

**SOUTH CAROLINA EDUCATION LOTTERY
MARKETING & RETAILER RELATIONS
COMMITTEE MEETING MINUTES**

July 23, 2020

1:30 p.m.

The Board of Commissioners of the South Carolina Education Lottery (SCEL) met on Thursday, July 23, 2020, at 1:32 p.m., via teleconference conducted from 1333 Main Street, Columbia, South Carolina, Room 428, with the following members, representing a quorum, participating:

Otis Morris (Chairman)

Dr. Edward Keith

Sam Litchfield, Chairman (ex officio)

Richard Chapman (via video conference)

Commissioner Morris called the meeting to order and recognized Mrs. Ammie Smith, Director of Product Development, and Mr. Josh Whiteside, Director of Marketing to begin their presentation.

Mr. Whiteside updated the committee on “Tiny Stories 2” and stated that SCEL is in the process of selecting actors for the upcoming advertising campaign, which has been delayed by the pandemic restrictions. He and Mrs. Smith began by introducing the “Tiny Stories 2” concepts and explained that in the proposed "Tiny Stories 2" spots the focus will be on the situational comedy of “Tiny” winnings rather than scenes from across South Carolina.

The first concept is “Me Shack,” which involves a woman in her 20s who, after winning a lottery prize, returns to live at home in a “me” shack in the back of her mother’s property. The woman’s mother is not very pleased with her return home but the daughter seems oblivious. “Bedazzled” is based on a man who won a small prize and seeks to share his passion for being an aerialist with the world by setting up shop on a boardwalk without realizing the absurdity of the project. “Dad Hair” is based on a stay-at-home Dad who delves into giving his family extremely stylistic/artful haircuts. Finally, “Garden Wars” is based on two retired neighbors battling over their gardens as one takes her lottery winnings to build a memorial to her cat. The other neighbor, however, doesn’t think much of the memorial because the cat ate a fish from her pond.

In response to Commissioner Keith, Mr. Whiteside noted that the commercials would be tied to a specific game and although the advertisements would not be filmed on location, they will callout specific South Carolina towns.

Next, Mrs. Smith and Mr. Whiteside presented the new concepts for beneficiary messaging. Given our emphasis on beneficiaries, SCEL was well-positioned with three spots after product advertising was reduced in reaction to COVID-19 stay-at-home orders. The proposed messages seek to holistically tie the beneficiary spots into other aspects of SCEL’s marketing such as sports and other sponsorships. Staff also wants to draw a more personal connection in the viewer’s mind between the beneficiaries and the lottery proceeds going to fund Hope, Life, and Palmetto Fellows scholarships and Lottery Tuition Assistance.

The theme of the new campaign is passion, and the ads are shot in a documentary style to enhance the emotions being conveyed. “K. Marie” is a photographer, who attended the University of South Carolina with a Life Scholarship and now resides in Charleston. The voiceover directly ties the scholarship and students like her who are preparing for their dream job. A sub-theme of these beneficiary messages is entrepreneurship. “Erin” grew up in Bennettsville and graduated from the University of South Carolina with a degree in Hotel, Restaurant, and Tourism Management and

now owns her own bakery. The voiceover points out how the more than \$4.9 billion in SCEL-generated funds appropriated by the General Assembly helps students answer their calling. Lastly, is “James” who grew up in Rock Hill and graduated from Denmark Technical College with help from the Lottery Tuition Assistance Program. He returned home to pursue his dream of opening his own barber shop with family members working at his side. The voiceover states how SCEL has provided more than \$800 million to support students who attend technical colleges.

Commissioner Morris asked whether the student’s voices will be used and Mr. Whiteside stated that they will tell their own story before the closing voiceover. Commissioner Keith asked about the production time frame and when they may begin running on television. Mr. Whiteside stated that production would not begin until COVID-19 restrictions are relaxed and added that these spots will also run online as well.

Executive Director Brown asked about the economy of scale in shooting the advertising in batches. Mr. Whiteside stated that there is a value in batching the advertising productions and the plan is to shoot the beneficiary advertising and “Tiny Stories 2” in separate batches. He also explained that the advertising mix, frequency, and placement changes made in light of COVID-19 are now returning to pre-shutdown levels. Mr. Brown added that if there is another shut down, SCEL will go through the same evaluation performed in March and April to decide whether another adjustment is warranted.

Mrs. Smith explained that we are practically re-launching "Tiny Stories" given the length of time it has been out of our normal rotation. Also, this campaign really didn’t have enough repetitions to establish a lasting presence in viewers’ minds. Staff hopes to have "Tiny Stories 2" ready to run as things return to normal. Another challenge with television ads is that the cancelation of sporting events has made it harder to reach mass audiences as the stay-at-home restrictions were lifted. Now that sports are planning to start up again, SCEL hopes to return to more normal buying patterns and reach for television advertising.

Other Business

There being no further business, the meeting adjourned at 2:15 p.m.

_____/s/
Otis Morris, Chairman
Marketing & Retailer Relations Committee

September 4, 2020
Date

As required by *S.C. Code Ann.* § 30-4-80, SCEL posted notification for this meeting at its administrative offices, 1333 Main Street in Columbia. As provided in the Board Bylaws, SCEL also posted the meeting notice and agenda on its website (sceducationlottery.com), and sent emails pursuant to requests made by individuals, media outlets and other organizations. These notifications included the time, date, place, and agenda of the meeting.