



**OREGON
LOTTERY®**

Teacher of the Year

Purpose Led Creativity Submission

Agency: Pollinate

Client: The Oregon Lottery

Category: Purpose Led Creativity

TEACHER OF THE YEAR 2023

One of the many programs that are supported by funds from the Oregon Lottery is the Oregon Teacher of the Year. This award is given in recognition of exemplary educators across the state, and provides an opportunity for the Oregon Lottery to elevate these important voices and create awareness of their work, their challenges and the immense impact they have on youth across our state. This long-form video tells the story of Mandy Vance, the 2023 Oregon Teacher of the Year.



The Brief

BACKGROUND

The biggest difference with this project was that, unlike our usual campaign work with the Oregon Lottery, we were not provided a brief. Our only instructions were to produce compelling content that told the story of the Oregon Teacher of the Year in an impactful and authentic way. Our work included developing interview questions, coordinating with the Oregon Department of Education, and creating the right parameters to ensure we had compelling content while allowing the story to unveil itself more organically.

OBJECTIVES

- Spotlight our Oregon Teacher of the Year, Mandy Vance
- Increase awareness of Oregon Lottery's support for public education across the state.
- Support site and content engagement.

Project Details

APPROACH

Our approach was meticulous, yet flexible. We developed detailed shot lists to ensure we captured necessary B-roll and sound bites while working through challenging logistics that come with filming in classrooms. Our skeleton crew allowed us to capture content authentically and the flexibility to follow the story as it unfolded. The long-form video was featured on the Oregon Lottery website, and was used to produce a number of cut-downs for a multi-channel Paid Media campaign driving to OregonLottery.org.

RESULTS

1. **14.5K new visitors to the Public Schools landing page.**
2. **6.2M digital video impressions.**
3. **Reached ~65% of Oregonians through broadcast TV/Cable, delivering ~30.1M total impressions (A18+).**

Project Details

CONTEXT

Every year, each of the 50 states, U.S. territories, DC, and the Department of Defense Education Activity names a teacher of the year. The Oregon Teacher of the Year Program recognizes and honors teacher excellence, with the Teacher of the Year serving as the face and voice of exemplary educators across the state. Candidates for Oregon Teacher of the Year are exceptionally dedicated, knowledgeable, and skilled licensed public school educators in grades preK-12. Thanks to the Oregon Department of Education's partnership with the Oregon Lottery, the Oregon Teacher of the Year and their school receive a gift of \$10,000 as well as a special fund to cover all travel costs for the year.



Project Details

AI USAGE

AI was not utilized in the execution of this video.

TRIGGER WARNING

No trigger warnings.

Long-Form Video



Click to view

Thank you.