



October 2011 Commission Meeting

Renew Project Update





Our Business Objectives

- Focus on turning around draw game sales
- Ensure we are getting the most out of Scratchers
- Get the most out of our retailer network
- Get the most for our Marketing dollar
- Allocate our resources to maximize profits
- Foster a performance management culture
- Focus on building productive stakeholder relationships



Project Status

Key Workstreams:

- Retailer & Sales Support (aka “Retail”)
- Scratchers End to End
- Draw & Jackpot Games
- Marketing (Advertising, Promotions & Player Communications)
- Digital Communications and Public Website
- Business Optimization – Market Response Analytics (ROI)





Retailer and Sales Support

Initial Key Programs for FY 2011/12

- Ex\$ell
- Retail Network Optimization
- Retailer Visitation Pilot
- Scratchers Inventory Management
- Distribution Center Assessment





Scratchers E2E

Initial Key Programs for FY 2011/12

- New Price Point
- Added Value to Lower Price Points





Draw & Jackpot Games

Initial Key Programs for FY 2011/12

- Hot Spot
- SuperLOTTO Plus
- Daily Games
- Multi-State game





Marketing Communications

Initial Key Programs for FY 2011/12

- Hispanic Market Advertising RFP
- Marketing Process Mappings





Digital Communications and PWS

Key Programs for FY 2011/12

- Additional time required to launch the new public website
 - Call Center IVR Project Delayed
 - BETA Testing Key Learnings
 - Existing Site Functionality Issues





Business Optimization

Key Program for FY 2011/12

- Business Optimization
 - Market Response Analytics. (ROI)

