

Advertising & Marketing

Overview Calendars
FY20, FY21 and FY22



FY 2020 Calendar



FY 2020	July	August	September	October	November	December	January	February	March	April	May	June
INSTANT	Hot Family	\$20 \$5 Million Fortune	Win It All Family	\$5 Big Spin (Digital Reveal)	Holiday Tickets w/ Cash Blowout	\$10 Oversized Die-cut	\$20 Ruby Red 7's	Multiplier Family	\$25 Extreme Cash (Non-Breakeven)	\$5 - 007 (Licensed game)	\$10 \$ Clear Ticket	Bucks Family

First Tuesday Messaging

ONLINE PLAY/ LOYALTY	Online Play and Lucke-Rewards Conversion			New Online Play Platform	Conversion Campaign to increase Online Players leveraging Lucke-Rewards		New Player Acquisition Program – Digital Advertising Begins					
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BRAND/ OTHER							Play Smart	NC SCHOOL HEROES	NC SCHOOL HEROES Play Smart			
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DRAW	Powerball NYE Promo	Powerball NYE Promo	Pick 3 Promo Keno Draw to 4 min. Keno Promo	Keno Partner Play	Keno Everywhere	Keno Coupon Every Nth		Pick 3 Double Draw	Keno Multiplier Add – on 3/15	Keno Bonus Hours	Cash 5 Couponing	Keno Promotion
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Jackpot Awareness



*Images are examples only and do not represent final art or concepts.
Updated 06.27.19

FY21 Advertising Calendar

FY 2021	July	August	September	October	November	December	January	February	March	April	May	June
INSTANT	Carolina Panthers (\$5)	Gold Rush Family	Carolina Black Millionaire Edition	General ISO Ad	Holiday Tickets w/ \$20 OS	Holiday Tickets w/ \$20 OS	New General ISO Ad	X Family (\$1, \$2, \$3, \$5, \$10 and Jan \$20)	Millionaire Maker (\$30)	General ISO Ad	7's Themed Tickets	General ISO Ad
First Tuesday (On-Air Week Before Launch)							First Tuesday Refresh					
DRAW			Fast Play Launch		New Keno Campaign		Fast Play Re-Hit		Keno Re-Hit	Cash 5 Double Play (no broadcast)		
Jackpot Awareness (Billboards, Radio and Digital)												
Online Play Advertising (Digital Video and/or Display)												
BRAND								2020 NC School Heroes (no broadcast)	Play Smart/ 15 th Anniversary	Beneficiary/ 15 th Anniversary		

Instant Scratch-Offs Support

- 12 months of broadcast support in FY21
- Continued First Tuesday broadcast support prior to each monthly launch

Brand Support

- Beneficiary: 5 weeks of advertising
 - 2 wks during back-to-school and 3 wks to support 2021 beneficiary ads
- Play Smart: Broadcast support in March during Problem Gambling Awareness Month

Draw Game Support

- Powerball and Mega Millions: Radio and digital support at high jackpot levels throughout the year.
 - On-going support is also provided through OOH billboards
- Fast Play: 7 weeks of support w/ 4 wk launch and 3 wk re-hit
- Double Play: No broadcast media support; digital only
- Keno: 3 wks of broadcast support in November with 3 wk re-hit in March
- Online Play: Digital advertising throughout year for high jackpot, promotional offers or weather opportunities

FY22 Advertising Calendar

FY 2021	July	August	September	October	November	December	January	February	March	April	May	June
INSTANT	Corvette (\$5)	Premier Cash (\$20)	Bigger Spin (\$10)	Spectacular Riches (\$25)	Holiday Tickets w/ \$20 OS	Holiday Tickets w/ \$20 OS	New General ISO Ad	Multiply the Cash Family	New \$30 Ticket	General ISO Ad	General ISO Ad	Jackpot Family
First Tuesday (On-Air Week Before Launch)												
DRAW	Lucky for Life Daily Draws	Keno Re-Hit Powerball 3 Days	Powerball 3 Days P3 Double Draw		Fast Play New Games		Fast Play New Games		Keno Re-Hit		Fast Play New Games	
Jackpot Awareness w/ Online Play (Billboards, Radio and Digital)												
ONLINE PLAY				Online Play				Online Play				Online Play
BRAND			Back to School Beneficiary		Responsible Gifting				Play Smart	Beneficiary		

Instant Scratch-Offs Support

- 12 months of broadcast and digital support
- First Tuesday broadcast prior to each monthly launch

Brand Support

- Beneficiary: 6 weeks of broadcast and digital advertising
 - 3 wks during back-to-school and 3 wks broadcast in April
- Play Smart: Broadcast and digital support in March during Problem Gambling Awareness Month
- Responsible Gifting: Digital and social support

Draw Game Support

- Powerball and Mega Millions: Radio and digital support at high jackpot levels throughout the year, includes ongoing OOH
 - Powerball Monday drawings will have digital advertising, radio and OOH update
- Lucky for Life: Digital and social support for 7 days a week change
- Fast Play: 9 weeks of broadcast support w/ 3 wk flights in October, January and April
- Keno: 6 wks broadcast total with 3 wks of support in August and March
- Online Play: Three scheduled flights of digital advertising with high jackpot digital throughout the year as it occurs

