

State Agency	Oklahoma Lottery Commission <ul style="list-style-type: none"> • SW0135
Scope of Work	Paid Media Management, Measurement and Placement, Creative Services, TV Production, Marketing Strategy & Service, Public Affairs Services
Date Awarded	July 2023
Term of work	07/01/2023-06/30/2024
Fee Revenue*	\$623,861.50
Contract Amount**	\$3,628,145.97

***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**
 - One of the most direct outcomes of the Oklahoma Lottery's marketing initiatives has been the significant increase in funding for Oklahoma education. The lottery is estimated to generate more than \$87.5 million for education from FY24, which is \$20 million more than contributed in 2020. This result is a testament to the increased player participation, driven by our strategic marketing efforts, which continue to motivate new and existing audiences to engage with the lottery. By focusing on high-engagement campaigns and promotions, we not only reached large audiences but also effectively converted their participation into funding that benefits educational programs statewide.
- **Increased audience reach & engagement**
 - Across the entire fiscal year, our marketing initiatives delivered remarkable results in expanding the Oklahoma Lottery's audience and deepening engagement across multiple platforms. Over the course of FY24, the Oklahoma Lottery's paid media campaigns generated over 204 million impressions, significantly increasing the brand's visibility statewide. These campaigns resulted in a total of 10.6 million measurable actions taken by audiences, including clicks, video views, and social engagements, reflecting a substantial return on our media investments. Paid Social consistently overperformed, with campaigns achieving click-through rates as high as 3.09% during major promotions such as the holiday campaign. Additionally, Facebook alone drove over 20,000 sessions and maintained a high 8.8% conversion rate throughout the year. PreRoll video ads delivered high engagement as well, maintaining an average video completion rate of 73.77%, ensuring that the lottery's messages were delivered effectively to target audiences. These results demonstrate that through carefully crafted campaigns and precise targeting, we were able to engage both new and returning players at an unprecedented level, driving participation and awareness for the

Oklahoma Lottery across multiple demographic groups.

- **Improved brand visibility**

- According to the Oklahoma Lottery Tracking Study, the overall opinion of the Oklahoma Lottery remains highly positive, with 78% of respondents holding a favorable view. Awareness of games like Powerball and Scratchers remains high, with 95% of players aware of key lottery games, further indicating that our marketing efforts have successfully kept the lottery top of mind among Oklahomans. Importantly, 70% of players said they would recommend Oklahoma Lottery games to others, particularly in segments like Fans and Friends. This strong word-of-mouth potential reflects the trust and satisfaction generated through our campaigns.

- **Implemented innovative multimedia campaign**

- The introduction of rich media formats, social video content, and optimized mobile-friendly creative led to record levels of engagement. Mobile banners, such as the 320x50 format, drove 66% of clicks during the "In the Green" promotion, proving the importance of tailoring content to mobile audiences.
- Video played a pivotal role in our strategy, with PreRoll ads achieving completion rates of up to 98.9% on platforms like Peacock, while interactive elements boosted engagement across platforms.
- The addition of video content to social platforms, particularly for promotions like Powerball and holiday campaigns, resulted in 22.5K clicks and 8.7 million impressions, proving that video remains a highly effective medium for driving interaction and awareness.
- Insights from the Tracking Study also revealed that players perceive the lottery as both entertaining and a genuine opportunity to win significant prizes, with 78% holding a positive opinion of the lottery overall. This reinforces the effectiveness of our multimedia strategies in fostering both brand trust and player motivation.

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