

Meeting Minutes
Marketing and Retailer Relations Committee of the
South Carolina Education Lottery Board of Commissioners
April 10, 2013
10:00 A.M.

The Marketing and Retailer Relations (M&RR) Committee of the South Carolina Education Lottery Board of Commissioners held a meeting on Wednesday, April 10, 2013, at 10:00 a.m. in the fourth-floor conference room (#443), located at 1333 Main Street, Columbia, South Carolina, with the following committee members participating:

Sam Litchfield, Chair
Dr. Edward Keith
Karen Ballentine*
Lee Edwards

The Chair called the meeting to order.

Daily Responsibilities of an MSR

Paula Harper Bethea, Executive Director, introduced Kevin Tawes, Marketing and Sales Representative (MSR) in the North Charleston area. Mr. Tawes presented an overview of an MSR's responsibilities and duties from preparing for a retailer visit to a description of a typical in-store visit.

Among other tasks, an MSR must ensure SCEL products are properly displayed and that all SCEL materials, including games, advertising, and statutorily mandated information, are current. Mr. Tawes stressed the importance of a positive and pleasant attitude when working with Retailers and their employees to provide training on proper use of SCEL equipment and other requirements and policies from inventory management to restrictions on sales to minors and cash-only sales. MSRs work with Retailers to enhance sales through effective display of point of sale material, jackpot awareness, and winner awareness. Mr. Tawes also explained the importance of special events and in-store promotions not simply as a method to increase sales but also as a way to highlight SCEL's beneficiary message and to build the relationship between players and Retailers. Finally, he explained an MSR's interaction and communication with SCEL personnel in Columbia to assist each other in carrying out the respective roles of the various departments.

*Commissioner Ballentine participated via teleconference.

From Concept to Television Spot

Michael Powelson, Mad Monkey Writer/Creative Director, was recognized to present an overview on the painstaking process used in creating a television commercial. Lorie Gardner, CEO and Partner at Mad Monkey, and Tim Gardner, Director and Partner at Mad Monkey, also participated in the presentation. The new “Power of One” spots, developed to differentiate the one dollar Mega Millions price point from the two dollar Powerball price point, were used to illustrate the steps involved. Mr. Powelson explained concept development, storyboarding the ideas, writing copy, selecting talent, selecting location(s), filming, and post-production editing. Mr. Powelson thanked Mrs. Bethea and Mr. Johnson for their involvement and assistance in conveying a consistent approach and tone in both SCEL product ads and beneficiary messaging.

Chairman Litchfield thanked Mad Monkey for presenting what goes on behind the scenes to produce a television commercial. He also acknowledged and congratulated Mad Monkey on the three Addy Awards and the Best of Show Award received recently for the “Power of One” spots. Mrs. Bethea added that SCEL had recently licensed these ads to other lotteries, which substantially reduced the production costs.

Viewing of Carolina Cash 6 Spots

Mr. Johnson presented three new Carolina Cash 6 television ads introducing the new terminal generated game. Carolina Cash 6 is a \$2 price point that offers several “plays” for one price and multiple ways to win up to \$200,000 taxes paid. The game launched April 2nd.

Other Business

There being no further business, the meeting of the Marketing and Retailer Relations Committee was adjourned.

_____/s/
Sam Litchfield, Chair

April 24, 2013
Date

As required by Section 30-4-80, notification for this meeting was posted at SCEL headquarters, 1333 Main Street in Columbia. As provided in the Board Bylaws, the meeting notice and agenda were also posted on the SCEL website, sceducationlottery.com, and sent via facsimile transmission pursuant to requests made by media outlets and other organizations. These notifications included the time, date, place and agenda of the meeting.