



3D Texture & Bold Look: Watch the Behind the Scenes Video [CLICK]

# drive ticket sales

## Drive the 'largest jackpot' or 'newest ticket' excitement across your state.

With strategic messaging in proximity to lottery locations, your games can keep up the excitement after the recent record high jackpot. Deploy unique eye-catching reminders to pick up a ticket when audiences are nearest the point of purchase. One side of the mobile billboard can promote a daily game, the other a Mega Millions or Powerball! Deliver a 1-2 punch with a larger-than-life visual paired with actionable digital content served to a consumer's smartphone. And add in a layer of human-to-human engagement that influences lottery interest. **It's a winning combination!**

- mobile billboards
- display advertising
- retargeting OOH audience
- brand ambassador teams
- unique marketing vehicles
- campus signage / chalking
- giant balloon teams
- event domination



With our true proximity targeting, we can strategically reach the African American, Hispanic, 35+, HHI <\$100K audiences who tend to be jackpot hopefuls. *(Source: Quantcast)*

**27%** of lottery advertising is spent on out-of-home media. Why not make it proximity-based with measurable engagements?  
*Source: OAAA*



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