



Lottery Oversight Committee

August 17th 2017

Today's Objectives

Objectives for today's session:

- i. To share with you our FY18 Plans

- i. To answer any questions you may have

FY18 Commercial Plan

KEY INITIATIVES					
	Q4	Q1	Q2	Q3	Q4
GAMES - INSTANTS					
Conduct two further waves of Pre-launch Game Development	Wave 1 (Extended Play)		Wave 2 (\$10/\$20)		
Commercial support	Ongoing support				
BRAND					
Update Brand Presentation for ASL and Games (branded assets, logos, POS)		Development		Launch	
GAMES - DRAW					
Develop Game Innovation Pipeline (new and renovation) for Draw Games	Ongoing Support and Input				
MARKETING					
Review and Update Commercial Planning Process			Development	Launch	
Marketing Team Support, Campaign Management, Evaluation and Activation	Ongoing Support and Input				
Reprise of Econometrics Model (new brand and advertising)			Data Capture	Delivery	
RETAIL					
Segmentation	Planning	Launch	Ongoing Support and Updates		
Retail Retention		Launch	Ongoing Support		
In Store Execution Programme (Retailer Scoring, SFA, Sales CRM Toolkit)		Planning	Launch	Ongoing Support	
Dispensers (Bin) Allocation	Planning	Launch	Ongoing Support		
Sales Team Support (incl: Team Meetings, Field Visits, Development Days)	Ongoing Support				
POS Refresh and Store Make-over (links to Brand Presentation)		Development		Launch	Ongoing Support
PLAYER RELATIONSHIPS					
Conduct Review of Digital Opportunities (Retail and Consumer led)			Review and Evaluate		Delivery

	Delivery and/or Launch
	Development Work
	Ongoing Support

Key Deliverables

Brand: Update the presentation of the Lottery's branded assets to reflect new, agreed brand positioning
(building on FY17 work)

Games: Ensure all Instants games introduced to market are of the highest possible quality (Continuation of game design work from FY17 using consumer research to ensure the best possible range of games are launched)

Marketing: Provide on-going resource and expertise to optimize all marketing activity and develop a longer-term planning process

Retail: To create a best in class retail environment for lottery products supported by a high performing sales team

Player Relationships: Conduct review of digital opportunities