

May 2011 Commission Meeting

Renew Project Update







Project Status

The Key Projects:

- 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

- Retailer Sales Building Program Finalized
- Ex\$ell
 - Identified four key components and established baseline
 - Finalized Pilot Visitation Charter maximize retailer services
- Scratchers Inventory & Distribution Ongoing
 - Maximize efficiencies in the distribution of our games
- Retail Network Optimization charter finalized
 - Build efficient retailer distribution points and equipment
- Retail Communications charter approved
 - Provide message continuity to our retailers







Scratchers E2E

Initiative in Progress

• FY 11/12 Product Plan







Draw & Jackpot Games

- Modifications to Hot Spot
- Improvements for SLP







Marketing Communications

- Hispanic Market Advertising Services RFP
- FY 2011/12 Advertising Plan







Digital Communications and PWS

- Digital Marketing Communications Department
- Implement new web site directives







Business Optimization

Initiative in Progress

Market Response Analytics (ROI)

