



1st Quarter 2014

Lottery Links

News and Ideas for Lottery Retailers

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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.

North Dakota Lottery Gets New Look!

The North Dakota Lottery has been around since 2004 and it recently got a fresh, new look. Partnering with KK BOLD, the North Dakota Lottery's ad agency, the two worked hard to create a thrilling and fun campaign that would spark dreams and create excitement with players across the state. A new branding campaign hit the airwaves in mid-March with an exciting message: When you win, what you do is up to you. **IMAGINE THE POSSIBILITIES!** Oh the possibilities: Send the in-laws off on a year-round vacation, send your butler to the gym to do your workout, or trick out your tractor...the possibilities are **ENDLESS!**

Along with the new message, the North Dakota Lottery logo received an enhancement. Many of the attributes from the original logo were given an updated, modern, tweak to catch the eye of players. The North Dakota state outline, red ball and sunburst were kept to keep the history of the Lottery in the minds of players. Keep an eye (and ear) out for the second round of the ad campaign to hit billboards, radio and internet coming in May 2014. Imagine the possibilities!



Director's Message

Spring has arrived and so has the new lottery equipment. All North Dakota Lottery retailers received top of the line terminals, self-service ticket checkers, jackpot signs, and Lottery InMotion monitors. We appreciated your cooperation with representatives from Scientific Games International and its subcontractors during the training and equipment installation process. If you have any problems with the new lottery equipment, please call Scientific Games' 24-hour hotline for assistance at 1-866-719-2699.



Attorney General Wayne Stenehjem, Sales and Marketing Manager Ryan Koppy, and I were at Dan's SuperMarket South in Bismarck on March 24, to celebrate the launch of the new equipment. The special event announced the completion of installation of new lottery equipment, launch of the Lottery's new branding campaign, and kick-off of the Lottery's 10th Anniversary.

During the past ten years, numerous milestones have been accomplished because of the partnership the Lottery has with its retailers, the continued support of our players, and the work of Attorney General Stenehjem, the Lottery Advisory Commission, and the Lottery team. Thank you to the retailers that have partnered with the Lottery over the last ten years and welcome to all new retailers that recently began selling lottery products. With your partnership, the Lottery's next ten years will be just as successful.

I encourage retailers to utilize the resources of the Lottery's customer service specialists, who will make sure you have the products and point-of-sale material you need to optimize sales. Ask cashiers to actively promote the sale of lottery tickets, not only during special promotions or high jackpots, but throughout the year. Remember to ask players to add-on Power Play, Megaplier, or Triple Sizzler to their purchase; or upsell to a seven draw 2by2 ticket. The add-on features not only provide the opportunity for players to increase their prizes specific to that game, but also earn you additional sales commission, as well as doubling the sales bonus when you sell a winning ticket for applicable high-tier prizes.

The Lottery will be celebrating its 10th Anniversary by rewarding players for their support, with a One-of-Each Cash Dash promotion scheduled to run August 3rd through August 30th. With a qualifying \$9 One-of-Each purchase, players will have an opportunity to win instant cash prizes.

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



Above: Randy Miller, North Dakota Lottery Director



Attorney General Wayne Stenehjem addresses the media and demonstrates the new and improved lottery equipment.



HAPPY
10TH ANNIVERSARY
NORTH DAKOTA
LOTTERY



Above: Ryan Kopp (North Dakota Lottery Sales and Marketing Manager) and Randy Miller



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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 Retailers Ranked by Sales in 2013

Rank	Retailer	Rank	Retailer	Rank	Retailer
1	Hornbacher's Village West - Fargo	21	Cash Wise Foods - Fargo	41	Dan's Super Market #6 - Mandan
2	Dan's Super Market #2 - Bismarck	22	Juggie's Quik Stop - Stanley	42	Frankies Westside Conoco - Dickinson
3	Dan's Super Market #3 - Bismarck	23	M&H Gas - Williston	43	Simonson Station Store - Wahpeton
4	M&H Gas - Mandan	24	Hiway Tesoro - Carrington	44	Eagles Landing C-Store - New Town
5	Kum & Go #2812 - Tioga	25	Pit Stop LLC - Dickinson	45	Cenex C-Store - Killdeer
6	Marketplace Food and Drug - Minot	26	Hugo's #9 - Jamestown	46	B & J Tesoro - Bismarck
7	Sunmart #103 - West Fargo	27	Pony Express Conoco - Bismarck	47	Harley's Cenex - Minot
8	Hornbacher's Southgate - Fargo	28	Sunmart #115 - Fargo	48	Arrowhead Market Place Foods - Minot
9	Hornbacher's Osgood #05064 - Fargo	29	Superpumper #4 - Williston	49	M&H Gas - Dickinson
10	Hornbacher's Northport - Fargo	30	M&H Gas - Williston	50	Main Tesoro - Bismarck
11	Broadway Market Place Foods - Minot	31	Kum & Go #804 - Watford City	51	Kum & Go #806 - Williston
12	Dakota Sq. Market Place Foods - Minot	32	Leevers County Market - Devils Lake	52	Farmers Union Oil - Bottineau
13	Cash Wise Foods - Williston	33	Red Carpet Carwash - South - Bismarck	53	Enerbase Corner Express Cenex - Minot
14	Simonson Station Store - Minot	34	Dan's Super Market #1 - Bismarck	54	M&H Gas - Jamestown
15	Hugo's #8 - Grand Forks	35	Hornbacher's Express - Fargo	55	Hugo's #10 - Grafton
16	Simonson Station Store - Williston	36	Simonson Station Store - Grafton	56	Western Star Conoco - Williston
17	Rosie's Food and Gas - Dickinson	37	Hiway Express - Beulah	57	Superpumper #22 - Belfield
18	Sooper Stop - West Fargo	38	Clark I-94 Super Express - Bismarck	58	Cash Wise Foods - Bismarck
19	M&H Gas - Minot	39	Cashwise #3042 - Watford City	59	Enerbase North Cenex - Minot
20	UNISTOP - North - Bismarck	40	Brothers III Sports - Valley City	60	Petro Serve USA #080 - Fargo

North Dakota Lottery Players Club Coming July 2014

The North Dakota Lottery is gearing up for the launch of the NEW North Dakota Lottery Players Club.

Starting in July 2014, players will be eligible to become members of this exclusive club! Players simply visit our website at LOTTERY.ND.GOV to register. Once players are registered, they will be eligible to enjoy benefits such as:

- Points for Prizes
- Points for Drawings
- Second Chance Drawings
- Automated Subscriptions

Collecting points is quick and easy. Every North Dakota Lottery ticket will have a special entry code at the bottom of the ticket. Players enter that code at the North Dakota Lottery Players Club website to earn points that can be used for merchandise or entry into special prize drawings. All Players Club benefits and rewards are handled by the North Dakota Lottery.



Cash Dash Returns for a 10th Anniversary Celebration!

The highly popular “Cash Dash” promotion returns to celebrate the 10-year anniversary of the North Dakota Lottery. The promotion is scheduled to run August 3 through August 30, 2014. Players who purchase one of each with all the extras (Powerball with Power Play, Mega Millions with Megaplier, Hot Lotto with Triple Sizzler, Wild Card 2 and 2by2) for \$9 get a chance to INSTANTLY win up to \$500 cash!

To add excitement to the tenth year of the North Dakota Lottery, players who are members of the North Dakota Lottery Players Club can enter each one of their Cash Dash tickets (five codes to enter) to earn an entry into a Cash Dash 2nd Chance drawing! The North Dakota Lottery will be giving away ten (10), \$1,000 prizes to eligible entrants! That’s right, an ADDITIONAL \$10,000 in second chance prizes commemorating the North Dakota Lottery’s 10-year anniversary!



INSERT

WHEN YOU WIN,
WHAT YOU DO
IS UP TO YOU.



IMAGINE THE POSSIBILITIES!