

**SOUTH CAROLINA EDUCATION LOTTERY BOARD OF  
COMMISSIONERS**

**MARKETING & RETAILER RELATIONS COMMITTEE  
MEETING MINUTES**

**November 9, 2022**

**2:00 p.m.**

The Marketing and Retailer Relations Committee of the Board of Commissioners of the South Carolina Education Lottery (SCEL) was called to order at 2:08 p.m. on Wednesday, November 9, 2022, at 1333 Main Street, Columbia, South Carolina, Room 428, with the following members, representing a quorum, participating:

Otis Morris, Chair  
Sam Litchfield (*ex officio, via phone*)

Dr. Edward Keith  
Patrick Earle

**1. Reports**

**a. Rebranding Concepts for Play Responsibly Messaging**

The Chairman recognized Ammie Smith, Director of Product Development, and Josh Whiteside, Director of Marketing, to discuss rebranding concepts for Play Responsibly messaging. Mrs. Smith began by discussing lottery literacy. This messaging seeks to educate consumers about the lottery, including product offerings, how to play, the odds, minimum age, where the money goes, what it means to play responsibly, and how to get help when needed. Understanding these concepts builds trust in the brand and in lottery operations. Transparency is no longer enough; a lottery's success is rooted in the public's perception of its integrity. Responsible Gaming (RG) is moving in this direction across the country. SCEL is seeking to be part of this more proactive trend.

Part of this effort is for SCEL to achieve Responsible Play Best Practices & Certification from the National Association of State and Provincial Lotteries (NASPL) and the National Center on Problem Gambling (NCPG). Certification involves three parts: planning, implementation, and sustainability. It entails educating players, SCEL staff, and retailers, and compels a rethinking of our responsible play messaging.

Mr. Whiteside stated that after studying other states, he found a common theme among those lotteries and SCEL: a subconscious suggestion that players are not playing responsibly. Staff is now looking to remove or minimize a connotation of negativity. He presented the Better U Concept – an overarching branding campaign with many components of which responsible play is one. The Concept will look clean, and contain an information-heavy message with ancillary points to include beneficiary message, and educational points for players, retailers and SCEL staff. The Better U will require buy-in from SCEL personnel and our stakeholders.

**b. Rewards Program and App Update**

Mrs. Smith provided an update on implementation of the Rewards Program that is being developed during the remainder of the fiscal year. There are 220,000 active members in the Players’ Club and the Program will have seven second-chance promotions, 12 drawings, and 209 winners.

As for the mobile app, Mrs. Smith stated that SCEL is seeking to replicate the style of Chick-Fil-A or Starbucks. Players currently can check tickets and enter promotions concurrent with social media such as Facebook, Instagram, and Twitter. However, this Program envisions Players Club members using the app to check their tickets, and then receive reward points (“SCEL coin”) to enter second-chance contests for all games, terminal and instant. The Program is not a “frequent flyer” or a rewards points program used for obtaining merchandise. SCEL will be able to pull certain data from the app and will be able to engage players with messaging when player activity wanes, as is the case after big jackpot runs.

**c. University of South Carolina/Clemson University Palmetto Series Campaign**

Mr. Whiteside provided an update on the Palmetto Series, which is gaining traction. During the University of South Carolina vs. Tennessee University game and the Clemson University vs. University of South Carolina football game, there will be an on-field activation where a second-chance promotion winner can win \$5k, \$10k, or \$15k after peeling off a sticker on an oversized ticket. The Palmetto Series will run through basketball and baseball season, concluding at the end of the academic year.

**d. \$20 Instant Ticket Launch**

Mrs. Smith updated the committee on the \$20 Ticket launch with a copy of the ticket and stating that ordering for 9.6 million tickets will soon be finalized and sale will begin March 8, 2023. The projected payout percentage is 79.5%. SCEL is currently working on marketing materials and the execution plan for retailers. Although one \$20 game will be launched, Mr. Brown noted that SCEL is working to ensure retailers don’t replace the existing \$10 facings in the dispensers with the \$20 ticket. Although the sales commission rate is 7% for all games, the same sales effort obviously yields twice as much per transaction as a \$10 ticket.

**2. Other Business**

There being no further business, the meeting adjourned at 3:00 p.m.

\_\_\_\_\_/s/\_\_\_\_\_  
Otis Morris, Chair  
Marketing & Retailer Relations Committee

\_\_\_\_\_  
11/28/2022  
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](http://sceducationlottery.com)), and sent emails pursuant to requests made by individuals, media outlets and other organizations. These notifications included a link that provides the time, date, place, and agenda for the meeting.