

**South Carolina Education Lottery**  
**Advertising Guidelines**  
**Adopted 10/23/01**

**Introduction**

The commission, producers and marketers of the South Carolina Education Lottery encourage responsible decision-making regarding lottery play by adults, and discourage abusive use of their products. The South Carolina Education Lottery urges adults who choose to play the lottery, do so responsibly.

**Content**

1. Advertising should be consistent with principles of dignity, integrity, mission and values, befitting the state of South Carolina, the lottery industry, and jurisdictions.
  - Advertising should neither contain nor imply lewd or indecent language, images or actions.
  - Advertising should not portray product abuse, excessive play or a preoccupation with gambling.
  - Advertising should not imply or portray any illegal activity.
2. Advertising should not degrade the image or exploit the status of persons of any ethnicity, minority, religious group, economic class of people or protected class.
3. Advertising should be in compliance with the state and federal standards of truth in advertising, which govern private advertisers engaged in interstate commerce, and including the restrictions described in this document.
4. Advertising should appropriately recognize diversity in both audience and media, consistent with these standards.
5. Advertising may use interviews, pictures or statements from people who have won lottery prizes to show that prizes are won and awarded.
6. Advertising should not contain the name or picture of a South Carolina elected official or state seal or its likeness.
7. Advertising should not encourage people to play excessively or beyond their means.
  - Advertising and marketing materials should include a responsible play message when appropriate.
  - Responsible play public service or purchased media messages are appropriate, especially during large jackpot periods.
  - Support for compulsive gambling programs, including publications, referrals and employee training is an appropriate adjunct to lottery advertising.

- Advertising should not present, directly or indirectly, any lottery game as a potential means of relieving any person's financial personal difficulties.
- Advertising should not exhort play as a means of recovering past gambling or other financial losses.
- Advertising should not knowingly be placed in or adjacent to other media that dramatize or glamorize inappropriate use of the product.

### **Tone**

1. The Lottery should not be promoted in derogation of, or as an alternative to employment, nor as a financial investment or a way to achieve financial security.
2. Lottery advertisements should not be designed so as to imply urgency, should not make false promises and should not present winning as the probable outcome.
3. Advertising should not denigrate a person who does not buy a lottery ticket or unduly praise a person who does buy a lottery ticket.
4. Advertising should emphasize the fun and entertainment aspects of playing lottery games and not imply, directly or indirectly, a promise of winning.
5. Advertising should not exhort the public to wager by directly or indirectly misrepresenting a person's chance of winning a prize.
6. Advertising should not imply that lottery games are games of skill.

### **Minors**

1. Persons depicted as lottery players in lottery advertising should not be, nor appear to be, under the legal purchase age.
2. Age restrictions should, at a minimum, be posted at the point of sale.
3. Advertising should not appear in media directed primarily to those under the legal age.
4. The Lottery should not be advertised or marketed at venues where the audience is reasonably and primarily expected to be below the legal purchase age.
5. Ads should not contain symbols, mascots, or language that are primarily intended to appeal to minors or those under the legal purchase age.
  - The use of animation should be monitored to ensure that characters are not associated with animated characters on children's programs or would appeal to persons under the legal purchase age.

- Celebrity or other testimonials should not be used which would primarily appeal to persons under the legal purchase age.

### **Game Information**

1. Odds of winning must be readily available to the public and be clearly stated.
2. Advertising should state alternative cash and annuity values where reasonable and appropriate.
3. Advertising, when appropriate, must provide information regarding resources for persons with gambling problems.

### **Beneficiaries**

1. The South Carolina Education Lottery should provide information regarding the use of lottery proceeds for education, when said proceeds have been allocated.
2. Advertising should clearly denote where lottery proceeds go, avoiding statements that could be confusing or misinterpreted.