

CLIENT: OREGON LOTTERY

JOB: CASH POP LAUNCH

CATEGORY: CREATIVE USE OF MEDIA | SMALL BUDGET



**OREGON
LOTTERY®**

DESCRIPTION

Oregon voters helped create the Oregon Lottery in 1984 as a way to help stimulate the economy and fund beneficiaries like State Parks and public schools across the state. And for the first time in 15 years, Oregon Lottery was going to be launching a new game – Cash Pop!

Cash Pop is a an easy, immediate game with drawings every hour (7am to 10pm, 16 per day) seven days per week. Simply pick a number 1-15, and if your number matches the winning number, you win the prize listed on your ticket.

THE BRIEF

As the first new Oregon Lottery game launch in 15 years, Lottery challenged Pollinate to develop a multi-channel campaign that builds awareness, encourages exploration, and ultimately drives foot traffic to brick & mortar retail.

GOALS

(Awareness) Introduce Cash Pop: Create awareness and encourage trial.

(Consideration/Conversion) Encourage retailer foot traffic and support Cash Pop sales.

BUDGET

\$400,000

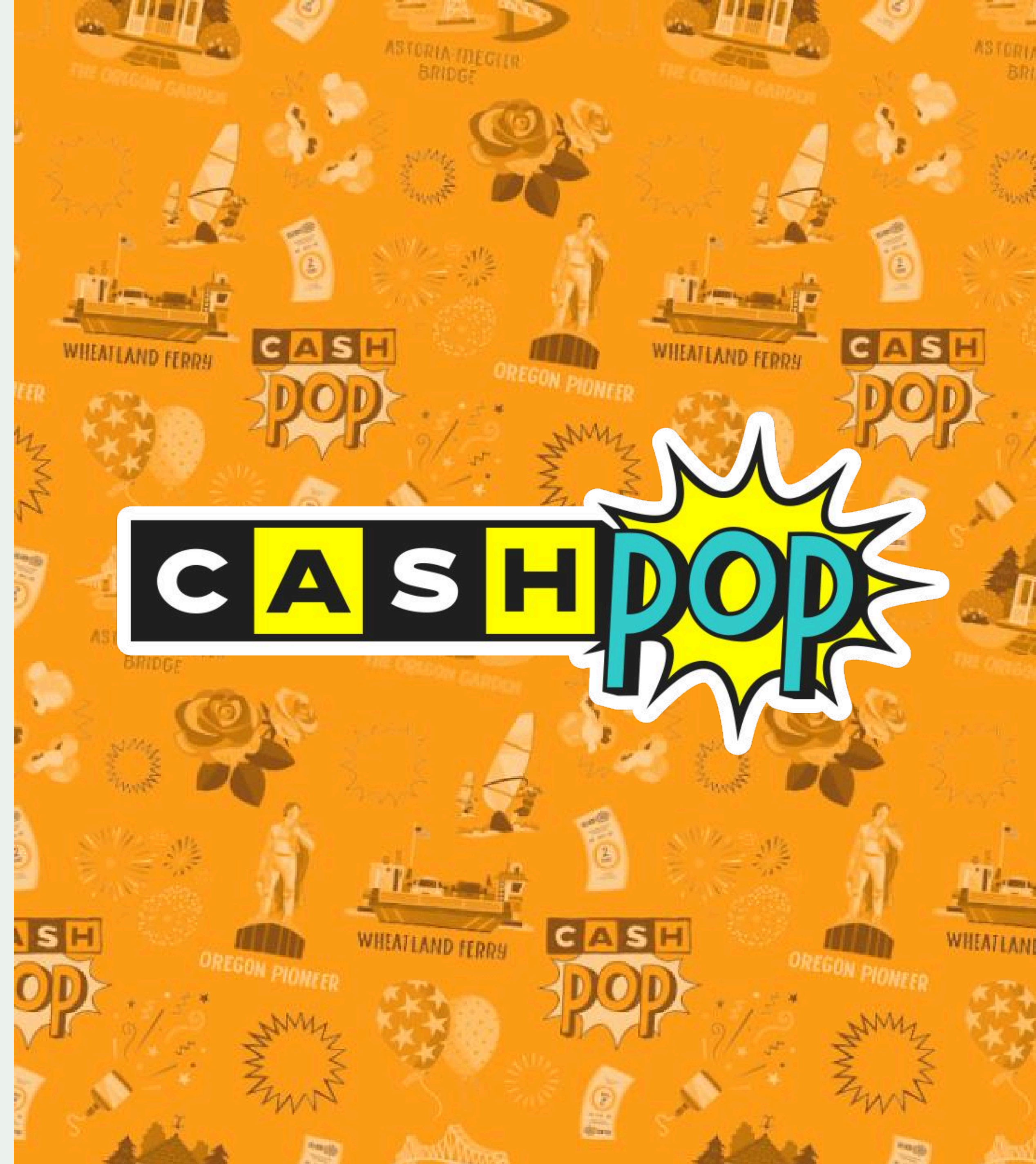
TARGET AUDIENCE

(Primary) Lottery Players

- Oregonians 18+
- Lottery Core + Light Players
- Entertainment Enthusiasts

(Secondary) General Market

- Oregonians 18+

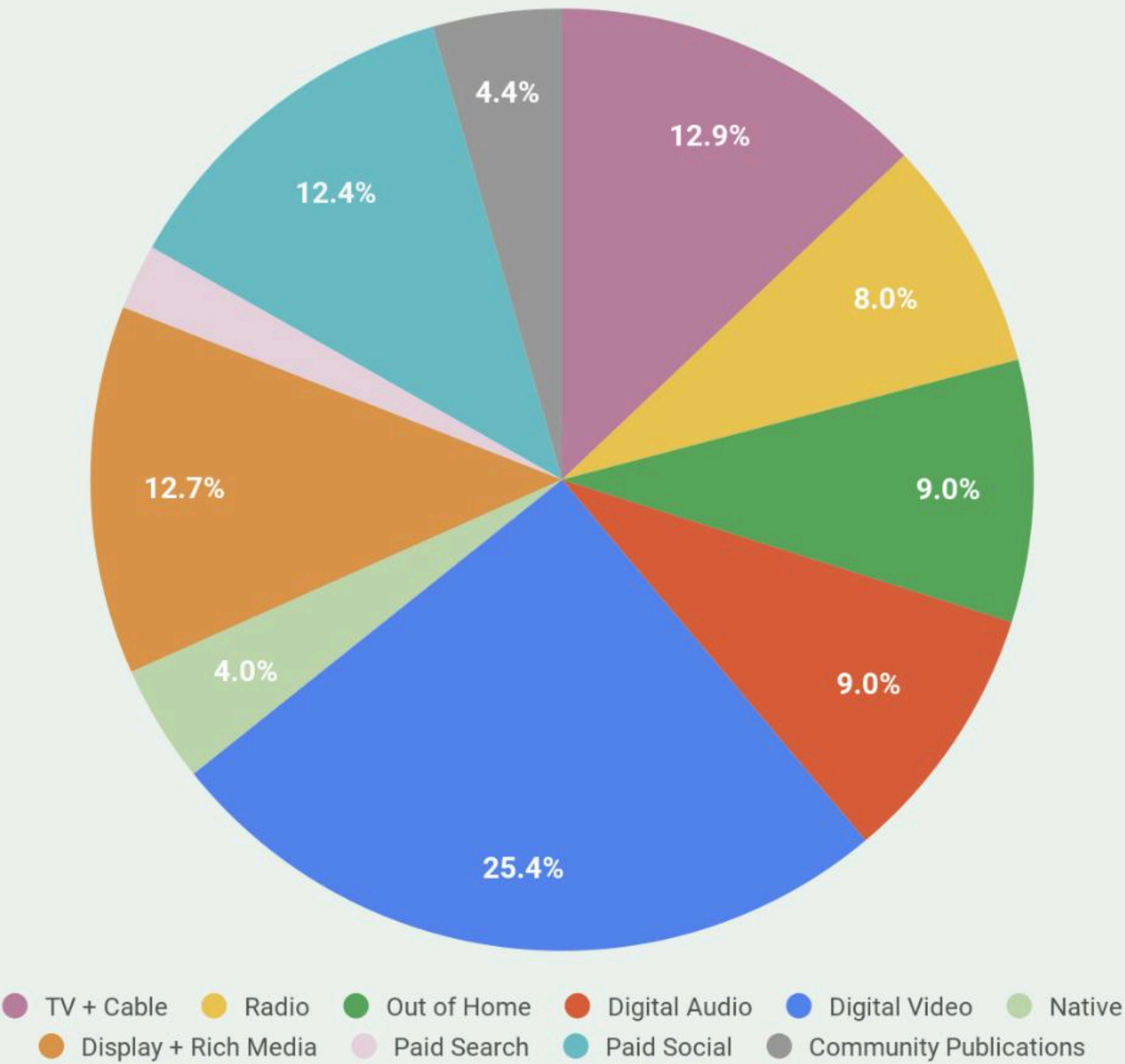


SOLUTION

This product launch campaign was a blended media effort across all channels to best support broad awareness while generating retail sales. We leveraged tactics and placements that provided opportunities for storytelling, including custom rich media units and local news stories filmed at retailers spotlighting Cash Pop.

- Pulse traditional media tactics to encourage trial across the launch period, while digital efforts remain continuous.
- Leverage historical and current product campaign learnings to inform tactics and placements.
- Include local radio talent endorsements to create community connection and excitement while providing increased airtime for 'how it works' messages.

CAMPAIGN FLIGHT DATES
1/13/25-3/1/25





RICH MEDIA CUSTOM MOBILE UNIT



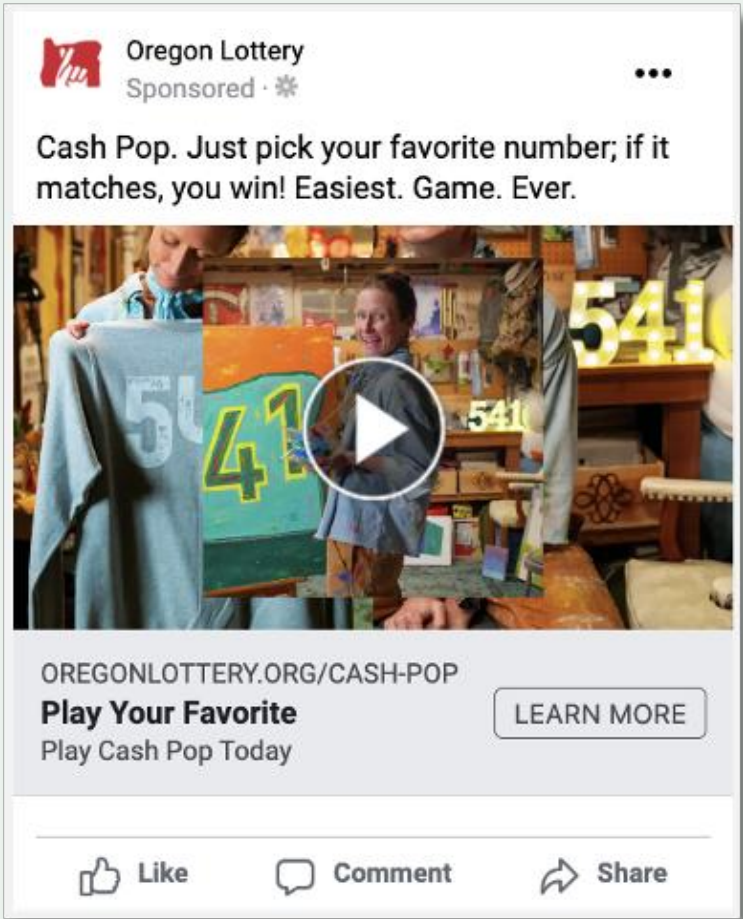
INSTAGRAM REEL



TIKTOK



CTV BRANDED FRAME



SOCIAL NEWSFEED



SOCIAL NEWSFEED



KPTV SEGMENT #1

[CLICK TO VIEW](#)



KPTV SEGMENT #2

[CLICK TO VIEW](#)

RESULTS

+549% increase in revenue over replaced game

5:43s average time on site for Reels

3:33s average time on site overall

