

HOW DO THEY DO IT?

New Mexico Lottery wins the NASPL Best New Instant Game Award for the third year in a row!

David Barden

Chief Executive Officer, New Mexico Lottery



Turn to Page 38 for the full menu of initiatives implemented by the New Mexico Lottery to produce the award-winning Guy Fieri Instant Ticket campaign. That is familiar territory for the New Mexico Lottery as 2024 is the third year in a row that they have won the prestigious NASPL Best New Instant Ticket Award.

What makes this three-peat so amazing is that, with a total population of just over two million, the state of New Mexico is not a big lottery with a big budget. The opposite, really. Costs are minimized as almost all of the ideation, creative, design, production, and implementation is done in-house. **How do they do it? Read our interview with David Barden and turn to pages 38 thru 43 to find out!**

Paul Jason: Part of the genius of NM Lottery's Guy Fieri Instant Ticket campaign is the low cost. Tell us a little about your advertising budget and the process you went through to figure

out how to create a big-bang, award-winning, 360-degree production within such a small budget.

David Barden: When I started working at the New Mexico Lottery, I challenged the marketing team to overhaul our media buys so that we bought media for an entire year, versus spot campaigns. Together our Marketing team and Advertising agency negotiated media partnerships that literally doubled the value of our ad dollars with low and no charge spots. And we were no longer tied to specific flight windows tied to specific products. The annual media buys allow for flexibility for launch schedule changes, jackpot runups, and exciting promotions that pop up.

We also benefit from what I consider a "boutique-like" in-house design department which I modeled after similar experiences I had in other lotteries. I encourage creativity and provide the tools they need to produce all the creative we distribute. We have a sound studio, large format printer, large work area, and computers that can process massive media files. All our creative (radio, TV, point-of-sale, digital ads) are written, designed, and produced by in-house Lottery Marketing staff. Because the work is created in house,

we are nimble. We have speed on our side. And because we are a small organization, we can quickly obtain stakeholder review and get other divisions involved.

Tell us about the specific things you did to create the feeling of a big-budget product and campaign?

D. Barden: Wendy Ahlm, Director of Advertising and Marketing, would say we start with "Lamborghini dreams." She and Karla Wilkinson, our Gaming Products Director, collaborate to come up with a massive list of anything they can think of that would promote the game, excite players, and be fun. This begins with a marriage of the product and a series of 'what if's' that spin from brainstorming, internet searches, and life experiences. They start the conversation, get everyone excited about the topic, and encourage other ideas and threads from the rest of their teams.

Carolyn Cabell, NMLA COO, and I then rein the ideas into the "SUV dreams" level. We narrow the list to what we can reasonably achieve with our small team and a limited budget. Even then, the group takes on an amazing number of initiatives.

All continued on page 38

Most product promotions include multiple channels, collaborations, and marketing angles, but never anything as diverse, robust, and creative as your Guy Fieri promotion. How could you afford the time and money to surround the promotion with such a rich and expansive host of promotional initiatives?

D. Barden: Beyond cost efficiency and staffing, time is always a challenge. By extending the game's promotional calendar to include pre-launch, launch and post launch, we can spread out initiatives to maximize the number of items we can reasonably accomplish.

We are incredibly versed in cost-efficiency. And it's always a team effort. But it also helps that we have a team and tools that can generate materials and content at a low cost in a short amount of time.

Was AI used to reduce costs and enhance the product? Too, what other tools and methods did you use to bring down costs and bring production in-house?

D. Barden: We are currently exploring the use of AI for images, storyboarding and even animation for future spots. The Guy Fieri Flavortown Fortune! Scratcher did not have any AI-based initiatives, but it certainly was a guerrilla-marketing and cost-effective initiative.

For example, the song for the TV spot was written by Wendy Ahlm and Darren Geffre, NMLA IT Director. Darren sang the lyrics, played guitar, and produced the music in his own studio, further saving costs. And Wendy filmed the TV spot in her office and edited it herself. But not without help from the Customer Service team. They helped work the props so French fries jumped out of the basket.

Our survey was written by the Communications Manager, Vanessa Mellone, and built on Survey Monkey, an inexpensive platform. We deployed it ourselves to our Promo Zone members and on our website and social media. And Vanessa analyzed and compiled the resulting data.

Vanessa also created the social media promotions and posts and designed and managed the social content.

The cookbook contest was set up on our website by Wendy Ahlm and Jessica

Quintana, who manage and create all our web content. It was juried by a team of staff, and designed as a downloadable publication, to save production costs.

Because of our in-house printing and distribution capabilities, Jessica Quintana, our Deputy Director of Advertising and Marketing, was able to design, build, and package all the Restaurant Codeword Promotional materials with minimal expense. And the Marketing team shared the responsibility of purchasing gift cards and delivering store signage to restaurants.

Wendy has spent years developing relationships with the radio stations. She came up with the radio promotion and invited them to participate. Jessica designed the premium items for prizes. And the in-house marketing team packaged and shipped Lottery bucks and cutlery sets for station giveaways. The stations then shared the promotion with their listeners, which amplified our advertising message for just the cost of Lottery bucks and cutlery sets.

Of course, staff involvement and the energy input in these winning games is contagious.

Our Claim Center staff, Lori Scholl and Michelle Carey, came up with an amazing promotion for our claim center visitors. Lori sought out all the props to build the food displays and then put them together herself.

Field Sales Representatives held wheel spins around the state.

And New Mexico Lottery and Intralot's staff jumped in to help with the launch event at headquarters.

Going forward: How has this experience transformed your methods of production?

D. Barden: Be open to new ideas, welcome fun, and occasionally take a chance with the unusual, including creating a shark mascot swimming in the desert sands.

We never anticipated Cash Shark, a social 'mascot' we've created, would get involved in the cookbook, or that he would make a celebrity chef appearance. It just happened naturally and grew from an idea that the Marketing team came up with after we launched the cookbook.

This led to a series of videos and a special section in the cookbook, all embracing the

notion of having fun and that the New Mexico Lottery is fun.

I'd also say the experience was one more lesson in welcoming change. For example, we had to pivot when the licensor realized they did not intend to approve our initial TV concept. Luckily, we had written and filmed the spot ourselves, so our expenses were minimal. However, we had to quickly create alternative scripts and produce a new TV spot. This, in turn, initiated writing our own song for the TV spot. Had we not had the experience of welcoming change, pivoting, and being open to new ideas, we would not have the experience of writing a song.

You've now won three years in a row. How are you ever going to top it?

D. Barden: Well, let's not forget it all started with our Dia De Los Muertos ticket. It is one of my all-time favorite scratcher tickets that won Best New Instant Game a few years ago.

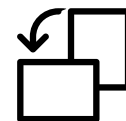
But last year, on the night we won Best New Instant Game for ORO Scratchers, I challenged my staff to win a 'three-peat.' They are an extremely competitive group, and immediately set about outdoing the ORO submission.

So, this year, when we won for a third year in a row, they were prepared for my request and were already working on our next big instant game.

There are so many incredible lotteries, and they are creating amazing tickets with award-winning creative. We'll just have to see what happens.

No matter the outcome, I'm very honored to have such an exceptionally talented and creative team pursuing excellence for our stakeholders in New Mexico.

The following five pages describe in delicious detail the campaign to produce and implement the 2024 NASPL Best New Instant Game. Please take a seat, open your menu, and enjoy the Guy Fieri Flavortown Fortune!



New Mexico Pottery

Best New Instant Game

SCRATCHER

MENU

Guy Fieri Flavortown Fortune!

Food has a place in everyone's life. After all, everybody's got to eat.

New Mexico is no stranger to food favorites. For years the New Mexico Lottery has featured chiles on lottery games, a beloved staple here in New Mexico. We even have an official state question about the chile: "Red or Green?"

Meanwhile, cooking shows, baking shows, eating shows, and diner-themes abound in the video-content stratosphere.

One such popular foodie, Guy Fieri, has visited New Mexico numerous times to feature favorite places and beloved meals. This licensed property was so yummy we thought our players would think it was irresistible!



"Serving up Fun since 1996"



Breakfast (Target Market)



We were hungry for fun and gut instinct told us Guy Fieri would be a great match. But we wanted to make sure it was a tasty selection for our players. So, in June 2023, we conducted a one-week long "Tasty Ticket Survey," that was promoted via our player's club, on nm lottery.com, and on social media. We received 1,649 responses and Guy Fieri proved to be a popular, well-known figure. In fact, 84% of respondents had heard of Guy Fieri.

We also learned:

- Respondents watch food-themed TV shows..... Nearly 70%
 - Respondents (the highest response) watch Diners, Drive-Ins and Dives 73%
 - Respondents like to cook More than 65%
- Our target market for an instant game based on our research findings included:
- People who love food, food-themed TV shows, cooking, and eating out? YES
 - People familiar with and/or are fans of Guy Fieri? YES
 - Players interested in winning a very large second-chance prize (up to \$500,000)? YES

À la Carte (Goals)

- Having confirmed a significant number of our players were familiar with Guy Fieri, we cooked up clear goals, including:
- Create a food-themed game that current and non-players would identify with;
 - Leverage Guy Fieri's popularity by featuring his brand on an instant game;
 - Motivate sales by offering an opportunity for a chance to win up to \$500,000;
 - Create additional winning opportunities for players;
- Create unique advertising opportunities at local businesses, specifically restaurants;
- Promote local New Mexico businesses;
- Increase communication opportunities with players; and
- Introduce a game that would index above 100.

(About the Game, Launch Date)

Guy Fieri Flavortown Fortune! Scratchers launched March 5, 2024, and featured prizes up to \$50,000.

There were two scenes, each featuring Guy Fieri, Flavortown, food, and money.

The tickets leveraged the Guy Fieri brand by featuring Guy Fieri on the front of both ticket scenes and including his name and his created town name "Flavortown" in the game name. We added "Fortune" to remind players about the cash prizes in the game.

One scene emphasized barbecue, and the other scene featured takeout favorites and even included a little shout-out to New Mexico with a hot air balloon in the image.

Play areas were covered with cash graphics and fried food icons that were also used on the Play Cards in the Collect 'N Win second-chance promotion.

A special call-out was shown prominently on the front, under the ticket name, to promote the second-chance promotion with a chance to win \$500,000.



Nutritional Info (Prize Structure and Payout)

Price point: \$5 Game
 Tickets printed: 480,000 tickets
 Payout: 68.42%

PRIZE	ODDS OF 1 IN:	# of WINNERS
\$5	8.57	56,000
\$10	13.33	36,000
\$15	30.00	16,000
\$20	30.00	16,000
\$50	100.00	4,800
\$100	1,500.00	320
\$200	6,857.14	70
\$1,000	80,000.00	6
\$50,000	160,000.00	3
TOTAL	3.72	129,199



Dessert Second! (The Second-Chance Promotion)



Of course – everyone loves dessert!
 We collaborated with Alchemy3 to offer a Collect 'N Win (CWN) second-chance promotional site and prizes.

Our goals were simple:

- Motivate sales with a chance for players to win \$100 gift cards;
- Motivate sales by featuring the chance to win \$5,000, \$10,000, or \$500,000; and
- Optimize player convenience and ease of entry.

Together, we created a second-chance promotion for players to enter non-winning tickets for a chance to win \$5,000, \$10,000, or even a “tasty” \$500,000. <https://www.collectwin.com/jm-symbols-branch/add/index.html>
 The entry site mirrors the point-of-sale materials and food theme with puffy turkey-leg clouds, a neon logo sign, fries, hotdogs, burgers, and stacks of cash.

Additionally, it offers a “just for fun” Flavortown Match 3 game and chances to win \$100 e-gift cards. Two thousand gift cards will be awarded! The game was designed to play like the infamous game “Candy Crush” with images of fast-food icons aligned in a grid in the back of a food truck.

For their chance to win, players enter their non-winning tickets at the Collect 'N Win entry site. Then they are invited to play or skip the Flavortown Match 3 game. Once players complete the game (the score is just for fun) or choose to skip the game, they advance to the next screen that reveals how many entries they earned.

When all symbols on the special Fortune Finder Chase Card are collected, the player automatically wins a \$100 Tango Reward Link dining e-gift card.



New Mexico Lottery | Best New Instant Game

Hot off the Grill! (Marketing Creative & Strategy)



Months before the game launched, and after we surveyed our players with the “tasty ticket” survey, we teased the announcement that a game would launch featuring a celebrity chef.
 We started in November with a cookbook contest – first inviting players to submit their recipes, then creating a cookbook just in time for the game’s announcement.

At launch, the ad campaign embraced the brand, the tickets, and the HUGE \$500,000 second-chance prize. Campaigns were themed around food and nostalgia – neon, fast food, and even a tabletop jukebox.

The visual creative for the point-of-sale featured fried food, a chicken leg cloud, a Flavortown Scratchers neon sign, the tickets, cash, and a big call-out for the second-chance promotion.

Since many of our listeners hear our ads in their cars,

the radio creative played off people ‘in cars’ in a restaurant drive through. The spot includes sounds of wheels crunching on pavement and the driver is asked to order food. We even added some “local flavor” with a special of a “green chile cheeseburger.” Then, instead of ordering food, the driver orders Guy Fieri Flavortown Fortune Scratchers! [Listen to the spot here.](https://www.nmlottery.com)

The TV spot features a close-up of a burger and fries sitting beside a classic tabletop jukebox. The announcer asks if viewers are “hungry for fun.” Then, a French fry chooses a song on the jukebox. The song “Ice Cream Shuffle” begins to play, as the announcer talks about the ticket. Once the second-chance promotion prize of \$500,000 is announced, the fries “woo-hoo” and jump out of the basket in excitement. [Watch the spot here.](https://www.nmlottery.com)

A Foodle Jingle

(Creation of the Ice Cream Shuffle Song)

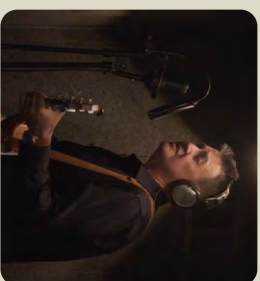
Notably, Lottery staff wrote and recorded “Ice Cream Shuffle” specifically for the TV spot.

It all started with a NEED for a tabletop jukebox for the TV spot. The jukebox was customizable, so the Director of Advertising and Marketing, Wendy Ahm, began creating song names with imaginary bands to display in the playlist.

Naturally, this led to an idea, Wendy thought, “Wouldn’t it be fun to write one of these songs?”

As she began to brainstorm this idea, she discovered that Darren Geffe, the Lottery’s Director of IT, is a two-time Grammy Award nominee. Wendy asked Darren if he’d be interested in writing a song. Darren said “yes!” and said “Ice Cream Shuffle” sounded like a delicious endeavor.

Together they cowrote the tune. Darren recorded the song in his home studio – he sings the lyrics and plays the guitar on the song. Wendy integrated the song into the [Guy Fieri Flavortown Fortune](https://www.nmlottery.com) Scratchers TV spot.



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Scratchers (The Plan)

Guy Fieri Flavortown Fortune! tickets launched March 5, 2024. The game was promoted with all available media, including:

- 30 Radio media (traditional and streaming)
 - 30 TV spots (traditional and CTV)
 - Digital media (display ads)
 - Outdoor digital billboards
 - A press release
 - A live interview to talk about the Scratchers, second-chance promotion, and the Restaurant Codeword Promotion on the New Mexico Living TV Show
 - POS in Lottery retail stores
 - Social media posts and stories for Facebook and Instagram
 - Player advertising display spot played in all Lottery retail locations
- We also reached new audiences by promoting the game in New Mexico restaurants with the Restaurant Codeword Promotion.



Lunch Specials (The Restaurant Codeword Promotion)



The Guy Fieri Flavortown Fortune! Scratchers presented a perfect opportunity to reach a broad new audience of people who love to dine out. But how could we reach new audiences in non-lottery-selling spaces with non-traditional advertising? This guerrilla-marketing program did just that with a first-of-its-kind promotion for the Lottery's player promotional platform, the Promo Zone.

New Mexico restaurants were invited to participate through email, social media, two invitations during a local TV show called New Mexico Living [Watch here](#) and [here](#), and with an invitation through the New Mexico Restaurant Association.

For each participating restaurant, we created signage that displayed a Codeword unique to that business. Patrons, age 18 and older, then entered the Codeword at the Promo Zone for a chance to win a \$100 gift card to that restaurant. We awarded three winners for each participating restaurant.

In return for posting Restaurant Codeword Promotion signage in their store, the Lottery purchased \$100 gift certificates from each participating restaurant, provided signage for their store about the promotion, held the drawings, awarded winner prizes, and promoted the restaurant name and location on a participant page at the Lottery's website.

New Mexico is a small, rural state, and prides itself in promoting local businesses. This promotion allowed us to give back to small business owners through the purchase of restaurant gift cards, connect Guy's fans in local community restaurants, and market the Guy Fieri Flavortown Fortune! Scratchers in locations where the Lottery does not have a presence.

The promotions took place March 5 through April 30, 2024.



New Mexico Lottery | Best New Instant Game



Home Cooking (The Lottery Favorites Cookbook Competition)

To tease the ticket, we created a food-themed promotion called the Lottery Favorites Cookbook Competition.

Our goals were:

- Tease and introduce the Guy Fieri Flavortown Fortune! Scratchers;
- Build player excitement about the forthcoming Scratchers;
- Offer an opportunity for New Mexicans to win prizes;
- Create a food-themed product that we could offer for free;
- Reach a new audience including non-players; and
- Build the New Mexico Lottery's reputation of creating fun opportunities.

The Lottery Favorites Cookbook Competition launched November 20, 2023, right at a time when everyone was thinking about holiday meals. New Mexicans, age 18 and older, were invited to submit their original recipe at nmlottery.com for a chance to win prizes and be featured in the Lottery Favorites Cookbook. Entrants included reasoning for why the recipe was unique. Entrants confirmed their recipe was not anyone else's published recipe and granted the Lottery permission to use it in our recipe book.

The Cookbook was announced on the Lottery's website, the players club, on social media, in player emails, and a local TV program, New Mexico Living [Watch Here](#).



Of course, our very own celebrity chef, Cash Shark, joined the party with his own special show, created specifically to promote the Cookbook Competition. The show was named "Cash Shark in the Kitchen" and featured a "season" of three episodes.

One hundred and thirty-seven recipes/entries were received and were reviewed to narrow the book down to sixty-three winners. Sixty recipe submissions ("Tasty Favorites") each won 50 Lottery Bucks (promotional free-play coupons), received an apron, and were featured in the cookbook. And three "Best of the Recipes" entrants won \$1,000 prizes for their winning recipes. Even Cash Shark had a vote, so we added an extra "Sharky" category to the cookbook: Cash Shark's Favorites! Check out the recipe book and you'll understand the need for this extra-sharky section.

The final Lottery Favorites Cookbook is currently available as a free digital download, [available at the Lottery's website here.](#)



Episode 1:
A Special Message



Episode 2:
A Favorite Ingredient



Episode 3:
A Unique Recipe

New Mexico Lottery | Best New Instant Game

Buffet (A Smorgasbord of Promotions)

Get ready for an all-you-can-eat buffet!

Q&A Interview:

We began with a TV interview on the local broadcast of New Mexico Living. Wendy Alvin, the Director of Advertising and Marketing, joined the show live to talk about the game, the second-chance promotion, and the Restaurant Codeword Promotion.

Scan the QR code or [click here](#) to watch the interview.



Social Media Promotions:

Social media promotions included six weeks of promotions on Facebook and Instagram! They began ten days before the game launched with a “Can You Guess the Celebrity Chef?” contest. Almost 300 people threw their guesses in “the pot” and eight players (five on Facebook and three on Instagram) won Lottery Bucks and food-themed swag. This was the highest number of responses we have ever received for a social media contest, letting us know that the players were hungry for more!

A weekly contest was held each week for the next five weeks asking, “Where is Guy Eating?” Images of beautiful locations throughout New Mexico were shown and players were asked to guess the picnic location. Players jumped at the chance to submit their guess, resulting in over 1,000 comments on social media.

The New Mexico Lottery’s Facebook profile visits increased 28.8% over the previous six weeks and our followers increased 308%!

And the lottery’s Instagram profile visits increased 45.5% over the previous six weeks and our followers increased 36.7%.

Radio Promotions:

People love to talk about food. To celebrate the new Guy Fieri Flavortown Fortune! Scratchers, we thought it would be fun to hear what radio listeners’ favorite foods are.

From March 18 -29, 2024, twenty-nine (29) stations played “Flavors of Fun!” with their listeners.

Each day, Monday through Friday, callers would share their favorite food (or meal) with the DJ to win a Lottery prize pack that included a travel utensil set and \$25 worth of Lottery Bucks.

The Lottery received more than \$60,000 in media value in exchange for \$7,250 worth of Lottery Bucks plus \$1,160 for the cost of the utensil sets. Scan the QR code or [click here](#) to listen to a clip.



New Mexico Lottery | Best New Instant Game

To generate player excitement, motivate sales, and create a winning experience for players, we held a “Launch Event” at the New Mexico Lottery Claims Center. The event was held on April 26, 2024, to coincide with the Lottery’s 28th Anniversary.

Launch Event:



Two local radio stations set up tents where they broadcasted live from the event. A local food truck set up for the event and we even awarded meal prizes from the food truck on the prize wheel.

The party kicked off with Lottery Buck giveaways. Players began arriving and lining up for Lottery Bucks an hour before the event began. The first 28 players, age 18 and older, to arrive each received \$25 worth of Lottery Bucks. All other players, age 18 and older, who came to the event received a \$5 Lottery Buck. Plus, all attendees received a birthday snack bag of candy.

The Lottery’s specially wrapped prize trolley vehicle was stocked with Lottery promotional items. Players who purchased \$10 in any New Mexico Lottery game(s) during the event received one spin on the prize wheel. Prizes included T-shirts, game tickets for the local isotopes baseball team, cutting boards, coolers, aprons, and a variety of other merchandise.

Players who purchased a \$5 Guy Fieri Flavortown Fortune! Scratcher received an entry form to play a live game called Flavortown Fun! The radio DJs joined in the fun by drawing entrant names and cohosting the game. Three lucky players were drawn every 30 minutes to play the game in front of the crowd.

So, what game did they play? Each participant was gifted a duffel bag filled with candy, a 24x24-inch piece of white foam core with double-sided tape, and scissors. After the players opened their candy, they were shown an image that they had to replicate with their candy, and were given 60 seconds to do it. The crowd cheered them on as Skittles and Twizzlers flew off the tables.

Each player then got to pick a REAL egg and smash it in a skillet to see how many Lottery Bucks they won (\$25, \$50, \$75, or \$100 in Lottery Bucks.) Don’t worry – no one got ‘egg on their face!’ The eggs were blown out and the prize amounts were tucked inside to reveal the prizes.

Even Cash Shark visited the event with a “swim-by” as he handed out prizes.

Sales for this two-hour event were amazing. We sold \$4,984 in tickets and more than 716 players attended. Attendees won lots of great prizes, and everyone had a great time. [Watch a short recap of the event and game here.](#)

Special Swag:

Hungry for stuff? We created a cornucopia of food-related premiums to promote the game!

Premiums included travel cutlery sets, bamboo cutting boards, aprons, measuring spoon sets, cooler bags, sunglasses, and taco holders.

New Mexico Lottery Claims Center Promotion:

Even the Lottery Claims Center joined in on the fun with a “Take Food” Extravaganza.



From March 5 - 28, 2024, players who purchased \$10 in Guy Fieri Flavortown Fortune! Scratchers received an entry form. Entrants had the option to place their forms in one of five entry boxes, each themed with food items from the tickets (chicken, burgers, tacos, pizza, and hot dogs).

After the entry period concluded, five players were drawn to win a Lottery prize pack. Prizes included a Lottery duffel bag, Coleman jug cooler, \$50 in Lottery Bucks, a bottle of Guy Fieri BBQ sauce, a Lottery apron, a Guy Fieri cookbook, and a portable utensil set.



New Mexico Lottery | Best New Instant Game

Retailer In-Store Wheel Spin Events

To celebrate the launch of the Guy Fieri Flavortown Fortune! Scratchers at retail locations, increase awareness about the tickets, and reward players, Field Sales Representatives (FSRs) held 43 wheel spin events around the state, reaching more than 24 New Mexico towns.

Demand was quite high for these events. Las Cruces players were eager for an event and created quite a social riot while waiting for their local event announcements.

Event sales exceeded \$13,000 and more than 24 New Mexico communities were reached.



Low-Carb Options (Retailer Promotions)

We offered two retailer promotions to provide retailer rewards for promoting Lottery products. This also helped to initiate game launch excitement, encourage retailer excitement, and build support for the life of the game.

The first, an Activation Promotion, took place from March 5 – 15, 2024. Retailers who activated the game during this time were entered in a drawing for a chance to win \$1,000. One corporate retailer and one independent retailer each won \$1,000.

Additionally, a “Retailer Wins, Too!” Promotion was created. To help promote the game, retailers were informed that FIVE stores that sell the tickets that complete the winning entries that are selected in the player second-chance promotion will EACH win \$5,000. And the store employees from the winning stores will receive a prize party package.

Handmade Shakes (Game Innovation)

The game created many “FIRSTS” for the New Mexico Lottery:

- First time we offered a cookbook competition
 - First time we produced an online cookbook
 - First time we created a miniseries of “Cash Shark” episodes (to promote the Cookbook Competition)
 - First time we partnered with restaurants who were non-lottery retailers
 - First time we used a new “Codeword” promotion on our player’s club promotional site
 - First time staff wrote and recorded our own song for a TV spot
 - First use of a celebrity chef
- Additionally, Guy Fieri Flavortown Fortune! Scratchers generated inspiration for:
- Our best survey response EVER
 - Fun Cash Shark appearances
 - Interesting content and interviews
 - Unique promotions and events, such as a launch party at Lottery Headquarters, wheel spin events, a Claims Center promotion, and social media contests
 - A unique grand prize finalist event that will be live streamed

New Mexico Lottery | Best New Instant Game

Sides (The Final Grand Prize Event)

Upon conclusion of the game, a drawing will be held for five Grand Prize Finalists. We plan to hold an event at a location like a restaurant or resort, and the finalists can each bring guests. We will then conduct elimination rounds leading up to one lucky player winning \$500,000. Each of the finalists will win cash prizes.

Soups & Salads (Results)

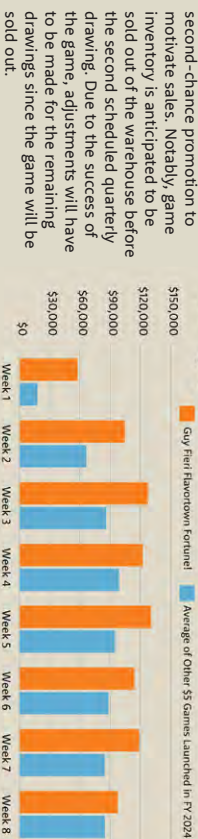
Sales for the game have exceeded our expectations.

Based on the first eight weeks of sales, Guy Fieri Flavortown Fortune!

- Ranked in the top three bestselling games, surpassed only by the two \$20 games;
- Outperformed other popular \$5 games with an index of 133, compared to Dungeons and Dragons at 111, 20X at 110, and MONOPOLY at 78; and
- Averaged weekly per capita sales of 5.2 cents, which is strong for the New Mexico market compared to 3.6 cents on average for other \$5 games launched in the same fiscal year.

Our return on investment from the Guy Fieri Flavortown Fortune! game exceeded expectations by bringing in new and/or infrequent players, as evidenced by new and increased engagement with our promotional website.

9 Weekly Sales



Lottery Favorites (Conclusion)

Guy Fieri Flavortown Fortune! Scratchers have been an incredible five-star success.

This recognizable brand generated numerous flavors of FUN and creative content. From premiums to promotions, players treated their taste buds with prizes and shared content.

Lottery benefits extended beyond game sales. We created a cookbook full of player recipes that is available for free downloads. We created an entirely new Codeword entry mechanism for our player’s club. The Lottery’s fun mascot, Cash Shark, used the assets to continue to brand the New Mexico Lottery as a “FUN” entity. Our staff benefited from team-building activities, like the launch event and creation of the song for the TV spot. And we devised a way to work with non-lottery businesses to reach our target market in unique locations.

All this, and valuable funds raised for our beneficiary, the Legislative Lottery Scholarship Fund.

It was an all-you-can-eat buffet. Our staff and our players are stuffed and ready for a nap!



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