



OREGON  
LOTTERY®

# Scratch-its Holiday

Campaign: Mid-Budget Submission

**Agency:** Pollinate

**Client:** The Oregon Lottery

**Category:** Campaign: Mid-Budget

### **GIVE THE GIFT OF 'WHAT IF?' - HOLIDAY SCRATCH-ITS**

The holiday season is a key selling period for Oregon Lottery Scratch-its. As shoppers look for easy and affordable gifting options, we want Scratch-its to be top-of-mind, not just with current Lottery players, but with new audiences as well.

Our Holiday 2022 Campaign was produced peri-pandemic, at a time when consumers were beginning to explore what a return to normalcy could look like after several years of uncertainty. While each of our videos focuses on a human connection, we took 3 distinctly different approaches to account for unknowns in consumer sentiment and behavior.



# The Brief

## BACKGROUND

While continuing to be mindful of various peri-pandemic behaviors and attitudes, Pollinate was tasked with producing a broad multichannel campaign to remind Oregonians that Scratch-its are an accessible and welcome addition to the joy of the season.

## OBJECTIVES

1. Create awareness of Scratch-its as an easy, welcome, and accessible gift idea for friends, family as well as those you may not know as well (service workers, colleagues, etc)
2. Demonstrate that Scratch-its are a low-cost, last-minute gift with the possibility of a big win

## MANDATORIES

- Ensure responsible gaming best practices, including language that promotes 18+.

# Project Details

## APPROACH

To expand consumers' perceptions of all the different ways that Scratch-its can be gifted, as well as to account for continuously evolving consumer behaviors within the context of the pandemic, we decided to focus our spots on several different holiday scenarios and visual approaches. We utilized the "Give the Gift of What If" tagline and treatment to provide a throughline and connect each within one campaign platform. These spots were supported with a full paid media mix, including Broadcast TV/Cable, Rich Media and Paid Social.

## RESULTS

1. Our 15s video had a 3.73% CTR on Paid Social.
2. 3.7M+ Impressions served on Broadcast TV/Cable.
3. Provided valuable insights to inform Lottery's creative evolution post-pandemic.



# Project Details

## CONTEXT

While likely a more universal experience, our spot takes into account how family gatherings in 2022 included both in-person and virtual attendance, with one family member joining the festivities remotely via iPad.

A White Elephant gift exchange is a common holiday activity for family, friends or coworkers where guests bring a wrapped present and take turns opening a mystery gift from the pile until everyone has received one. The game includes the ability to steal opened presents.



# Project Details

## AI USAGE

AI was not utilized in the execution of these videos.

## TRIGGER WARNING

No trigger warnings.



## :30 Spot - White Elephant



*Click to view*

## :30 Spot - One Simple Gift



*Click to view*



## :15 Spot - Holiday Cookie Monster



*Click to view*

Thank you.