293
\$5	Lucky 7 Tripler	7297
	Wave of \$500s	278
	Amethyst 7s	259
	25X	267
	Diamond Mine 9X	263
	Black Ice 7s	222
	Big Win	287

\$3	Red Ribbon Cash	7308
	Diamond Quest	292
	Crossword	228
	Bingo	223
	MS Project	7300
	Carolyn Adams Ticket for the Cure	273

	Ace in the Hole	7302
	Blue	7306
\$2	Ten Years of Cash	286
	Lucky 7 Doubler	7296
	10X	266
	Hot \$1,000s	281

	Cash X10	290
	7-11-21	252
\$1	Lucky 7	7295
	Ten Years of Cash	285
	5X	265

As games sell-out, please call the Retailer Hotline at 1-844-806-8930, to find the best available games for your store.

# Ultimate Baseball Experience Sweepstakes



From July 2–August 26, encourage baseball fans to enter the Ultimate Baseball Experience by texting “LOTTERY” to the number that corresponds with their favorite baseball team. And don’t forget to tell them about the amazing prizes, including on-field passes and delivery of the lineup card!



## Grand prize (1 winner per team)

- 2 tickets to a home game
- 2 pre-game on-field passes
- 2 authentic customized jerseys
- 1 night stay for two at Hotel Zachary (Cubs) or Hilton Magnificent Mile Hotel (Sox)
- Dinner for two guests in the Audi Club (Cubs) or Huntington Stadium Club (Sox)
- Delivery of lineup card & Press Box visit for two guests

## Runner-up prizes (5 runners-up per team)

- 2 tickets to a home game
- 2 pre-game on-field passes
- 2 authentic customized jerseys

## Regional Sales Incentive Program

July 2 -August 31, 2019

Grow instant sales the most in your region and win baseball tickets!

To participate in the program:

- Place a power tower on the front counter with a POS topper
- Place the Ultimate Baseball Experience POS
- Activate all new Instant tickets within two days for both months

For additional information contact your Lottery Sales Representative

## Media Support Plan



Digital Social POS

— Campaigns cover all of Illinois —

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A-Frame Counter Display

Vending Decal

Power Tower Topper

Door Decal

Standee

# Champions Program Introduction

Exciting news!



All permanent point of sale (PPOS) orders have been confirmed! As the roll-out of PPOS continues over the summer, we want to thank our retailers for your continued support and cooperation during the installation period. We recognize the commitment and passion it takes to participate in such a large-scale transformation.

In September, the Illinois Lottery will be introducing an exciting new incentive program called the **Champions Program**.

This program was designed to measure against the perfect store standard of excellence in Illinois Lottery retailing and will ensure that opportunities for sales growth in your store are fully maximized. Top performing retailers could have a chance to win an exclusive VIP experience presented by the Illinois Lottery. Look out for additional details surrounding the contest in upcoming retailer communications.



## Retailer Reminders

### Responsible Play

Promote responsible play by taking steps to prevent anyone under the age of 18 from buying lottery tickets or redeeming prizes. Some prevention tips include:

- ▶ Training all staff members about the requirements of the law
- ▶ Allowing only individuals 18 years of age or older to sell lottery tickets
- ▶ Requesting valid proof of age for anyone you suspect is 25 years of age or younger
- ▶ Ensuring store signage about the lottery age requirements is displayed
- ▶ Keeping an eye on the instant ticket dispensing machine

Remember, it’s against the law to sell lottery tickets to anyone under the age of 18 in Illinois.

## Helpful ADA Information

### Accessible Restrooms

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

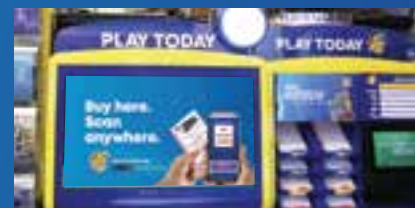
- ▶ There must be enough space in a restroom or handicapped stall so that a single wheelchair can freely rotate within it
- ▶ A grab-bar handrail with an easy-to-grasp surface should also be provided in the restroom or handicapped stall
- ▶ The sink counter or rim, whichever is higher, should be no more than 34" above the floor and faucets must be workable with just one hand

For more information, call (800) 514-0301.



# Illinois Lottery App Campaign

Beginning this summer, the Illinois Lottery will be promoting the mobile app, which allows players to scan their tickets to determine if they’ve won. The mobile app is a game-changer that ultimately generates increased participation and consumer engagement with the brand, while attracting new players.



App campaign ESMM creative

# The Retail Hotline for Intralot is 1-844-806-8930

Your Hotline operator will be able to answer any questions you may have regarding:

- Terminal functions & connectivity
- Installation schedule & queries

**Be Smart, Play Smart™** Must be 18 or older to play.

Crisis counseling and referral services can be accessed at 1-800-GAMBLER or text “ILGamb” to 53342. For additional info or to exclude yourself, call 1-800-252-1775 or visit [illinoislottery.com](http://illinoislottery.com).

