

PROJECT KICK OFF / FROGGER

CLIENT: /COLORADO LOTTERY

CLIENT LEAD: / TODD GRECO

PROJECT: /FROGGER

ADVERTISING LEAD: /

DATE: /5-23-16

OBJECTIVE

- **Business Objective:** Drive sales of the Frogger Scratch game / Boost overall Scratch sales through awareness / Generate interest and sales from the Yes Men segmentation/Introduce our players to interactive gaming opportunities
- **Advertising Objective:** Increase awareness of the Frogger Scratch game, with the hopes of driving awareness of all Scratch games to current players, but include infrequent players and millennials

BACKGROUND / SITUATION ANALYSIS

- The Frogger game name/theme is part of the Pollard license games portfolio, and is based on the successful video games of the 1980s
 - Frogger has sold 20 million copies of the video game worldwide with US sales topping 5 million units
 - Frogger was named one of the top ten Atari 2600 video games of all time (this is a good follow-up to the Lottery's Atari Scratch game)
 - Frogger had its own animated TV show in 1983 that ran during CBS' Saturday morning cartoon programming
 - A 1998 episode of Seinfeld was titled Frogger and featured the classic Frogger arcade game which supposedly still had "George's" high score from when he played the game in high school
 - Frogger recently appeared in the Disney movie Wreck-It Ralph, and in last summer's Pixels movie starring Adam Sandler
 - The highest score ever recorded on a Frogger arcade game was 970,440 points on July 15, 2013 in Springfield, Virginia

PRODUCT / PROGRAM DETAILS

- Price point - \$5
- Play action - Grid/GoTo (see ticket art below) - \$25 and \$50 auto win features
- Theme - Entertainment, Frogger Video Games
 - Three unique color scenes - **all three scenes should be shown in the advertising**
- Ticket Size 4" X 8"
- 60 tickets per pack (\$300 per pack)
- Player may win up to 3 times
- Top prize of \$100,000 - odds of winning top prize - 1 in 600,000
- Inventory 1,800,000 tickets
- Total Revenue - \$9,000,000
- Prize payout - 68.5%
- Overall odds - 1 in 3.61

TARGET MARKET

- Trailblazers (highest proportion of spending, segment most aware of Scratch games in Colorado) enjoy entertainment activities such as going to the movies

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- Fun Active Scratchers (like high jackpot amounts, and the entertainment value of Scratch games)
- Ritual Budgeters due to the top prize amount, and overall number of prizes in the game
- This game also has the potential to appeal to the Yes Men segment – a group with the most growth potential according to tracking studies
- Due to the “gamer” demographic this is a prime opportunity for the Lottery to explore “alternative” marketing efforts (media, promotions, social, digital, etc.) in order to ensure this demographic not only sees information about this product, but creates messages that will resonate with them

TIMING (TBD)

- Game launch September 12 (this date can be adjusted)
- Advertising campaign to launch September 12 (POS, digital, social, OOH)
- Television/radio to start September 18

MARKETING SUPPORT (TBD)

- POS: ESMM, wobblers, register topper, writing surface, PC insert, poster (Pollard will provide 3,100 8.5”X11” posters as stated in the contract for the game), standee (3 standees are provided as part of the contract – the Lottery will need to print any additional)
- Paid: online, OOH, TV (media buy), radio (media buy), mobile
- Interactive Elements:
 - Web takeover
 - Announcement Email (September)
 - Interactive Frogger mobile game
- Social Media:
 - Facebook, Twitter promotional opportunities
- Promotion/Sponsorship
 - Second chance drawing(s)
 - 150 Frogger branded T-shirts
 - 150 Frogger branded baseball caps
- Optional:
 - TBD

COMMUNICATION MANDATORIES/SUGGESTIONS

- Legal
- Top prize
 - Second-chance drawings (if applicable)
 - Interactive mobile game

BUDGET -- \$600,000 TO \$750,000 (DEPENDING ON MEDIA PRODUCTION)

Options include but not limited to:

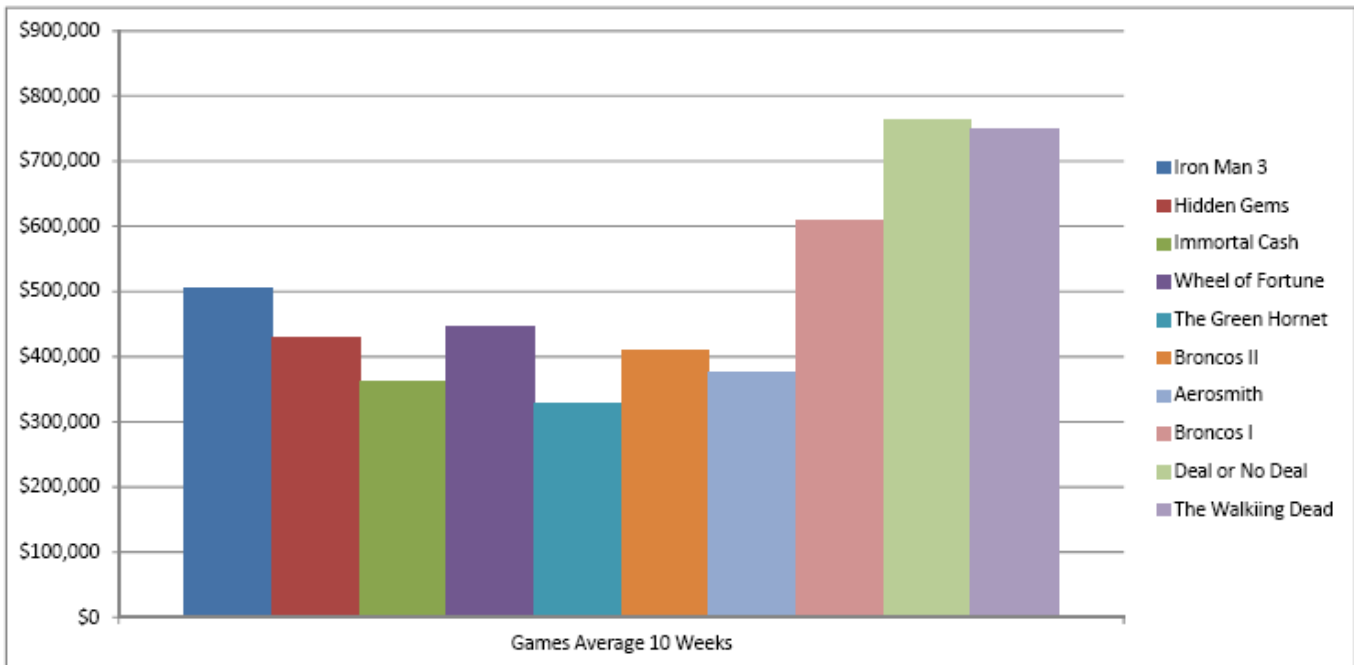
- TV Media
 - Media Production – TV (if the Lottery uses pre-produced spot TV production will be minimal – Lottery will still be responsible for cost of airtime)
- Radio Media
 - Media Production – Radio (if the Lottery uses pre-produced spot radio production will be minimal – Lottery will still be responsible for cost of airtime)

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- Internet
 - Internet / Digital Production:
- OOH
 - OOH Production:
- POS -- TBD
- All components using Frogger artwork (video/sound/graphics) need to be approved by Pollard. There is a ten-day approval turnaround. All materials will go through Cactus who will then pass them along to the Lottery's Pollard rep for approval

MEASUREMENT

- Advertising, web and social metrics TBD based on concept
- Tracking study recall by segment
- Sales:
 - Meet or exceed the average of total sales of previously advertised \$5 Scratch games including Ca\$ino Ca\$h, The Waling Dead, Iron Man 3, Deal or No Deal, The Green Hornet, Atari, etc.
 - \$5 category in same time period year-over-year
 - Total Scratch sales in same time period year-over-year



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Scene One



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Scene Two



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Scene Three



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"FROGGER" Game #801									
May 5, 2016									
	1,800,000	\$5	\$9,000,000	REVENUE	\$6,165,000	PRIZE FUND	-	68.50%	
Description:	WIN:	ODDS OF 1 IN:	WINNERS IN 60 (PER BOOK)	WINNERS IN 120,000 (PER POOL)	WINNERS IN 15,000 POOLS	PRIZE COST	PERCENT OF PRIZE FUND		
\$5	\$5	5.00	12.00	24,000	360,000	\$ 1,800,000	29.20%		
\$5 X 2	\$10	60.00	1.00	2,000	30,000	\$ 300,000	4.87%		
\$10	\$10	60.00	1.00	2,000	30,000	\$ 300,000	4.87%		
\$10 x 2 + \$5	\$25	150.00	0.40	800	12,000	\$ 300,000	4.87%		
\$25 w/FROG	\$25	75.00	0.80	1,600	24,000	\$ 600,000	9.73%		
\$25	\$25	150.00	0.40	800	12,000	\$ 300,000	4.87%		
\$25 x 2	\$50	300.00	0.20	400	6,000	\$ 300,000	4.87%		
\$25 + \$25 w/FROG	\$50	300.00	0.20	400	6,000	\$ 300,000	4.87%		
\$50 w/COIN	\$50	300.00	0.20	400	6,000	\$ 300,000	4.87%		
\$50	\$50	300.00	0.20	400	6,000	\$ 300,000	4.87%		
\$25 x 2 + \$50	\$100	2,608.70		46.00	690	\$ 69,000	1.12%		
\$25 w/FROG + \$50 w/COIN + \$25	\$100	2,000.00		60.00	900	\$ 90,000	1.46%		
\$50 + \$50 w/COIN	\$100	2,000.00		60.00	900	\$ 90,000	1.46%		
\$100	\$100	2,608.70		46.00	690	\$ 69,000	1.12%		
\$100 x 2	\$200	2,400.00		50.00	750	\$ 150,000	2.43%		
\$50 w/COIN + \$50 + \$100	\$200	1,333.33		90.00	1,350	\$ 270,000	4.38%		
\$200	\$200	2,400.00		50.00	750	\$ 150,000	2.43%		
\$200 x 2 + \$100	\$500	17,142.86		7.00	105	\$ 52,500	0.85%		
\$500	\$500	17,142.86		7.00	105	\$ 52,500	0.85%		
\$500 x 2	\$1,000	300,000.00		-	6.00	\$ 6,000	0.10%		
\$1,000	\$1,000	300,000.00		-	6.00	\$ 6,000	0.10%		
\$10,000	\$10,000	300,000.00		-	6.00	\$ 60,000	0.97%		
\$100,000	\$100,000	600,000.00		-	3.00	\$ 300,000	4.87%		
TOTAL		3.61	16.40	33,216	498,261	\$ 6,165,000	100.00%		

Average Dollar Amount per Book → \$160