



2nd Quarter 2013

In This Issue

- ◆ Director's Message (Page 2)
- ◆ Hot Lotto Sales SIZZLE (Page 3)
- ◆ Ownership Change? (Page 3)
- ◆ Lottery Tidbits (Page 3)
- ◆ Mega Millions Game Change (Page 3)
- ◆ Top Selling 3X The Sizzle Retailers (Back)

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

Upcoming 2by2 Promotion

Beginning August 4 through August 31, the North Dakota Lottery will be running a 2by2 7 draw promotion. The qualifying purchase is a single play, 7 draw 2by2 ticket for \$7. With this purchase, players have a chance to instantly win a free 7 draw 2by2 ticket or \$500. Instant winners will be chosen on a random basis.

If a player is an instant 7 draw ticket winner, their free 7 draw ticket will print immediately after their purchased ticket. If a player is a \$500 instant winner, a \$500 coupon will print. In order to receive credit for cashing an instant winner, coupons must be scanned through the lottery terminal in the same manner as any other winning lottery ticket. If you do not have sufficient funds available, instruct the player to return at another time, redeem the coupon at another lottery retailer or mail it to the North Dakota Lottery at the address on the back of the coupon. Encourage players to sign the back of their coupons. With all 7 draw 2by2 purchases, any prize won on Tuesday doubles in value, including the jackpot.

Your store will receive credit for all scanned and cashed coupons, as well as the free 7 draw tickets, which will be reflected in the PROMO line of your DAILY SALES ACTIVITY and WEEKLY INVOICE reports.

Pre-printing 2by2 transactions is strictly prohibited. Please see official rules at www.lottery.nd.gov for complete details. Good luck!



New Lottery Website!

The newly designed North Dakota Lottery website is up and running! This is the first time the website has been redesigned since the Lottery began in 2004. Some of the enhancements include a responsive design to adjust to different screen sizes (computers, smartphones and tablets), an active Facebook plug-in that shows all current posts/updates, and a "Find-A-Retailer" button that uses Google Maps so players can easily find the closest lottery retailer. Check out the beautiful new site at LOTTERY.ND.GOV.

Director's Message



It is an exciting and busy time for the North Dakota Lottery as we begin the process of rebranding.

Beginning in December, 2012, the North Dakota Lottery, KK Bold and Winkelman Consulting conducted player studies to determine perceptions and preferences of current lottery players and identify areas of opportunity such as increased game awareness and attracting new players. With this information, we will implement an effective rebranding campaign that will create renewed excitement for current players and capture the attention of new players all while promoting the fun and entertainment provided by the Lottery.

A pilot study (of 62 players who have played the lottery at least once in the past year) assessed player game awareness, interest in specific games, and effect of jackpot size on their purchasing habits. This study replaced the focus group survey we conducted a few years ago. Over 40% of those surveyed said that the Lottery is their favorite game of chance. Of those players, convenience, thrill of chance/hope of winning and socializing were given as the top reasons why they play. Powerball had the greatest awareness among lottery players. Mega Millions ranked second, but showed to have the highest opportunity for growth. High jackpots are the biggest reason why these players play lottery games. One of the biggest surprises that came to light was that even with a booming economy, the main reason players did not play lottery games was that they felt they could not afford it. When asked what size of jackpot would motivate the player to start playing or increase the number of tickets purchased, the most popular response was \$100 Million.

After completing the player pilot study, we moved to a larger, quantitative study involving 650 players and non-players. One of the biggest surprises (as was with the pilot study) was that nearly 30% reported they now spend less on entertainment and leisure than they did one year ago. The most influential hot button for all respondents were convenience (being able to play within a few miles of home) and games that were easy to understand and play. Top-of-mind awareness and unaided awareness was highest for Powerball (50.2% and 59.1%, respectively). Respondents identified not winning and the odds as dislikes.

As we move forward with rebranding the North Dakota Lottery, the things we know are that players play for the thrill, dream, and chance of winning. We must connect with our current lottery players and interested prospective players on an emotional level by establishing the correct tone. In the coming months we'll be working diligently to establish that tone.

Thank you for all your hard work. 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.

Enjoy your summer!

Randy Miller



HAVE A GREAT SUMMER!!

Hot Lotto Sales SIZZLE

The 3X The Sizzle promotion from the North Dakota Lottery was a “SIZZLING” success. The 3X The Sizzle promotion started May 12 and ended June 8. When compared to the 26-week weekly average prior to the promotion, Hot Lotto sales increased 69% during the promotion, while players received over \$29,000 in discounts. Check the back of this newsletter to see the top selling 3X The Sizzle retailers. Thank you to all retailers and associates for making the 3X The Sizzle promotion a huge success!



Ownership Change?

Retailers are required to submit a written change of ownership, change in business name and change in business location in writing thirty days prior to the expected date of change. ND Lottery licenses are **not** transferable. If the new owner applies and is approved for a lottery license, a qualified representative of the lottery's online gaming system will contact the retail location and work with the retailer to coordinate ticket stock, retailer log-in ID, and password changes. If proper procedure is not followed, the lottery terminal will be disabled until all forms and fees are received and approved. Players will not be able to purchase or check lottery tickets if the terminal has been disabled.

Lottery Tidbits

- Give *all* winning and non-winning lottery tickets back to the player.
- Give all customer receipts to the player
- Keep all retailer receipts for the store's records
- No credit will be issued to retailers for misprinted tickets due to operator error.
- Valid misprinted tickets may be sold to players before the draw occurs.
- Lottery tickets cannot be voided, cancelled, or refunded.
- Players **can not** use credit cards to purchase lottery tickets.
- Problems with your lottery terminal? Call the 24-hour terminal assistance number located on the front of your lottery terminal (1-866-719-2699).



**Mega Millions Game Change Coming
October 19, 2013**



- The cost per play remains \$1 (extra \$1 to add Megaplier) and the jackpot will start at \$15 Million.
- The Match 5 prize will increase from \$250,000 to \$1 Million.
- The Match 5 prize with Megaplier is eligible to be multiplied 2, 3, 4 or 5 times (\$2 Million to \$5 Million).
- The number of white balls will increase from 1-56 to 1-75.
- The number of gold balls (Mega Ball) will decrease from 1-46 to 1-15.
- Overall odds of winning any prize will improve to an amazing 1:14.71.

Office of Attorney General
 Lottery Division
 1050 E. Interstate Ave. Suite 200
 Bismarck, ND 58503-5574

701.328.1574
 1.877.NDLOTTO (635.6886)
 Fax 701.328.1580



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

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

LOTTERY.ND.GOV



facebook.com/NDLottery



@ND_Lottery

Top 60 3X The Sizzle Retailers

Rank Retailer

- 1 Hornbacher's Village West - Fargo
- 2 Market Place Food & Drug - Minot
- 3 Dan's Supermarket #3 - Bismarck
- 4 Petro Serve USA #080 - Fargo
- 5 Dan's Supermarket #2 - Bismarck
- 6 Brothers III Sports - Valley City
- 7 Hiway Express - Beulah
- 8 M&H Gas - Minot
- 9 Pony Express - Bismarck
- 10 M&H Gas - Mandan
- 11 Cash Wise Foods - Bismarck
- 12 Dakota Square Market Place Foods - Minot
- 13 Hornbacher's Osgood - Fargo
- 14 Simonson Station Store - Grafton
- 15 Leever's Foods - Devils Lake
- 16 Hiway Tesoro - Carrington
- 17 Main Tesoro - Bismarck
- 18 Sunmart #103 - West Fargo
- 19 Broadway Market Place Foods - Minot
- 20 Cash Wise Foods - Fargo

Rank Retailer

- 21 Arrowhead Market Place Foods - Minot
- 22 M&H Gas - Jamestown
- 23 Hornbacher's Southgate - Fargo
- 24 Red Carpet Carwash - South - Bismarck
- 25 Dan's Supermarket #6 - Mandan
- 26 UNISTOP - Bismarck
- 27 Farmers Union Oil - Velva
- 28 Sooper Stop - West Fargo
- 29 Simonson Station Store - Minot
- 30 Hornbacher's Northport - Fargo
- 31 B & J Tesoro - Bismarck
- 32 Rosie's Food and Gas - Dickinson
- 33 Hugo's #10 - Grafton
- 34 Central Market - Bismarck
- 35 Dan's Supermarket #5 - Dickinson
- 36 Hornbacher's Express - Fargo
- 37 Dan's Supermarket #1 - Bismarck
- 38 Simonson Station Store - Wahpeton
- 39 Sunset MVP Store - Mandan
- 40 Hugo's #9 - Jamestown

Rank Retailer

- 41 Superpumper #4 - Williston
- 42 Central Market - Mandan
- 43 Hiway Express - Hazen
- 44 Enerbase North Cenex - Minot
- 45 Clark I-94 Super Xpress - Bismarck
- 46 Casey's General Store #3231 - Horace
- 47 Stop n Shop - Minot
- 48 Petro Serve USA #077 - Bismarck
- 49 Enerbase Southeast Cenex - Minot
- 50 Petro Serve USA #083 - Fargo
- 51 Farmers Union Oil - Beulah
- 52 Little Dukes - Fargo
- 53 Kum & Go #2812 - Tioga
- 54 Little Dukes - Bismarck
- 55 UNISTOP - Washburn
- 56 Leever's Foods - Valley City
- 57 Runway Express Mart - Bismarck
- 58 Leroy's Tesoro MVP Store - Mandan
- 59 Loaf N Jug #682 - Bismarck
- 60 Holiday Stationstore #96 - Fargo