

Doubling the Engagement Rate, Driving Lottery Sales



Client

- ▶ Citrus, based in Portland, Oregon, is an agency dedicated to building brands for clients that allow them to acquire, stimulate and retain a loyal following.
- ▶ Citrus client, the Montana Lottery, sold its first ticket in 1987, and since that time has paid over \$355 million in prizes and transferred more than \$152 million to the State of Montana.
- ▶ In 2009, the Lottery needed a fresh approach to attracting new players and keeping current ones. Citrus worked with the Lottery to not only boost the quality of its traditional media, but also to break into the digital world of online advertising. Together, agency and client succeeded in creating an integrated marketing campaign that boosted the Lottery's image and increased ticket sales.

Mixpo allowed us to move our TV advertising to the web. The production is simple; it takes just minutes to create local online video advertising campaigns that are consistent with our TV strategy.

Marcia Schoelen
Director of Production, Citrus

Campaign

- ▶ Although new to online advertising, the Lottery's goal was to efficiently reach as broad a segment of the Montana population on the web as possible.
- ▶ With the Mixpo platform, Citrus quickly and easily converted an existing 30-second TV spot into an Xspot, an interactive, online video ad.
- ▶ The humorous ads poked fun at male football fantasies by featuring an attractive blond woman theorizing on strategies for succeeding in Fantasy Football. Clicks on the ad took viewers to the Montana Fantasy Football game page.
- ▶ The ad campaign began its run in September 2009 across three of Montana's largest online publishers: the Great Falls Tribune, New West Montana and Lee Newspaper Group.

Outcome

- ▶ Agency and client hit the jackpot, achieving their goal by delivering 1.5 million impressions in just over three months. They built broad awareness of the Lottery's Fantasy Football game in key geographies like Great Falls, Missoula, Butte, Bozeman, Kayspell, Helena and Billings.
- ▶ Viewers were intrigued and engaged by the Lottery's Xspot, with nearly 40,000 viewers actively clicking to view it. Of those who watched, nearly half watched the entire video while viewers overall watched, on average, two-thirds of the spot.
- ▶ Compared with video ads overall, more people actively chose to view the Citrus-produced Lottery ad, and to engage with the ad in some form or another. The Montana Lottery outperformed the active view rate for all video ads by 84 percent and exceeded the overall engagement rate by double.
- ▶ Pleased with the results of their campaign, Citrus and the Montana Lottery are continuing to create new Xspots to complement the broadcast media within their ongoing campaigns.

METRICS	MONTANA LOTTERY XSPOT	OVERALL XSPOT AVERAGE
Active View Rate (Views/Impressions)	3.05%	1.67%
% of Video Watched	66%	48%
Engagement Rate	4.5%	2.25%