



**OREGON  
LOTTERY®**

# **State Parks**

**:30 or Less Mid-Budget Submission**

**Agency:** Pollinate

**Client:** The Oregon Lottery

**Category:** :30 or Less Mid-Budget

**PLAY IT FORWARD: STATE PARKS**

As a state-run organization, maintaining favorability and public trust is a critical goal for the Oregon Lottery. To support this goal, Pollinate developed **Play it Forward**, a campaign platform that tells the impactful story of how Lottery dollars contribute to valuable services like Education, Veterans, Watershed Enhancement, etc.

Our 2023 State Parks campaign focused on informing Oregonians of the Oregon Parks and Recreation Department's commitment to preserving and increasing accessibility across a diverse landscape and the invaluable role Lottery revenue plays in supporting their mission.

It was promoted with an integrated paid media strategy that ran in Oregon, May-July 2023.



# The Brief



## BACKGROUND

Pollinate was tasked with producing a suite of video and static assets that had both their own distinct concept approach, while also visually integrated with the existing Play it Forward campaign platform as well as Oregon Lottery owned channels.

## OBJECTIVES

- Increase awareness of Oregon Lottery's support for Oregon State Parks.
- Increase Brand favorability amongst Oregonians 18+.

## MANDATORIES

- Must include a nod to gameplay.
- Must be distinctly and authentically Oregonian.
- Should show a variety of ways that State Parks can be enjoyed by anyone, not just hikers.

# Project Details

## APPROACH

We identified two key elements as the starting place for ensuring Brand integration: The Play it Forward end frame mnemonic, and Brand illustrations pulled from the Oregon Lottery website. To combine those elements with live action footage spotlighting a variety ways State Parks can be experienced, we created a visual scrapbook. This approach allowed us to weave together multiple disparate messages and visual mandatories.

## RESULTS

1. Contributed to a record high Brand favorability rating.
2. Reached 44% of Oregonians through broadcast television/cable, delivering ~14.2M total impressions (A18+).
3. Paid social newsfeed video delivered click-through rates 2.5x above benchmark.



# Project Details

## CONTEXT

No regional context to note.

## AI USAGE

AI was not utilized in the execution of this video.

## TRIGGER WARNING

No trigger warnings.



# :30 Spot



THE VIEW AT ECOLA!

*Click to view*

Thank you.