



New Jersey
Lottery

4.4.2. SECTION 2 ADVERTISING TECHNICAL PROPOSAL

As we stated earlier, we saw three distinct player profiles: Instant Game Player, Jackpot/Lotto Player and the other "On-line" games player. For budgetary reasons that we will explore in more detail in our recommended plan, we think that it is important to focus media dollars on the Instant Game Player and the Jackpot/Lotto Player. Outlined below are descriptions of whom we are targeting:

Instant Game Player

The Instant Game Player seems to be split between younger players and older players. We see this distinction as an opportunity to really zero in and target the consumers most likely to play (and get them to play more!).

The younger end of the spectrum, while they are over 18 years of age, are likely not to be high-school graduates. They are young, they have limited skills (because of age and lack of education) but they are working hard. These players are not making a lot of money and they are looking for a quick thrill or escape. They think, "maybe I'll win enough to be able to go out tonight and have fun."

The older end of this player demographic has a different situation, yet the game allows them to have the same escape feeling. These players have had a hard life so far. They are no longer married, they have children and rent to pay. They are working hard and really need an escape from the mundane feelings of everyday life. They buy their scratch ticket when they get a cup of coffee, cigarettes, etc. They are looking to feel like, "hey, things aren't all that bad. I just won something."

Regardless of age, the thrill of the instant tickets is scratching the latex off and feeling that there is a possibility of winning "if I just match one more..."