

State Agency	Oklahoma Lottery Commission <ul style="list-style-type: none"> SWO135
Scope of Work	Paid Media Management, Measurement and Placement, Creative Services, TV Production, Marketing Strategy & Service, Public Affairs Services
Date Awarded	July 2022
Term of work	07/01/2022-06/30/2023
Fee Revenue*	\$556,187.50
Contract Amount**	\$2,644,941.12

***Fee Revenue** is the amount paid to Saxum for services rendered. Saxum pays a 1% fee on all state work to OMES quarterly.

****Contract Amount** includes pass-through costs such as media buys, sponsorships, etc.

MEANINGFUL & MEASURABLE IMPACT

- Increased funding for Oklahoma education**
 - Over \$1.2 billion contributed to education since Lottery inception
 - Increased sales = increased funding to education
- Increased audience reach & engagement**
 - Achieved a remarkable total of 238.1 million impressions throughout the year, effectively increasing brand visibility and engagement
 - Generated measurable actions of 2.17 million, showcasing strong audience interaction and interest in OLC's offerings
- Improved brand visibility**
 - Successfully executed a comprehensive brand development initiative, refining brand direction, campaign applications, fonts, logos, and color schemes
 - Launched a cohesive and impactful brand identity that resonates with the audience and reinforces the brand's values
- Implemented innovative multimedia campaign**
 - Produced 10+ dynamic videos highlighting how participating in the Lottery opens doors to personal growth and enrichment
 - Development of interactive assets and media placement in rich media digital display and interactive ad placements on CTV - such as Pause Ads and Interactive Hulu ads, with continued exploration of innovative media placements

Questions or Comments: Please reach out directly to contracts@saxum.com with any questions.