

**SOUTH CAROLINA EDUCATION LOTTERY BOARD OF  
COMMISSIONERS**

**MARKETING & RETAILER RELATIONS COMMITTEE  
MEETING MINUTES**

**December 3, 2024**

**4:30 p.m.**

The Marketing and Retailer Relations Committee of the Board of Commissioners of the South Carolina Education Lottery (SCEL) met on Tuesday, December 3, 2024, at 1333 Main Street, Columbia, South Carolina, Room 428, with the following members, representing a quorum, participating:

Patrick Earle, Chairman  
Dr. Vareva Evans-Harris

Sam Litchfield, Ex-officio  
Dr. Edward Keith

Chairman Earle called the meeting to order at 5:01 p.m. and recognized, Ammie Smith, Director of Product Development and Josh Whiteside, Director of Marketing, who presented details of Better U – Responsible Play Update, the Better U – Beneficiary Campaign, and the Mega Millions Matrix Change and Advertising Campaign.

**Better U – Responsible Play**

Mr. Whiteside reminded the committee that “Play Better” is a shift away from “Play Responsibly”, which may imply that a player might not be playing responsibly. The goal is not to suggest that players are not playing responsibly but instead choose to play better. Mr. Whiteside covered the concept of an ad campaign featuring “Emma” who throughout various scenes is accompanied by platitudes such as “believe in yourself”, “dance like nobody is watching” and “anything is possible.” The overarching goal of the campaign is to show that a player does not have to spend all of his/her money to play the lottery, but can choose to play a little.

**Better U – Beneficiary Campaign**

Next Mr. Whiteside covered the Better U Beneficiary Campaign concept that focuses on showcasing various lottery scholarship recipients divided among pools based on the types of professions that they provide such as public service, arts, sports, technology, military and conservation. The concept of various pools of real lottery scholarship recipients will allow SCEL to maximize economy of scale by shooting commercials by group instead of having to approve each commercial individually. In addition, Mr. Whiteside pointed out that Better U means a better South Carolina.

**Mega Millions Matrix Change and Advertising Campaign**

Ms. Smith and Mr. Whiteside discussed the Mega Millions Matrix change that includes a \$5 price point, a \$50M starting jackpot, and built-in multiplier. Ms. Smith pointed out that \$5 and above are quickly becoming the new entry point to playing the lottery. She also noted that SCEL has no input in the game change because SCEL is not a member of the Mega Millions Consortium. Mr. Whiteside presented the advertising concept “Play mega, Give mega.” He displayed an ad concept showing that one might pay off all citizens outstanding parking tickets, a baseball game where a winner donates 55,000 hotdogs, a winner donates a dodgeball stadium for citizens to relieve stress and a winner donates support dogs to a retirement home.

With no further questions or comments, Commissioner Earle moved to approve the Better U – Responsible Play Update, the Better U – Beneficiary Campaign, and the Mega Millions Matrix Change and Advertising Campaign as presented, for the quarterly advertising at the next Board meeting scheduled tomorrow. Commissioner Keith seconded the motion that passed unanimously.

Next, the committee unanimously agreed to meet the day before every scheduled Board meeting (if necessary) in Calendar Year 2025.

There being no further business, the meeting adjourned at 5:58 p.m.

\_\_\_\_\_/s/\_\_\_\_\_  
Patrick Earle  
Chairman,  
Marketing & Retailer Relations Committee

\_\_\_\_12/4/2024\_\_\_\_\_  
Date

As required by *S.C. Code Ann. § 30-4-80*, SCEL posted notification for this meeting at its administrative offices, 1333 Main Street in Columbia. As provided in the Board Bylaws, SCEL also posted the meeting notice and agenda on its website ([sceducationlottery.com](http://sceducationlottery.com)), and sent emails pursuant to requests made by individuals, media outlets and other organizations. These notifications included a link that provides the time, date, place, and agenda for the meeting.