

# 2023 HOLIDAY SCRATCH-ITS

Category: Creative Use of Media Submission (small budget)

**Agency:** Pollinate

**Client:** The Oregon Lottery

**Category:** Creative Use Of Media – Small Budget

## HOLIDAY SCRATCH-ITS MEDIA CAMPAIGN

### FLIGHT DATES:

11/27/23 – 12/31/23

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



# The Brief

## CAMPAIGN GOAL

Effectively showcase holiday-themed ticket titles and support overall Scratch-its sales with integrated creative + media strategy.

## CHALLENGE

This campaign is timed at the height of the holiday shopping season, amidst much advertising clutter, requiring a well-crafted, strategic media plan that reached people effectively.

## MEDIA OBJECTIVES

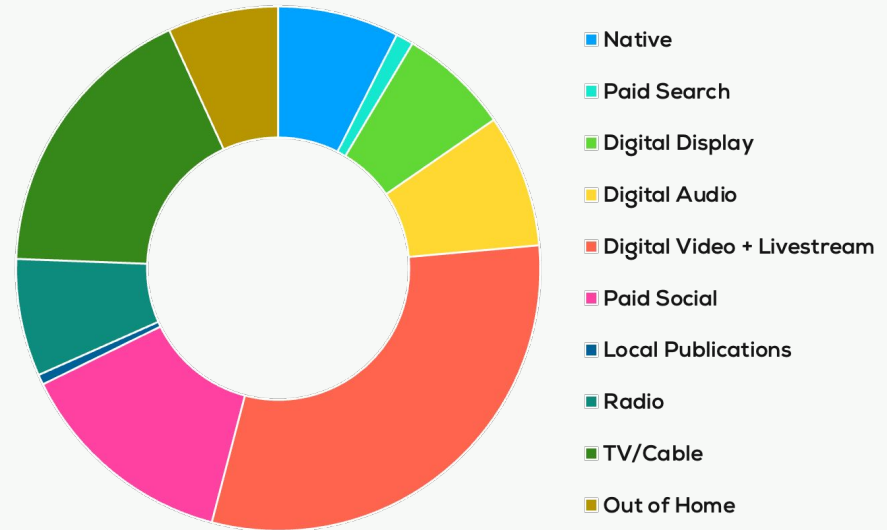
- Create awareness for Holiday Scratch-its during the holiday season.
- Support in-retailer sales.



# Approach

- Diverse media mix for greatest audience reach.
- Effective targeting: behavioral (interest in gambling, holiday/gifting, gaming apps), contextual (holiday content/films), and based on location (where Scratch-its are sold).
- To increase visibility in a relevant environment, campaign included Portland Monthly and Willamette Week holiday gift guides.
- Included digital OOH for last-minute gifting (12/17-12/24).
- Key insight: Consumers appreciate urgency messaging as last-minute gifting creative delivered highest click-through rate and engagements across all digital tactics and placements.

Holiday Scratch-its Media Mix



**30M**  
Statewide Impressions

**76K**  
Clicks to Holiday Scratch-its Page

**.39%**  
Click-through Rate

# Project Details

## CONTEXT

No regional context to note.

## AI USAGE

AI was not utilized in the execution of this work.

## TRIGGER WARNING

No trigger warnings.

Thank you.