



1st Quarter 2013

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Lottery Links is provided free to licensed retailers, Lottery Advisory Commission members, vendors and other interested parties. Lottery Links is available on the website at LOTTERY.ND.GOV.

Lottery Links

News and Ideas for Lottery Retailers

Get Ready to Sizzle

From May 12 through June 8, the North Dakota Lottery will be promoting the Hot Lotto game with a "3X The Sizzle" promotion. Players will be eligible for a \$1 discount when they purchase three plays of Hot Lotto with Triple Sizzler (\$6 value) for only \$5.

Simply ask players if they would like to play 3X The Sizzle. Touch the 3X The Sizzle icon on the main screen of your terminal, verify the sale and the ticket will print. All single draw, three play Hot Lotto with Triple Sizzler tickets are eligible for the discount.

For each 3X The Sizzle sale, a \$5.00 sale will show in the customer balance box in the upper right hand corner of the screen. Upon completion of the player's purchase, the amount in the customer's balance box is the amount that should be collected from the player. During the promotion, each 3X The Sizzle sale will appear as a \$6 Hot Lotto sale and a \$1 Promo Credit (for a total net sale of \$5) on the Daily Activity Report. Good luck and happy selling!

MAY 12 - JUNE 8

**3 PLAYS OF HOT LOTTO
WITH TRIPLE SIZZLER
FOR ONLY \$5!**

YOU SAVE \$1!

ASK FOR **3X THE SIZZLE**

The Hot Lotto grand prize now starts at **1 MILLION DOLLARS CASH!**
Match 5 white balls and win \$30,000! (\$90,000 with Triple Sizzler!)
Match 4 white balls + 1 Hot Ball and win \$3,000! (\$9,000 with Triple Sizzler!)

Hot Lotto
Imagine the possibilities.

LOTTERY.ND.GOV

Hot Lotto

PLEASE PLAY RESPONSIBLY.

Remodeling or Having Repairs Done?



If you are planning a remodel, roofing or any construction project that may affect any of your lottery equipment (satellite dish, modem, terminal, etc.), **please contact the Lottery office at least two weeks in advance (701.328.1574).** Do not disconnect or move any lottery equipment. Upon notification, a qualified representative from the lottery's online gaming system will contact the retail location and work with the retailer to address the store's needs.

Director's Message

It is a busy, but exciting time for the North Dakota Lottery. Items of interest we are working on include contracting for an online gaming vendor, conducting player research, developing a plan of action for rebranding, and redesigning our website.

The Lottery is preparing to issue a Request for Proposals (RFP) for online gaming system and services in late April. Our current contract with Scientific Games International ends on March 24, 2014. The Lottery is planning to request new lottery terminals and self-service ticket checkers in the RFP. The new terminals will have a smaller footprint, requiring less counter space, while ticket checkers will allow players to scan their tickets to determine if they are a winner. The Lottery is also considering optional items such as digital jackpot signs, LCD monitor displays, player activated terminals, automated subscriptions, and a players club. The Lottery Advisory Commission will review the draft of the RFP and provide a recommendation to Attorney General Stenehjem as to the equipment and products to be included in the RFP. Attorney General Stenehjem will take all factors into consideration and make a final decision before the RFP is issued.



KK Bold, along with Winkelman Consulting, conducted a player research pilot study and phone survey December 2012 through February 2013. The research was designed to determine perceptions and preferences of current lottery players as well as obtain information to assist in acquisition of new players, increase game awareness and to identify other areas of opportunity. Preliminary findings indicate most players show increased awareness of the Lottery games at jackpot amounts of \$80 million or more, relatively low awareness of games other than Powerball and a greater recall of the Lottery brand that contains a broad, consistent message. The Lottery plans to strategically reposition its branding and message over the next year.

The redesign of the Lottery's website is nearing completion. This is the first time the website has been redesigned since the Lottery began in 2004. The enhancements made to the website include:

- a responsive design to adjust to different screen sizes (computers, smartphones and tablets).
- a Find-A-Retailer button using Google Maps so players can easily find the closest lottery retailer.
- a clean, modern look that is both attractive and functional.

All of the new features and design will make the North Dakota Lottery website more functional, user friendly and above all increase excitement and awareness of the Lottery and its retailers. The Lottery plans to launch the new website in early May 2013.

This is an exciting time for the Lottery and its retailers. Many of the items we are currently working on will positively impact retailers by improving the speed of lottery transactions, reducing the size of check-out lines, freeing up clerk time, increasing lottery sales and providing a positive, enjoyable experience for the player and clerk. Everyone at the Lottery looks forward to building on the future of our partnership.

As always, if you have any comments or suggestions to make the North Dakota Lottery even better, please contact your Customer Service Specialist, the Lottery office at 701.328.1574 (local) or toll free at 1.877.635.6886. I invite you to stop by the Lottery office, write me a letter or email me at rcmiller@nd.gov.

Randy Miller

One Wild Success

The One Wild Deal promotion from the North Dakota Lottery was one “WILD” success. The One Wild Deal promotion started January 13 and ended February 9. When compared to similar jackpot sales, Wild Card 2 sales increased 58% during the One Wild Deal promotion. Players received over \$37,000 in free tickets. Refer to the back of this newsletter to see the Top 60 One Wild Deal selling retailers (ranked by the number of One Wild Deal transactions). Thank you to all retailers for making the One Wild Deal promotion a “WILD” success!



Jackpot Alert Stickers

Research has shown that the higher the jackpot, the higher the sales! Remember to wear your jackpot alert stickers to alert players of high jackpots. If you are running low or are out of stickers, please contact your Customer Service Specialist to order more.



Ordering Ticket Paper

To avoid running out of ticket stock, place an order when you get down to your last few rolls. It's quick and easy.

Start at the main menu screen.

1. Touch “Special”
2. Touch “Generate Supply Request”
3. Touch “Low on Ticket Paper”

Your order is now placed.



Hot Lotto Game Change Coming Soon
Beginning May 12, 2013



- Advertised grand prize starts at \$1 Million CASH.
- The Match 5 prize will increase from \$10,000 to \$30,000 (with Triple Sizzler: from \$30,000 to \$90,000).
- The Match 4 + 1 prize will increase from \$500 to \$3,000 (with Triple Sizzler: from \$1,500 to \$9,000).
- The number of white balls will increase from 1-39 to 1-47.

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Remind players to sign up online for email or text messages:

- **Jackpot Alerts**
- **Winning Numbers**
- **Special Promotional Offers**

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Top 60 One Wild Deal Retailers

Rank Retailer

- 1 Hiway Express - Beulah
- 2 Dan's Supermarket #2 - Bismarck
- 3 Dan's Supermarket #3 - Bismarck
- 4 Hornbacher's Village West - Fargo
- 5 M&H Gas - Mandan - Mandan
- 6 Hiway Tesoro - Carrington
- 7 Hornbacher's Southgate - Fargo
- 8 Dan's Supermarket #6 - Mandan
- 9 Holiday Stationstore #124 - Fargo
- 10 Farmers Union Oil - Beulah
- 11 Hugo's #8 - Grand Forks
- 12 Cash Wise Foods - Bismarck
- 13 Sooper Stop - West Fargo
- 14 Sunmart #103 - West Fargo
- 15 Hugo's #10 - Grafton
- 16 Red Carpet Carwash - South - Bismarck
- 17 Hornbacher's North Port - Fargo
- 18 Expressway C-Store - Bismarck
- 19 Neighborhood Grocery & Gas - Jamestown
- 20 Rosie's Food and Gas - Dickinson

Rank Retailer

- 21 Simonson Station Store - Minot
- 22 Market Place Food & Drug - Minot
- 23 Brothers III Sports - Valley City
- 24 Hugo's #2 - Grand Forks
- 25 Dan's Supermarket #5 - Dickinson
- 26 Main Tesoro - Bismarck
- 27 Hornbacher's Osgood - Fargo
- 28 Little Dukes - Bismarck
- 29 Sunmart #115 - Fargo
- 30 Hornbacher's Express - Fargo
- 31 Cash Wise Foods - Fargo
- 32 Kum & Go #802 - Dickinson
- 33 Central Market - Mandan
- 34 M&H Gas - Minot
- 35 Market Place Foods - Broadway - Minot
- 36 Pit Stop - Dickinson
- 37 Simonson Station Store - Grafton
- 38 UNISTOP - Bismarck
- 39 Market Place Foods - Dakota Sq. - Minot
- 40 Pony Express Conoco - Bismarck

Rank Retailer

- 41 Dan's Supermarket #1 - Bismarck
- 42 Hook, Line & Sinkers - Beulah
- 43 Frankies Westside Conoco - Dickinson
- 44 M&H Gas - Dickinson
- 45 Simonson Station Store - Bismarck
- 46 Leever's Foods - Devils Lake
- 47 M&H Gas - Jamestown
- 48 Arrowhead Market Place Foods - Minot
- 49 Hiway Express - Hazen
- 50 B & J Tesoro - Bismarck
- 51 Clark I-94 Super Xpress - Bismarck
- 52 Loaf N Jug #682 - Bismarck
- 53 Simonson Station Store - Wahpeton
- 54 Petro Serve USA #087 - Fargo
- 55 Petro Serve USA #077 - Bismarck
- 56 Central Market - Bismarck
- 57 Stop-N-Go Store #444 - Hillsboro
- 58 Hugo's #9 - Jamestown
- 59 Leroy's Tesoro MVP Stores - Mandan
- 60 Cenex - Hazen