



Omnichannel Consumer Campaign

Client | CT Lottery

“Kenoh Yeah!”

When you hit all your numbers and win big playing that bonus multiplier that feeling of pure joy is very real. We just made that shockwave of happiness even more real. Best part is, you've got the chance to do it all over again every four minutes. KEN000000000HHHH YEAH!

The “Kenoh Yeah!” campaign launched in both English and Spanish on Broadcast and Connected TV, Radio, Social, OOH, Digital, and point-of-sale across the state.

RESULTS:

This campaign resulted in a steady increase in average monthly KENO sales vs. the prior fiscal year.

CREDITS:

Production Companies: Plural Films, Vagrants

CD/CW: Dom DeLoya

SVP Strategy & Development: Andrew Kesin

Sr. Designer/AD: Brigid Docherty

Executive Producer: Steve Holm

Director: Michael Fagan

DP: Quinton Brogan

SFX: Jonah Kaplan

Sound Engineer/Sound Design: Matt Berky / Massive Productions

Color: Rob Bessette

Editor: Michael Fagan

Conform Editor: Adrienne Sullivan

Spanish: Maria Lino /The Latino Way

Like fun? KENO **OHH** **YEAH!**

**Win up to
\$1,000,000!**



Odds vary by wager style. Purchasers must be 18 or older. Help is available for problem gambling. Call (888) 789-7777 or visit CCPG.org.

KENO
CT



CTLOTTERY.ORG

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“KenooH Yeah”

Display Banners: English/Spanish

Win up to
\$1,000,000!

Like fun?
KENOOHH
YEAH!

BUY NOW

KENO[®]_{CT}

CTLOTTERY.ORG

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¡Gana hasta
\$1,000,000!

¿Te gusta
la diversión?
KENOOHH
YEAH!

COMPRAR
AHORA

KENO[®]_{CT}

CTLOTTERY.ORG

Probabilidades varían según el tipo de
juego. Para comprar, debes tener 18 años
o más. Hay ayuda para problemas de juego.
Llama al (888) 789-7777 o visita ccpg.org.

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“Kenoooh Yeah”

Radio:

English: [CLICK TO PLAY](#)

Spanish: [CLICK TO PLAY](#)

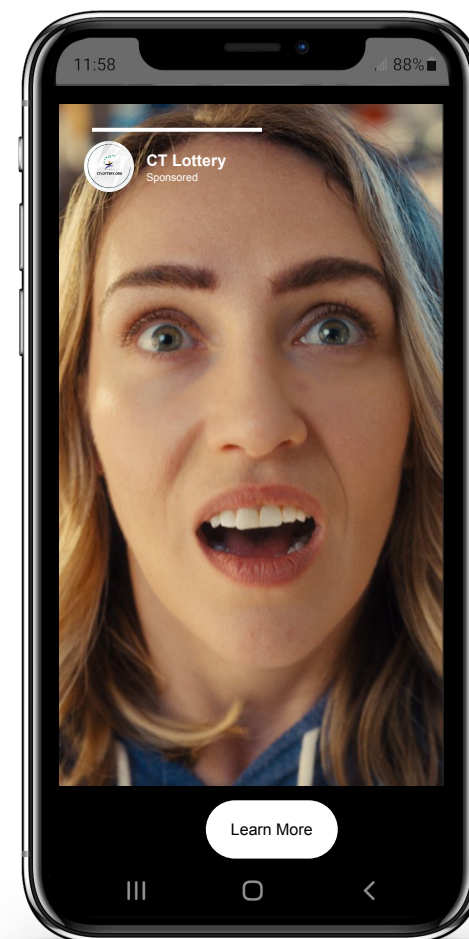
TV:

English: [CLICK TO PLAY](#)

Spanish: [CLICK TO PLAY](#)

Social:

English: [CLICK TO PLAY](#)



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“Kenoooh Yeah”

POS

