

# LOTTERY link

THE OFFICIAL NEWSLETTER OF THE SOUTH DAKOTA LOTTERY



NOV./DEC. 2015

## Who's PLAYING and Why?

**D**o big Powerball jackpots encourage people to play more? What types of Lottery ads get the best response? And why do some South Dakotans play the Lottery while others don't? These are just a few of the questions we hope to answer through two surveys being conducted by Lawrence & Schiller, the Lottery's advertising agency.

Throughout September, responses were gathered for the Audience Motivations Survey which was designed to identify our active and inactive players and determine why people don't currently play the lottery. Participants could respond online or through regular mail; about 88% responded online. The survey consisted of 30 questions and took about 10 minutes to complete. From the responses, a group of potential participants was compiled for more in-depth phone interviews on why they play or don't play the lottery.

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THE LOTTERY",  
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INVALUABLE.**

The Brand Perception Study began in mid-October and utilized focus groups in Aberdeen, Rapid City and Sioux Falls to get a feel for how the public (players and non-players) perceive the Lottery, what encourages players to play more often, and what type of marketing messages resonate among those players. The study also included interviews with Lottery retailers; thanks to those of you who participated in the interviews. As the front line "face of the Lottery", you have a unique perspective on our products and players, and the information you provided is invaluable.

The results of both surveys will be presented at the Dec. 10, 2015 meeting of the South Dakota Lottery Commission. From those results, our goal is to better focus our marketing strategies to deliver a more effective message to our players and potential players. Watch for more information in upcoming editions of the Lottery Link.



# PROMOTIONS in store

**Celebrate Oktoberfest**

October 1-4 at Deadwood Gulch Saloon

Purchase a \$5 Caesars Ticket, receive a **FREE** deck of Caesars Cards **OR** Purchase \$10 in scratch tickets, receive a **FREE** T-shirt

Friday, October 2 from 4:30-7:00 p.m. Free Food, Hot Seats, and Drawings for Cash and Lottery Tickets

Stop in for great Oktoberfest Specials October 1st - 4th

**DEADWOOD GULCH SALOON** in DEADWOOD had an Oktoberfest promotion Oct. 1-4. Players received a Lottery t-shirt when they purchased \$10 in scratch tickets or a purchase of a Caesars ticket got them a deck of Caesars cards.

**GRAND OPENING!**

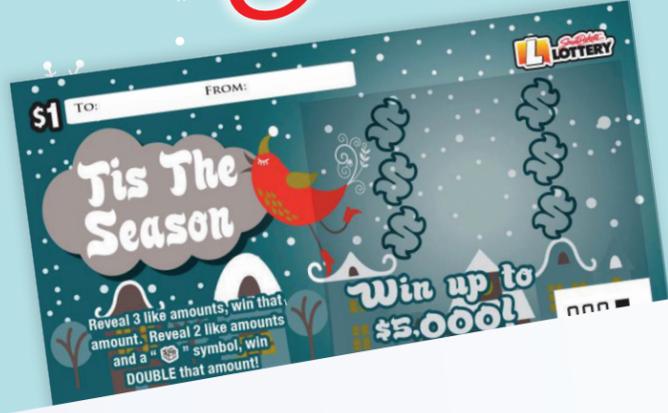
Friday & Saturday, September 11 & 12 at **BIG D** in STURGIS 2800 Junction Avenue, Exit 32, Sturgis

Buy \$10 in SCRATCH TICKETS receive a **FREE** Lottery T-Shirt

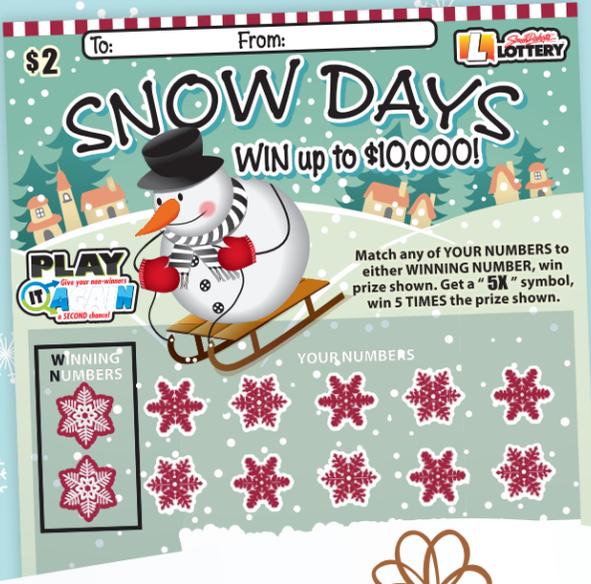
White supplies last. Must be 18 to participate.

**BIG D** in STURGIS had a Grand Opening event Sept. 11-12. Players received a Lottery t-shirt when they purchased \$10 in scratch tickets.

# Holiday Tickets



**TIS THE SEASON**  
**\$1 Ticket ❄️ Top Prize \$5,000**  
 Reveal 3 like amounts, win that amount. Reveal 2 like amounts and a "GIFT" symbol, win **DOUBLE** that amount!



**SNOW DAYS**  
**\$2 Ticket ❄️ Top Prize \$10,000**  
 Match any of YOUR NUMBERS to either WINNING NUMBER, win the prize shown. Get a "5X" symbol, win 5 TIMES the prize shown.



**HOLIDAY MAGIC**  
**\$5 Ticket ❄️ Top Prize \$50,000**  
 Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win the prize shown. Get a "TREE" symbol and win 5 TIMES the prize shown. Get a "STAR" symbol and WIN ALL 15 PRIZES!



## Instant Ticket ACTIVATION REMINDER

All packs of instant tickets must be activated by you prior to being sold. Just scan the barcode on the back of any ticket from the pack that you want to sell before you load it in the dispenser. Winning tickets cannot be paid from a pack that is not active.

## new RETAILER spotlight



**LAKE STOP 20**  
**Owners:** Judy Allen & Marti VanHeel  
**Location:** Watertown  
**Store Type:** Convenience Store offering all 24 games  
**Formerly:** 4-Seasons Quick Stop

## ways to Display



**LA GRAND STATION** in **RAPID CITY** promoted the new Powerball game on their **DIGITAL SIGN**.

**COMMON CENTS** in **PORCUPINE** lets their players know what games are **COMING NEXT**.



In the constant battle for space in stores, many lottery retailers have decided to hang **PLAY-SLIP HOLDERS** on counters or walls near the self-checker or monitor. Freeing up counter space while getting play-slips closer to checkout lines.



**FRESH START** in **PIERRE** put in a new **LIGHTED DISPLAY** that lets the tickets really shine.



## selling your BUSINESS?

**Q** I am selling my business soon, what can I do for the new owners?

**A** Video, instant and lotto licenses are not transferable. The new owner must apply for a new license. The licensing process can take up to 4 weeks. Leaving as much lead time as possible for the new owners will make the transition smoother. Instant tickets are not transferable and the terminal has to be "pinned" so a clean break can be made between owners. Your lotto ticket stock must be picked up by your IGT tech and returned.

# RETAILER bonus spotlight



### DJ's Convenience Store PIERRE

Bruce Nelson accepted a \$600 bonus check for selling a \$6,000 Wild Card 2 ticket.

# ★ TRIVIA Quiz ★

**What's your Lottery IQ? To enter our drawing, send your Lottery Trivia answers to Trivia Quiz, P.O. Box 7107, Pierre, SD 57501 or give them to your sales rep. One person will win a Lottery sweatshirt and 20 people will win T-shirts. One entry per person. Deadline is December 15.**

*Congratulations to last month's winner of a Lottery sweatshirt: **LeAnn Schultz of Appel's Quick Stop in Redfield.** The following won t-shirts: Susan Handel, EZ Mart-Rapid City; Carol Benson, Lewis Drug Southwest-Sioux Falls; Rod Pederson, 190 Mobil-Rapid City; Lisa Brownbear, Gus Stop IV-Wagner; Nancy Long, Coborn's Superstore-Mitchell; Karen Brockel, Aberdeen Pit Stop-Aberdeen; Karen Zoeller, Geo's Corner-Lemmon; Jean Cram, Lewis Drug East Gate-Sioux Falls; Kehisha Ewoldt, Fresh Start #3-Pierre; Eileen Jordan, Wall Food-Wall; Sarah Frazier, Lynn's Dakotamart-Custer; Holly Durmin, Aberdeen Pit Stop-Aberdeen; Lorri Olson, 212-79 Service-Newell; Jeff Tunnisen, Buche Foods-Mission; Cindy Crook, Bi-Rite Liquors-Redfield; Kim Stimson, Caseys-Watertown; Mitchell Hollowhorn, Common Cents-Porcupine; Nathan Hoogsahgen, Fresh Start #28-Spearfish; Wanda Yellow Wolf, 190 Mobil-Rapid City; Larry Crook, Bi-Rite Liquors-Redfield.*

- How many surveys were conducted by Lawrence & Schiller?
- Which retailer has a lighted display for their instant tickets?
- True or False: To activate a pack of tickets you can scan any ticket in that pack.
- Can licenses be transferred to the new owner when a business is sold?
- What is the name of the \$1 holiday instant ticket?
- Where was a \$600 bonus check accepted for selling a \$6,000 Wild Card 2 ticket?

NAME \_\_\_\_\_ PHONE \_\_\_\_\_ SALES REP'S NAME \_\_\_\_\_

STORE NAME \_\_\_\_\_ ADDRESS \_\_\_\_\_ CITY \_\_\_\_\_

1. \_\_\_\_\_ 3. \_\_\_\_\_ 5. \_\_\_\_\_  
2. \_\_\_\_\_ 4. \_\_\_\_\_ 6. \_\_\_\_\_



# LOTTERY winners

## RECENT winners

**David Carlson**, Sioux Falls  
Gas Stop - Sioux Falls  
\$1,000 - Money, Money, Money

**Suzan Webb**, Rock Springs, WY  
BJ's Supermart - Black Hawk  
\$500 - \$100K No Tax

**Logan Beisch**, Sioux City, IA  
Casey's General Store - North Sioux City  
\$500 - Money Spectacular

**Thomas Poulisse**, Huron  
South Side Convenience - Huron  
\$1,000 - Winter Green

**Connie Hopkins**, Rapid City  
Corner Pantry - Rapid City  
\$400 - Diamond Slings

**Wanda Collins**, Humboldt  
Heart T Stop - Hartford  
\$1,000 - Winter Green

**David Larson**, Fedora  
Larson Feed & Grocery - Fedora  
\$500 - \$100K No Tax

**Travis Lindsey**, Yankton  
TJ's Mini Mart - Yankton  
\$5,000 - 2X The Money

**Jeff Gogue**, Rapid City  
BJ's - St. Pats - Rapid City  
\$500 - Mega Fortune

**Genni Slicer**, Artesian  
Country Pumper - Artesian  
\$501 - Wild Card 2

**Darron Brown**, Beresford  
Jet Truck Plaza - Beresford  
\$500 - Jumbo Bucks Two

**Beth Bockwoldt**, Nisland  
Newell Stop & Shop - Newell  
\$400 - Big Money Cashword

**Michelle Macfeat**, Kadoka  
Discount Fuel - Kadoka  
\$500 - Cash Frenzy



**Josh & Teresa Johnson**, Sioux Falls  
Lewis Drug Eastgate - Sioux Falls  
\$178,607 - Dakota Cash Jackpot



**Cleone Inderlied**, Pine Ridge  
Sonny's Super Foods - Hot Springs  
\$30,000 - Bingo Plus



**Ace Taylor**, Rapid City  
Fresh Start Convenience - Rapid City  
\$10,000 - Jumbo Bucks Two



**Kelvin Hingst**, Hutchinson, MN  
Casey's General Store - Dell Rapids  
\$1,000 - Joker's Wild



**Leah Sandmeier**, Sioux Falls  
I-29 Fuels - Watertown  
\$1,000 - Money, Money, Money



**Marcus Lamont**, Wanblee  
Wanblee Mart - Wanblee  
\$1,000 - Money, Money, Money



**Tami Love, Olivet**  
Casey's General Store - Parkston  
\$500 - Jumbo Bucks Two



**Kevin Williams**, Sioux Falls  
Gary Cone's Amoco - Sioux Falls  
\$50,000 - \$50K Jumbo Bucks



**Sami Collins**, Eagle Butte  
Newell Stop & Shop - Newell  
\$2,500 - Jumbo Bucks Two



**Kristina Rafter**, Philip  
The Philip Pit Stop - Philip  
\$500 - SD Lottery Limited

## RECENT winners

**Phyllis Wilcox**, Bismarck, ND  
Common Cents Food Store - Rapid City  
\$500 - Jumbo Bucks Two

**Wendy Craddock**, Volga  
Volga Gas Stop (Howe's Oil) - Volga  
\$500 - Winter Green

**Courage Zephier**, Marty  
Valley Pump & Casino - Wagner  
\$1,000 - \$100K No Tax

**Jaque Osborn**, Aberdeen  
Aberdeen Pit Stop - Aberdeen  
\$1,000 - Money, Money, Money

**Dale Vahlkamp**, Gillette, WY  
Kwik Mart - Sturgis  
\$500 - Franklin's Fortunes

**Thomas Otten**, Dakota Dunes  
Cubby's Dakota Dunes - Dakota Dunes  
\$500 - 10X The Money

**Sarah Hovey**, Brookings  
Newman Enterprises, Inc. - Brookings  
\$500 - SD Lottery Limited

**Reynard Phillips**, Inglewood, CA  
Lynn's Dakotamart - Custer  
\$1,000 - SD Lottery Limited

**Jonathan Burow**, Mission  
Country Coop - Amridge - Mission  
\$500 - Jumbo Bucks Two

**Orlando Torres**, Rapid City  
Elk Creek Valley Market - Piedmont  
\$1,000 - Black & White

**Seth Skinner**, Brookings  
BP of Brookings, Inc. - Brookings  
\$1,000 - Money, Money, Money

**Sheri Horn**, Rapid City  
BJ's - St. Pats - Rapid City  
\$300 - Powerball Power Play

**Donald Etheridge**, Sioux Falls  
Hy-Vee, Inc. - Sioux Falls  
\$500 - Money Spectacular



# YOUR TICKET TO FUN IS HERE!