

'BBQ Bucks' PR & Social Promotion

NORTH CAROLINA EDUCATION LOTTERY

With fall weather and football season on the horizon in 2015, the lottery introduced the state lottery's first-ever scented lottery ticket, just in time for tailgate season: BBQ Bucks. When scratched, it smells like smoky BBQ.



ALL EYES ON BBQ BUCKS

The lottery held kick-off events at BBQ Restaurants on Tuesday, Sept. 1 – the day the tickets went on sale – in the state's two largest markets: Charlotte and Raleigh. Partnering with local radio stations to help get the word out, a combined audience of hundreds came by to get a free ticket and BBQ Bucks T-shirt.

"People in our state love their BBQ and this ticket is a fun way to celebrate that tradition," said Alice Garland, the lottery's executive director. "So not only are there cash prizes, but folks can also win BBQ and grills."

Major TV stations and newspapers of record covered the events, leading to an earned TV audience of more than **1.5 million**, estimated at **\$140,000** in advertising equivalency value.

There were several broadcasts of reporters blindfolding one another in the newsroom and challenging their colleagues to see if they could tell the difference between an ordinary scratch-off ticket and a BBQ Bucks ticket.

In addition to TV and print coverage, a conservative estimate of the number of unique visitors we had the opportunity to reach on media websites thanks



to BBQ Bucks coverage is **4.3 million** people, about half of which came because USA Today's website picked up the story from a Charlotte affiliate.

COOKIN' UP CONVERSATION

When the subject of this storied cuisine comes up in the Tar Heel State, the age-old debate simmers on about which style of BBQ is best: East or West? The lottery would not presume to take a side – we'll

leave that to the experts. But we were glad to stoke the flames of people’s passion when it comes to their BBQ preferences though a social media promotion that invited them to weigh in on the question.

Thousands of votes and enthusiastic comments later, voters crowned the vinegar-based Eastern Style the winner, edging out Western Style, also known as Lexington Style for the city in the Piedmont region of the state famous for its ‘cue.

To inspire and reward people for participating in the promotion, ten \$50 gift cards and a BBQ Bucks T-shirt were given away each week for four weeks through random drawings.

THE 1,000 POUNDS OF PORK GIVEAWAY

Winning a prize instantly can be sweet. Thanks to second-chance drawings in the 1,000 Pounds of Pork Giveaway, we were able to sustain the playing experience – and award prizes folks could really savor.

In three drawings held during the life of the game, seven won a Big Green Egg Grill – including premium organic charcoal, kiln-dried hickory chunks and a full-color cookbook – and 100 pounds of pork. Thirty more winners received cash prizes of \$500.

RECIPE FOR SUCCESS

As a 360-degree promotion that incorporated a novel ticket feature, a beloved state tradition, traditional public relations and social media – BBQ Bucks was a smash hit with media and players. What we learned has been applied to subsequent promotions to create entertaining, memorable experiences.

