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SELLING points

July 2013 Vol. 14, No. 1

LOTTERY RETAILER NEWSLETTER

Enter for a chance to WIN a
FISHING TRIP with **GUY HARVEY**

in GRAND CAYMAN ISLAND,

or a

LUXURY ISLAND VACATION

at a KIAWAH ISLAND GOLF RESORT

or

\$100,000!



South Carolina
**Education
Lottery**

Dear Lottery Retailers:

July has arrived in the Palmetto State which means our summer is already half over! Where does the time go? Someone once said, "When you get a groove going, time flies." That's what it's like here at the South Carolina Education Lottery - new ideas, new tickets, new promotions and lots of fun!

Right now we are really excited about our newest ticket: the Guy Harvey instant ticket which has a second-chance promotion. Guy Harvey is a widely known wildlife artist, conservationist, and sportsfisherman and some of his beautiful wildlife prints will appear on our instant tickets! These colorful tickets are a delight to see, and we believe your players will want to give them a try. The Second-Chance Promotion includes, among other things, a trip to Grand Cayman Island to fish with Guy Harvey or a stay at The Sanctuary at Kiawah Island. Definitely worth checking into!

These ticket-related second-chance promotions are very popular with our players, but there is no reason why you can't create your own second-chance promotions tailored to your players and locations. Two of our retailers have shared their promotion experiences in this issue of *Selling Points*. We would love to help YOU set up a promotion – just call your MSR to get started. A little brainstorming, a bit of effort, and your location will be a stand-out!

SCEL wants every retailer to be a successful retailer. Using a second-chance promotion to boost your sales also results in a boost in transfers to the Education Lottery Account. That's a good thing all around!

Thanks for all you do, Retailers. I hope you and your loved ones will find time to enjoy yourselves this month! And, Happy Birthday, America!

All my best,
Paula Harper Bethea
Executive Director



If you would like to speak with Paula Harper Bethea, contact Feris Keller in the Executive Office at (803) 737-3941.

SELLING points

Selling Points is published monthly by SCEL. Every effort is made to ensure the information presented is accurate. If you have an idea for an article or questions about this publication, please send correspondence to SCEL Publications, P.O. Box 11949, Columbia, SC 29211-1949 or call 803-737-2037.

Reminders

BY STATE LAW, ODDS INFORMATION MUST BE DISPLAYED IN ALL RETAIL OUTLETS ADJACENT TO SCEL POINT OF SALE. This information is included in the piece called "Odds of Our Games."

Display the Top Prizes Remaining Report: Every morning when you sign on, your terminal will generate a "Top Prizes Remaining" report. Please post this updated report in the clear sleeve or the change mat placed on your counter by your MSR. The clear sleeve must be on your ticket dispenser or near the point of purchase. You can run this report at any time from your reports menu if a player requests the information.

SCEL also provides updated prizes remaining and end-of-game information on a weekly basis. This information is also sent out in all ticket orders. Please make sure you review and display the most current information in your play station.

Oversized tickets with odds and prize information are always available for players. MSRs attach this information to a ring on the play station. Encourage players to read the information, but discourage them from removing oversized tickets.

The Instant Game Ticket Information Sign and About Our Odds Sign must be posted at or near the point of purchase.

Contact Information

Ticket Orders: 1-866-737-7235 (Option 1) (7 a.m. to 5 p.m.)
Stolen/Missing Tickets: 1-866-269-5668
Intralot Help Desk: 1-877-500-5202
Customer Information: 1-866-736-9819 (8:30 a.m. to 5 p.m.)
Winning Numbers Line: 1-803-734-4966 (IWON)
Licensing Information: 1-866-737-7235 (Option 4)
Gambling Addiction Services: 1-877-452-5155
Ad Space: 1-803-737-2037 (8:30 a.m. to 5 p.m.)

For more information, visit us online at:
www.sceducationlottery.com

Please Play Responsibly! www.PlayResponsiblySC.com



FEATURED RETAILER

YOU are a Winner

By Mike Soper, Coastal MSR

In each issue of *Selling Points*, a lottery retailer is featured detailing the enthusiasm each has for their stores. You read about sales tools, sales pitches, what makes the retailer great and why they love the Lottery.

This spotlight is about YOU!

You, collectively, are what make the South Carolina Education Lottery one of the most copied and studied lotteries in the United States. As much as we sought you as our retailer base, you, in return, have chosen to partner in efforts to raise funds to support education.

We are a team. We coach each other. We listen to and learn from each other. We share in our successes.

As sales representatives are in your stores every two weeks, twice a month you have the opportunity to ask questions, to listen to promotion ideas, and to position your stores to optimize lottery sales. We all have great ideas and, more often than not, it is the follow-through on those ideas that leads to improved sales. Reaching your sales goals helps South Carolina's students reach theirs.

Listen each time you validate a winning ticket and hear the terminal say: "Congratulations, you're a winner." The message is as applicable to SCEL's retailers as it is to our players.

Pictured promoting winning lottery tickets sold at their stores are Suzanne of the Wilco Hess #925 in Greenville, Delia from 95/63 Shell #5 in Walterboro, the Quick Stop FoodMart in Anderson, and Tonya and Hector at the El Cheapo #6 in Columbia.

MR Express, Rock Hill - Rasoul
Cottageville BP, Cottageville - Brittany, Satya and Mary
Food Lion #2204, Fort Mill - Dean and James
Sonoco Food Mart, Cayce - Anshu and Unmesh

CATCH THE NEW GUY HARVEY GAME

By Ammie Smith, Product Specialist

The Lottery is introducing a Guy Harvey instant ticket with a chance to win up to \$100,000 instantly, as well as a second-chance promotion to win amazing trips, gift certificates or \$100,000. Designed exclusively for SCEL, four scenes of wildlife found across our state's coast are the artwork for the ticket.

The first image is a red drum fish. Additional ticket images include a sailfish and a dolphin fish which inhabit our offshore reefs. The beloved loggerhead sea turtle, our state reptile, will be featured on the fourth ticket. Encourage your players to buy all four scenes!

The Guy Harvey ticket will allow players to enter their non-winning tickets by mail or online at sceducationlottery.com for a second-chance promotion to win a fishing trip of a lifetime with Guy Harvey in Grand Cayman Island, a luxury island vacation to The Sanctuary at Kiawah Island Golf Resort, Guy Harvey gift certificates valued at \$100 or a chance to win \$100,000 cash in the final draw.

DRAWING 1: Enter by September 12 to take part in the September 19 drawing. Prizes are: A trip to The Sanctuary at Kiawah Island Golf Resort and 249 Guy Harvey gift certificates.

DRAWING 2: The Grand Cayman Island trip winner and 249 gift card winners will be drawn on November 21. Entries must be received by November 14.

DRAWING 3: A \$100,000 winner will be drawn no sooner than thirty (30) days after the last day to sell Guy Harvey tickets.

Complete details available at sceducationlottery.com.

Guy Harvey is a registered trademark and used with permission. The Sanctuary and Kiawah Island Golf Resort are registered trademarks and are used with permission.



Win up to \$100,000 INSTANTLY or enter for a chance to win a Fishing Trip of a lifetime with Guy Harvey in Grand Cayman Island, a luxury trip to The Sanctuary at Kiawah Island Golf Resort, or a Guy Harvey Gift Card!

Prizes and Dates to Know:
Entries must be received for each drawing by the date listed below.

DRAWING 1:
Prizes: One (1) winner for a trip to The Sanctuary at Kiawah Island Golf Resort on Kiawah Island, South Carolina. Two hundred forty-nine (249) winners of one (1) gift card to www.guyharveyart.com website worth one hundred dollars (\$100).

Entry Deadline: September 12, 2013
Draw Date: September 19, 2013

DRAWING 2:
Prizes: One (1) winner for a trip to Grand Cayman Island. Two hundred forty-nine (249) winners of one (1) gift card to www.guyharveyart.com website worth one hundred dollars (\$100).

Entry Deadline: November 14, 2013
Draw Date: November 21, 2013

DRAWING 3:
Prize: \$100,000
The final drawing will be conducted no sooner than thirty (30) days after the last day to sell Guy Harvey instant tickets. All entries not previously drawn will be eligible for a chance to win one (1) \$100,000 cash prize.

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\$100,000!

Mystery Shopper

A Guy Harvey & FAN-tastic! Mystery Shopper Retailer Incentive is underway. Enter by Friday, July 12 for the drawing the week of July 15. You could win a \$100 gift card. Drawings are planned in August and September.

FRESH CATCH: The NEW Guy Harvey instant ticket goes on sale Tuesday, July 16.

Introductions are in order... Hi, I'm Guy Harvey

Guy Harvey is a renowned marine wildlife artist. He couples his artistic talents with his background in marine science to create one of a kind artwork. Guy Harvey is self-taught and began drawing at a very young age at a boarding school in England. He now lives in Grand Cayman Island where he maintains an art studio.

Guy Harvey is also a passionate conservationist, supporting "catch-and-release" fishing ethics. The Guy Harvey Ocean Foundation was established to raise funds to inspire scientific research and innovative educational programs to encourage conservation and best management practices for sustainable marine environments. (Visit the GHOF website at guyharvey.com.)



JACKPOT FEVER
LIVE Newscast from Murphy USA

At the height of jackpot fever, WLTX's 7 o'clock newscast was LIVE from Murphy USA In Columbia, site of S.C.'s last Powerball® strike. Anchor J.R. Berry interviewed players and District Manager Chris Overton. Nadean Gallishaw sold tickets inside. Solomon Jackson Jr., the location's \$259 million Jackpot winner, made a surprise appearance.



Read These Retailers' Amazing Ideas to Reward Players and Grow Sales...You Can Too!

Offering customers a second-chance opportunity is a great way to gain new players and thank those you have.



Taya Parker & Margie Reeves

Hot Spot: Offers weekend getaways to beach or mountains.

By Hollie Armstrong, Copywriter

R.L. Jordan Oil Company, better known to its customers as the "Hot Spot," has been rewarding lottery players with weekend getaways to the mountains or the beach for going on five years.

To date, upwards of 60 winners have vacationed for free at Jordan Properties in Myrtle Beach and in the North Carolina Highlands.

The idea has been a win for lottery players and for R.L. Jordan.

President Dan Durbin says the incentive program improved lottery sales by 8 percent.

"It has really paid for itself," Durbin said.

Customers at the Hot Spot in Honea Path are dropping so many entries into

the acrylic draw box set up in front of the ticket display that Manager Matt Brooks empties it weekly.

"It's slap full," he said.

Entries are collected monthly from participating locations and brought to the main office where one entry is pulled as the winner. Whenever possible, they try to publicize the photo of the winner so customers know there are winners and to encourage participation.

Brooks says his location has had two trip winners, both of which were regular lottery players.

"One winner went to the beach when it snowed, and she just loved that," said Hot Spot cashier Margie Reeves. "She was so happy when she got back and is still entering."

E-Z Shop: Win prizes like Golf Carts, a Car, TVs, Oh My!

Lottery players at Brabham Oil Company have won some pretty terrific prizes. Golf carts, flat screen televisions, even a car, none of which were won on a lottery ticket but in second-chance drawings conducted by Brabham Oil's 28 E-Z Shop locations

Yes, E-Z Shop stores in the low country really did give away a car a few years back to a lottery player. For about six months E-Z Shop advertised the promotion before handing over the keys to a new 2008 Chevrolet Impala.

The bold move paid off.

"It absolutely spiked lottery sales," said Director of Operations Joe James.

Before the car, E-Z Shop had good luck offering a tricked out golf cart, valued at \$4,500, once a quarter as an incentive to play the Lottery, but these days the prize is a 40-inch flat screen television that's given away monthly.

James is quick to point out the TV delivered is always bigger than advertised—the smallest has been 42-inches. He's been calling and surprising winners the last Friday of the month for two years now.

"You've got to give them a reason to shop us," said James. "You shop at our location and you might win a flat screen TV."

The Lottery supplies the signs and entry forms for the drawing. E-Z Shop customers that purchase \$10 in lottery scratch-offs or terminal-generated games are eligible to receive an entry at the store for a chance to win the television.

For Brabham Oil the promotion has been cost effective with TVs costing less than \$500. Sales numbers show a 5 to 10 percent increase in ticket sales.

"Customers like when we give them an opportunity to win something even if they lose on their tickets," James emphasized.



Closings

Thursday, July 4: SCEL will be closed to observe the July Fourth Holiday. Retailers will NOT be able to order tickets. Remember to order early! Our delivery partners will be closed on Thurs., July 4. Tickets must be ordered by 5 p.m. on Tues., July 2, for delivery on Wed., July 3. Tickets ordered by 5 p.m. on Wed., July 3, will be delivered on Fri., July 5. Drawings will be held as scheduled.

UPCOMING games

Games scheduled to launch Tuesday, July 16:

Games scheduled to launch Tuesday, July 30:



Launch dates and tickets are subject to change. Artwork shown is not necessarily representative of final product.

TICKET alerts*

Tues., July 2: Last day to redeem Instant Carolina 5 (#489).

Wed., July 3: Last day to sell Celebrate! (#519), Lucky Stars (#531), Big Bang Bucks (#535), Jumbo Bucks (#546), and Double Mega Tripler (#584).

Wed., July 10: Last day to sell Junior Jumbo Bucks (#518).

Fri., July 12: Last day to return Fabulous Fortune (#558).

Tues., July 16: Last day to redeem Triple Wild (#530) and Rings of Cash (#545).

Fri., July 19: Last day to return 100K Gold (#582).

Tues., July 23: Last day to redeem Gamet Red 75 (#562).

Wed., July 24: Last day to sell Wild Cherry Doubler (#576).

Tues., July 30: Last day to redeem The Color of Money (#510).

Wed., July 31: Last day to sell 3 Times Lucky (#541) and Crazy Wild 10s (#592).

ENDING games*

Start selling down the following:

- SC-519 Celebrate!
- SC-531 Lucky Stars
- SC-535 Big Bang Bucks
- SC-546 Jumbo Bucks
- SC-584 Double Mega Tripler

Last day to sell:
Wednesday, July 3, 2013

Last day to return:
Friday, August 2, 2013

Last day to redeem:
Tuesday, October 1, 2013

SC-518 Junior Jumbo Bucks

Last day to sell:
Wednesday, July 10, 2013

Last day to return:
Friday, August 9, 2013

Last day to redeem:
Tuesday, October 8, 2013

SC-576 Wild Cherry Doubler

Last day to sell:
Wednesday, July 24, 2013

Last day to return:
Friday, August 23, 2013

Last day to redeem:
Tuesday, October 22, 2013

SC-541 3 Times Lucky SC-592 Crazy Wild 10s

Last day to sell:
Wednesday, July 31, 2013

Last day to return:
Friday, August 30, 2013

Last day to redeem:
Tuesday, October 29, 2013

* Watch for UPDATES to ending dates sent via your lottery terminal.

Ending game dates are current as of Monday, June 3, 2013.