

MKR

“IMAGINE THAT” BRAND LAUNCH CAMPAIGN:

Hoosier Lottery



Challenge:

After MKR was awarded the Hoosier Lottery account, we immediately set to work improving perceptions of the lottery, encouraging appropriate play and driving awareness of the organization’s many economic benefits to Indiana residents.

As we got underway, our audience research revealed that, in general, when people think of winning the lottery, they dream of big houses, nice cars and fancy trips. But if you were to ask an Indiana native what they would do if they won the lottery, responses are a little more down-to-Earth – and include filling their gas tank, prepping for the arrival of a new child or even setting up college funds for their grandchildren. These are real people; these are Hoosiers.

Approach:

Our campaign leveraged an insight: from the small winners to the big ones, the lottery makes life just a little better for Hoosiers. MKR created and delivered a comprehensive brand strategy on which to build a new Hoosier Lottery – for the people, by the people. With a brand new look, the Hoosier Lottery didn’t tell Hoosiers how to dream, but encouraged them to express their dreams. A platform was provided for Hoosiers everywhere, from Alfordsville to Zanesville, to share what they’d do if they won the Hoosier Lottery. The results of this work enabled us to create a campaign that was themed, “Imagine That.” We created a new icon and a new motto, “Imagine That.” Out-of-home pieces showcased some examples of Hoosiers’ dreams, and videos showed interviews of Hoosiers telling their stories. This was utilized to increase awareness as well as encourage other Hoosiers to share their stories.

Outcome:

MRK measured campaign success results through quantitative brand empathy measures, social channel fans and followers, and total annual revenue – including increases in sales of specific games. In the first year of the campaign:

53% of Hoosiers said that the Lottery was for people like them, an 18% increase.

Fans and followers of the brand grew 116% in the same time period.

The Hoosier Lottery vaulted from 33rd in rate of growth in the US to become one of the top 3 fastest growing lotteries in the country.

IN THE FOUR YEARS SINCE THE CAMPAIGN LAUNCHED:

Scratch-off sales grew 29%.

THE HOOSIER LOTTERY EXPERIENCED AN 18% increase in brand affinity.

ITS SOCIAL AUDIENCE grew 116%.